

For more information contact: Doreen Gates – doreen.gates@haymarketmedia.com 267-477-1151 or
 Tamika Hart – tamika.hart@haymarketmedia.com 646-638-6152

Jan

MM&M All-Stars Report



Cardiovascular



Specialty Pharma

Cover Story

Lead feature article.

Special/Additional Coverage

Additional feature articles.

Skill Sets (New for 2013)

Showcase of companies offering skills and services within specific areas (Advertiser section).

Therapeutic Focus (with Clinical Corner)

The top drugs, media spend and R&D landscape within categories.

Partner Forum (New for 2013)

A think tank of four experts tackle a topical issue.

Leadership Exchange

Pharma execs, agency partners and other experts discuss timely topics at a live roundtable session.

Print Supplement

Compendium of exclusive content and company showcases, packaged with the print issue.

Bonus Distribution

Delegates at these key events will receive extra copies.

Feb

Patient Education/Marketing

- Managed Markets
- Non-Personal Promotion

- Managed Markets
- Non-Personal Promotion



Orphan Drugs/Rare Diseases

Data Management

Loyalty Programs

Interactive Guide 2013



ePharma East

Mar

Big Data/Market Research

- Professional Ad Report
- Specialty Pharma

- Specialty Pharma
- Professional Media

Metabolic Products

Non-Personal Promotion



PMRG National Annual Conference

Apr

The DTC Report

- Clinical Trials Management
- Rare Diseases

- Clinical Trials Management
- Rare Diseases

Respiratory Diseases

Devices & Diagnostics



Game Changers

DTC National

May

The Pharma Report

- Loyalty Programs/ Co-Pay Cards
- Training and Educaiton

- Loyalty Programs/ Co-Pay Cards
- Training and Educaiton

Rheumatology

Social Media



HBA Woman of the Year Luncheon

Jun

Devices & Diagnostics

- Mobile Apps
- Direct Marketing

- Mobile Apps
- Direct Marketing

Infectious Diseases

Patient Trial Recruitment



R&D, Clinical Trials and Marketing

The Mobile Guide 2013



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Jul

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Top 100 Agencies

Agency A-Z Directory



Digital Pharma West

Aug

Biotech Report

- Big Data
- Managed Markets

- Big Data
- Managed Markets

Oncology

Reaching HCPs



Digital Pharma West

Sep

Patient Education/Marketing

- Professional Ad Report
- R&D and Marketing

- Professional Media
- R&D and Marketing

Women's Health

Gamification

Social Media



Digital Pharma East

Oct

Career & Salary Survey 2013

- Recruitment/Retention
- Career Paths

Where We Work (Special Section)



Vaccines

Managed Markets

Big Data/Research

Career & Salary Survey Premium Edition

Digital Pharma East

Nov

Sales Force Report

- Agency/Client Relationship
- CRM

- Agency/Client Relationship
- CRM

Neurology

Cloud-based Marketing



MM&M Awards Winners (Book of the Night)



Digital Pharma East

Dec

2014 Outlook

- The Pipeline Report
- Data Management

- CROs
- Data Management



Patient Marketing/Education

2014 Wall Calendar