

# MM&M | 2018 EDITORIAL CALENDAR

## JANUARY

Space Close: 12/5/2017  
Material Deadline: 12/11/2017

## FEBRUARY

1/9/2018  
1/16/2018

## MARCH

2/8/2018  
2/14/2018

## APRIL

3/8/2018  
3/14/2018

## MAY

4/12/2018  
4/18/2018

## JUNE

5/8/2018  
5/14/2018

Cover Story	<b><u>Payers/Managed Markets/Formulary Access</u></b> The pace of risk-based contracting has increased, but are drugmakers having an easier time telling their value story?	<b><u>NEW The Data Issue</u></b> As a culture of analytics sweeps through biopharma and med device, we examine the effect on partnering, com-pare and contrast how various data vendors seek to target HCPs, and sort out AI from RWE and PA.	<b><u>Healthcare Marketers Survey</u></b> Exclusive insight into how pharma, biotech and med-tech firms are allocating their promotional resources as well as what challenges they anticipate, based on our benchmark survey of healthcare marketing directors.	<b><u>DTC Report 2018</u></b> Our annual look at pharma's consumer advertising, from the latest trends and campaigns to regulatory policy and spending data. PLUS: the top 10 ads of 2017.	<b><u>MM&amp;M Healthcare Transformers 2018</u></b> Our 4th annual list of the 40 upstarts and veteran innovation gurus leading biopharma's transformation. PLUS: the 2nd annual Innovation Catalysts.	<b><u>NEW The Diversity Issue</u></b> Findings from the inaugural MM&M Diversity Survey, a study on workplace diversity throughout the healthcare marketing industry, plus the print debut of the 3rd annual MM&M Hall of Femme and Women to Watch lists.
Features/Additional Coverage	<ul style="list-style-type: none"> <li>Assessing partnerships between pharma and China-based tech companies Alibaba, Tencent and Weibo</li> <li>Shoppers guide to buying creative, tech and data services from big consultancies vs. network-owned agencies</li> <li>Clinical trials: a look at pharma efforts to generate awareness</li> <li>Traditional media at the point of care</li> </ul>	<ul style="list-style-type: none"> <li>Data-driven marketing</li> <li>Get to know your chief data officers</li> <li><b><u>NEW</u></b> Pipeline Watch: Our long-running Therapeutic Focus series reboots as recurring series; first installment to focus on orphan, metabolic and oncology agents</li> <li>Healthcare advertising and the millennial</li> </ul>	<ul style="list-style-type: none"> <li>Survey results, analysis and commentary</li> <li>Profile of a pharma chief commercial or chief marketing officer</li> <li>Oncology marketing</li> <li>Rare disease management</li> </ul>	<ul style="list-style-type: none"> <li>Pro Ad Report (full-year data)</li> <li>How to Win an MM&amp;M Award</li> <li>Pipeline Watch: Pain, oncology and immunology agents</li> <li>How to lead in the fields of multi-omics, patient/consumer data and IoT: insights from MM&amp;M's first West-Coast event, Health Dynamic 2018</li> </ul>	<ul style="list-style-type: none"> <li>Ad tech vs. marketing tech</li> <li>Get to know your procurement officers</li> <li>Patient access programs</li> </ul>	<ul style="list-style-type: none"> <li>Pipeline Watch: immunology, oncology, neurology</li> <li>Get to know your MSLs</li> <li>Insights from the 4th annual MM&amp;M Transforming Healthcare conference, Cannes Lions Health preview and cross-brand newsletter</li> </ul>
Digital	Insights from MM&M NextGen Data event, dispatches from JP Morgan 2018	<b><u>Video Content:</u></b> NPP and precision advertising	Analysis of Healthcare Marketers Survey results: 3-part series with insights for commercial planning (Parts 1-3: Pharma's take on marketing trends surrounding Patient, Professional and Payer marketing tactics)	<b><u>Video Content:</u></b> media pros rank pharma DTC ads of the past year, SXSW news recap	<b><u>Video Content:</u></b> Women of the Year, ASCO preview, Hall of Femme/Women to Watch 2018 honorees (debut); Video Content: Meet the latest digital health startups with Big Pharma backing	
Partner Forum	Non-personal promotion (NPP)	EHRs	Specialty pharma	Behavioral marketing	Programmatic/marketing automation	Point of care
eBook		Disruptors in digital marketing	Agency-client relations		The Buyer's Guide to Boutique Pharma, Life Science, and Healthcare Consultancies	Orphan-drug marketing
Print Supplements			Game Changers 2018		The Guts of Healthcare Agency Culture: we examine the most meaningful internal programs with an eye on results.	
Bonus Distribution			<ul style="list-style-type: none"> <li>ePharma Summit: New York</li> <li>SXSW - Health: Austin</li> </ul>	<ul style="list-style-type: none"> <li>DTC National Conference: Boston</li> </ul>	<ul style="list-style-type: none"> <li>MM&amp;M Transforming Healthcare Conference: New York</li> <li>HBA Woman of the Year Luncheon: New York</li> </ul>	<ul style="list-style-type: none"> <li>Digital Pharma West: San Francisco</li> <li>Cannes Health Lions: Cannes</li> <li>DIA 2018: Chicago</li> </ul>

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Space Close:	6/12/2018	7/13/2018	8/13/2018	9/12/2018	10/10/2018	11/6/2018
Material Deadline:	6/18/2018	7/19/2018	8/17/2018	9/18/2018	10/16/2018	11/13/2018
Cover Story	<b>The Agency Issue 2018</b> A stalwart issue that includes objective, original profiles of the top 100 North American healthcare communications agencies, along with top-100 revenue table, CEO Q&A, results of business barometer survey,	<b>The 2018 Hall of Femme</b> A recap of content from the 3rd annual Hall of Femme event in New York	<b>Patient Support and Behavioral Science</b> As the transformation of bio-pharma continues, drugmakers are reshaping the way they look to change patient behavior through non-medical add-ons like transportation, lifestyle, helpful content, apps, and telemedicine.	<b>The 2018 MM&amp;M Career and Salary Survey</b> The benchmark survey providing a meaningful picture of salaries, job satisfaction, motivational factors, migration, and other job trends in the pharma and healthcare sectors	<b>The Health Influencer 50</b> This special issue includes hot-button feature stories and a list of some of the biggest players across the industry including pharma, agencies and beyond	<b>NEW Best Places to Work</b> A nomination process, vetted by MM&M, uncovers the most employer-friendly settings in healthcare marketing
Features/Additional Coverage	<ul style="list-style-type: none"> <li>• Profiles and revenue ranking of the Top 100 agencies</li> <li>• Agency solar system</li> <li>• Heads of Health CEO forum</li> <li>• Agency business survey results</li> <li>• Agency A-to-Z directory</li> </ul>	<ul style="list-style-type: none"> <li>• A POC case study</li> <li>• Pipeline Watch: oncology, women's health</li> <li>• HCP engagement: breaking the "no-see" barrier</li> </ul>	<ul style="list-style-type: none"> <li>• Online professional health communities</li> <li>• Return of wearables</li> <li>• Best-in-class market access programs</li> </ul>	<ul style="list-style-type: none"> <li>• Survey results: analysis and commentary</li> <li>• Pharma career tracks</li> <li>• Agency culture</li> <li>• Pipeline Watch: gene therapy, oncology, neurology</li> <li>• Pro ad report (half-year)</li> </ul>	<ul style="list-style-type: none"> <li>• The agency of the future</li> <li>• Clin trials: recruitment</li> <li>• Programmatic buying</li> </ul>	<ul style="list-style-type: none"> <li>• Outlook 2019 in health-tech and policy</li> <li>• The Pipeline Report</li> <li>• Agency philanthropic programs</li> </ul>
Digital	<u>Video Content</u> : The agency landscape	Interviews with Hall of Femme members, behind the scenes of the August cover shoot	<u>Video Content</u> : Changes in prescribing	The complete Career and Salary Survey data	<u>Video Content</u> : Interviews with HI50 members and other video content:	<u>Video Content</u> : How will healthcare marketing change in 2019?
Partner Forum		Mobile marketing	Content marketing	Outsourcing	Data-driven marketing	Rare disease management
eBook			Oncology	Career and Workplace Culture	HCP engagement	
Print Supplements					The MM&M Awards Book of the Night	
Bonus Distribution			<ul style="list-style-type: none"> <li>• Health 2.0: Santa Clara</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Pharma East: Philadelphia</li> <li>• PharmaForce: Princeton</li> </ul>		