

MARKETING CALENDAR

Jan/Feb	March	April	May	June/July	COLUMNS & DEPARTMENTS
Ad Close: 1/20	Ad Close: 2/17	Ad Close: 3/17	Ad Close: 4/21	Ad Close: 5/19	
Materials Due: 1/22	Materials Due: 2/19	Materials Due: 3/19	Materials Due: 4/23	Materials Due: 5/21	
Featured content: Healthcare Design Conference 2014 Review The HCD10	Featured content: EXCLUSIVE: Healthcare Design industry survey results Designing acute care spaces for senior patients	International Issue Featured content: Roundup of new international facilities Special report: Global hot spots for your next project	Featured content: Evolution of healthcare interiors Mastering master planning Special advertising sections: Directory of Interior Designers Product Showcase	Featured content: Designing research and laboratory facilities Trends in dining spaces	Editorial (Kristin D Zeit, editor-in-chief)
Show distribution: ASHE-PDC San Antonio, Texas (3/15 – 3/18)	Special advertising section: Corporate Profiles				Monitor (a quick-hit roundup of news, projects, research, and more)
Baxter Ad Study	Show distribution: EFA Conference Baltimore (4/19 – 4/21)	Show distribution: AIA National Convention Atlanta (5/14 – 5/16)	Show distribution: NeoCon Chicago (6/15 – 6/17)	Baxter Ad Study	Interiors
August	September	October	November	December	
Ad Close: 7/21	Ad Close: 8/17	Ad Close: 9/15	Ad Close: 10/16	Ad Close: 11/16	
Materials Due: 7/23	Materials Due: 8/19	Materials Due: 9/17	Materials Due: 10/20	Materials Due: 11/18	
Featured content: Spotlight on women's and children's hospitals In-house pharmacy design considerations	Design Showcase Issue Featured content: Healthcare Design Showcase award winners Focus on surgery spaces Special advertising section: Product Showcase	Featured content: Behavioral healthcare trends New takes on clinic design	Featured content: Next chapter of cancer care On time and on budget: Understanding delivery methods Special advertising sections: Buyers Guide Project Watch	Featured content: Green facilities, revisited: Did the efforts pay off? Green roofs: Lessons learned Special advertising sections: Remodel/renovation Competition and Directory	The Center (an editorial from The Center for Health Design)
	Show distribution: IIDEX Canada TBD	Show distribution: NeoCon East TBD	Show distribution: HCD Conference Washington, D.C. (11/15-11/17)		Operations
					Construction
					First Look (back page focus on a project in progress)