

M.D. NEWS[®]

A BUSINESS AND LIFESTYLE MAGAZINE FOR PHYSICIANS

2009 EDITORIAL CALENDAR



Each month, *M.D. News*' editor-in-chief creates themed features that focus on the most important topics of interest to our targeted professional readers. While advertising in every issue of *M.D. News* will increase the awareness of your company, you can achieve maximum impact by marketing your products and services in the issues with the most relevant editorial content. Contact your local *M.D. News* publisher today to discover how you can make your advertising work smarter to influence the buying power of our readers.

EDITORIAL DEPARTMENTS

News: The latest news in medicine, including clinical trial data, legislation and trends in the health care arena

Current Topics: A deeper look into current issues and trends that affect physicians and their practices

Ethics: Examining the ethical issues physicians might face as they practice medicine in the coming year

Finance: Expert advice on investments and legal issues that physicians encounter in the legal arena

The Good Life: Details on some of the finer things in life, including lifestyles, upscale products, wine selection and travel options

Adventure Sports: Look here for ideas and information on the latest and greatest sports that will test your mettle and get you as far away from the office as you'd like to go.

CLINICAL FEATURES

JANUARY/FEBRUARY

Obesity

MARCH/APRIL

Sports Medicine

MAY/JUNE

Fertility Issues

JULY/AUGUST

Technology Update: Options in Emergency Medicine

SEPTEMBER/OCTOBER

Alternative Medicine

NOVEMBER/DECEMBER

New Car Preview

JANUARY

Diabetes

M.D. News will provide a summary of the latest in the detection and treatment of this chronic and increasingly prevalent disease.

FEBRUARY

Cardiology

Turn to *M.D. News* for the latest research and clinical data in the field of cardiology.

MARCH

Men's Health

An in-depth look at the diseases and medical issues that affect men and those who care for them

APRIL

Orthopaedic Advances

Surgical advances in technology and technique have combined to make orthopaedics and orthopaedic surgeries more effective and less debilitating

MAY

Women's Health

This month, *M.D. News* will take a wide-angle look at some of the diseases and medical issues that affect women.

JUNE

Wound Care

The latest advances in the treatment and prevention of wounds

JULY

Imaging Technologies: Diagnostic and Therapeutic Advances

A look at some of the many recent advances in imaging technologies

AUGUST

Pediatric Medicine

M.D. News offers an update on the issues and concerns of pediatric physicians, parents and children.

SEPTEMBER

Marketing Basics

Marketing your practice may be easier than you think. Turn to *M.D. News* for some hands-on advice and approaches to doing so successfully and quickly.

OCTOBER

Cancer Update

An update on new options in cancer treatment and prevention, including the latest tools and treatments for cancer detection and prevention

NOVEMBER

Geriatric Medicine

A look at the issues, concerns and diseases that affect the elderly and their caregivers

DECEMBER

Surgery: Laparoscopic Advances

A glimpse into the complexities, new technology and approaches to laparoscopic procedures

For more information about *M.D. News* magazine, please visit us at mdnews.com

A Message from the Editor-in-Chief: *M.D. News*

Keeping abreast of the latest research and technological advances that shape medicine is one of the most daunting tasks clinicians face in their daily routines. Stacks of journals, updates and newsletters await each physician, no matter what area of practice they are in.

For 2009, the editors and publishers of *M.D. News* will try to ease this burden for clinicians with succinct but informative columns and features that focus on the newest developments in several specialties.

In the coming year, we will focus on newsworthy topics in areas such as diabetes care, cardiology and cancer. We will also revisit areas such as men's health, women's health, pediatrics and geriatric medicine to keep you up to date on the medical issues affecting these specific and basic groups of your patient populations.

The technology behind imaging diagnostics and capabilities will take center stage in July. The new imaging technologies that have come to fruition in the past few years have greatly improved diagnostic capabilities and, ultimately, patient care and quality of life. *M.D. News* will update you on the latest diagnostic tools available. Also, throughout the year, *M.D. News* will visit topics such as orthopaedics, wound care and cancer, with a keen focus on the newest in diagnostic and therapeutic advances in these evolving arenas of health care.

Throughout 2009, our features will provide timely and practical clinical guidance for today's physicians and specialists to improve the health and quality of life in all patients.

So, join us this year! With the exciting features and columns we have planned for 2009, *M.D. News* hopes to remind you of the excitement and anticipation physicians and patients all feel as new medical advances and approaches are discovered and implemented.

EDITOR-IN-CHIEF: Profile

For almost three decades, Liz Meszaros has been a part of the constantly changing world of health care publishing. She began her publishing career in the mid-'80s with one of the largest medical publishing companies of the time, Harcourt Brace Jovanovich, Inc. (HBJ). While there, she was a presence on many of HBJ's numerous medical publications, winning several awards for her editing and journalism.

For the past 16 years, Meszaros has worked as a freelance clinical writer and editor, writing extensively and exclusively on health care. She was on staff as a contributing editor for WebMD in 1997 when this communications giant turned its eyes to broadening the horizons of physicians and patients with easily accessible medical and clinical updates. Meszaros has also worked extensively in developing Web content and updates for several medical associations, including the American College of Cardiology, the American Heart Association and the American Diabetes Association.

NATIONAL EDITORIAL CONTACT:

The editor-in-chief welcomes your story ideas. To provide sources for specific features, please contact the editor four months in advance of the issue cover date. To submit bylined, educational columns, contact the editor at least three months prior to the cover date.

Liz Meszaros

lmeszaros@sunshinemediacom

LOCAL EDITORIAL CONTACT:

The editor-in-chief focuses on national editorial of interest to readers around the country. If you have locally oriented editorial, please contact your local publisher. For a list of local publishers, visit www.mdnews.com.