

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

## Jan

**Space & Materials Due:**

**Cover Story**

Lead feature article.

**Special/Additional Coverage**

Additional feature articles.

**Skill Sets**

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

**Therapeutic Focus (with Clinical Corner)**

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

**Partner Forum**

A think tank of four experts tackle a topical issue.

**eBooks**

**Supplements/Guides**

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

**Bonus Distribution**

Delegates at these key events will receive extra copies.

**Space: 12/4 & Materials: 12/10**

**MM&M All-Stars Report**



Specialty Pharma

Oncology



## Feb

**Space: 1/7 & Materials: 1/13**

**Mobile Marketing**

- Managed Markets
- Non-Personal Promotion

- Managed Markets
- Non-Personal Promotion

Rare Diseases



Multi-Channel Marketing

**The Digital Guide 2014**

IIR ePharma Summit East 2014

## Mar

**Space: 2/5 & Materials: 2/11**

**Data and Analytics**

- Specialty Pharma
- Professional Ad Report

- Specialty Pharma
- Professional Media

Metabolic Products

Non-Personal Promotion



- eye for pharma Barcelona 2014
- PMRG

## Apr

**Space: 3/6 & Materials: 3/12**

**The DTC Report**

- Rare Diseases
- E-Sampling

- Rare Diseases
- E-Sampling

Respiratory Diseases

Devices & Diagnostics

**Game Changers**

DTC National 2014



## May

**Space: 4/7 & Materials: 4/11**

**The Pharma Report**

- Loyalty Programs
- Health Literacy

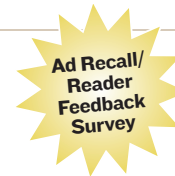
- Loyalty Programs
- Health Literacy

Rheumatology

Global

Biotech

HBA Woman of the Year Luncheon



## Jun

**Space: 5/7 & Materials: 5/13**

**Devices and Diagnostics**

- Mobile Marketing
- Direct Marketing

- Mobile Marketing
- Direct Marketing

Infectious Diseases

Electronic Health Records

**Patients and Understanding**

DIA 2014



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## Jul

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Lead feature article.

### Special/Additional Coverage

Additional feature articles.

### Skill Sets

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

A think tank of four experts tackle a topical issue.

### eBooks

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Space: 6/6 & Materials: 6/12

### Top 100 Agencies

Agency A-Z Directory



ExL Digital Pharma West 2014

## Aug

Space: 7/8 & Materials: 7/14

### The Biotech Report

- Market Research
- Multichannel Marketing

- Market Research
- Multichannel Marketing

### Oncology

### Payer Marketing



## Sep

Space: 8/6 & Materials: 8/12

### Patient Education/Marketing

- Professional Ad Report
- Social Engagement

- Professional Ad Report
- Social Engagement

### Women's Health



### Loyalty Programs



## Oct

Space: 9/5 & Materials: 9/11

### Career & Salary Survey 2014

- Recruitment/Retention
- Career Paths

WorkPlaces (Special Section)

### Vaccines

### DTC Marketing

### Women's Health



ExL Digital Pharma East 2014

## Nov

Space: 10/8 & Materials: 10/14

### Engaging HCPs

- Cloud Marketing
- Point of Care

- Cloud Marketing
- Point of Care
- Reaching HCPs

### Neurology



### Social Media



### MM&M Awards Book of Winners



## Dec

Space: 11/4 & Materials: 11/10

### 2015 Outlook

- The Pipeline Report (Oncology, Metabolic, Cardiovascular, Infectious Diseases, Rheumatology, Other)
- Data Management

- CROs
- Data Management

### Patient Trial Recruitment



### 2015 Wall Calendar

