

MedAdNews editorial calendar 2023

Every edition of MedAdNews will include authoritative content via our popular Annual Reports and Special Features.

FEBRUARY	
<ul style="list-style-type: none"> ■ COMING THROUGH COVID: LESSONS LEARNED, WHAT APPROACHES ARE HERE TO STAY IN BRAND PROMOTION? ■ AGENDA 2023 (INCLUDING PREDICTIONS & ANALYSIS FROM INDUSTRY EXPERTS) ■ TOP 10 PIPELINES (LEADING R&D COMPANIES, POTENTIAL BLOCKBUSTERS) ■ VALUE OF MEDICINES/DRUG PRICING ■ ONCOLOGY ■ MEDICAL ADVERTISING HALL OF FAME 	
AD CLOSE	FILES DUE
1/13/23	1/20/23

APRIL	
<ul style="list-style-type: none"> ■ HEALTHCARE ADVERTISING ANNUAL REVIEW ■ STATE OF THE INDUSTRY ■ HEALTHCARE COMMUNICATIONS AGENCIES (INCLUDING PROFILES AND STATS) ■ 34th ANNUAL MANNY AWARDS 	
AD CLOSE	FILES DUE
3/17/23	3/24/23

JUNE	
<ul style="list-style-type: none"> ■ BIOPHARMA/BIOTECH ANNUAL REPORT ■ PERSONALIZED MEDICINE / PRECISION MEDICINE <ul style="list-style-type: none"> ■ INNOVATION IN GENE THERAPIES ■ GROWTH & IMPACT OF SOCIAL MEDIA <ul style="list-style-type: none"> ■ PAYER ACCESS ■ RARE DISEASES ■ CUSTOMER/PATIENT EXPERIENCE <ul style="list-style-type: none"> ■ DTC ■ HBA WOMAN OF THE YEAR ■ 34th ANNUAL MANNY AWARDS CEREMONY (PHOTOS & RECAP) 	
AD CLOSE	FILES DUE
5/12/22	5/19/22

AUGUST	
<ul style="list-style-type: none"> ■ TOP 200 MEDICINES ■ PATHS TO SUCCESSFUL COMMERCIALIZATION ■ REAL-WORLD DATA & REAL-WORLD EVIDENCE <ul style="list-style-type: none"> ■ HEALTH TECHNOLOGY (INCLUDING TELEHEALTH, AI, AND BIG DATA ANALYTICS) ■ PRODUCT LAUNCHES: A ROADMAP FOR BEST PRACTICES <ul style="list-style-type: none"> ■ FIRST YEAR AFTER LAUNCH (NEW DRUGS ON THE MARKET OVERVIEW) 	
AD CLOSE	FILES DUE
7/14/23	7/21/23

OCTOBER	
<ul style="list-style-type: none"> ■ TOP 50 PHARMACEUTICAL COMPANIES (INCLUDING PROFILES AND STATS) ■ PHARMACEUTICAL COMPANY OF THE YEAR ■ OUTCOMES CREATIVITY INDEX ■ HBA ANNUAL CONFERENCE PREVIEW 	
AD CLOSE	FILES DUE
9/15/23	9/22/23

DECEMBER	
<ul style="list-style-type: none"> ■ AD AGENCY ROUNDTABLE (INCLUDING HEALTHCARE TRENDS & FORECASTS) ■ CLINICAL TRIALS: STRIVING FOR INCLUSIVITY, EQUITY, EFFECTIVENESS & ACCESSIBILITY ■ 2024 HEALTHCARE FORECAST IN AN ELECTION YEAR <ul style="list-style-type: none"> ■ GLOBALIZATION OF HEALTH (INCLUDING COST OF HEALTHCARE, U.S. vs ROW) ■ NEW PHARMACEUTICAL MARKETING VENTURES 	
AD CLOSE	FILES DUE
11/09/23	11/16/23

Additional topics for 2023

1. EAB roundtable: Impacts on healthcare today & tomorrow

- a. Patients first
- b. Health equity/social issues
- c. Price transparency/challenges
- d. Ongoing shifts in the digital/virtual world
- e. The talent shortage
- f. Cybersecurity

2. Profiling industry talent

3. Adapting to hybrid workplace challenges; Strengthening company culture

4. Product development: Accelerating innovation in science and technology

MedAdNews rates and sizes 2023

PDFX/1-A 2001 files are our preferred file format. Please use a 0.125" offset on crop marks.

**1/2 COVER
OUTSIDE
FLAP**
LIVE AREA:
5" X 11.5"
TRIM:
5.5" X 12"
BLEED:
5.75" X 12.25"

KING PAGE
LIVE AREA: 10.375" X 14"
TRIM: 10.875" X 14.5"
BLEED: 11.125" X 14.75"

1X	2X	4X	6X
\$9350	\$8880	\$8600	\$8320

KING SPREAD
LIVE AREA: 21.25" X 14"
TRIM: 21.75" X 14.5"
BLEED: 22" X 14.75"

1X	2X	4X	6X
\$17,200	\$16,500	\$15,000	\$14,250

**1/2 COVER
INSIDE FLAP**
LIVE AREA:
5" X 14"
TRIM:
5.5" X 14.5"
BLEED:
5.75" X 14.75"

1X	\$21,500
2X	\$19,800
4X	\$19,300
6X	\$18,500

1/2 KING PAGE
TRIM: 10.875" X 7.25"
BLEED: 11.125" X 7.5"

1X	2X	4X	6X
\$7650	\$7375	\$7150	\$6930

1/2 KING SPREAD
TRIM: 21.75" X 7.25"
BLEED: 22" X 7.5"

1X	2X	4X	6X
\$14,350	\$13,285	\$11,820	\$10,500

**1-SIDE TAB
DIVIDER
(APRIL)**

1X	\$10,600
2X	\$10,300
3X	\$10,065
4X	\$9710

JUNIOR PAGE
LIVE AREA: 7.375" X 10.375"
TRIM: 7.875" X 10.875"
BLEED: 8.25" X 11.125"

1X	2X	4X	6X
\$7650	\$7375	\$7150	\$6930

JUNIOR SPREAD
LIVE AREA: 15.735" X 10.375"
TRIM: 15.735" X 10.875"
BLEED: 16.078" X 11.125"

1X	2X	4X	6X
\$14,350	\$13,285	\$11,820	\$10,500