

Jan

Special Coverage

MM&M All-Stars 2012 Editors' picks for Company, Agency, Media Brand and Marketing Teams of the Year



Additional Coverage



Print Supplements

Virtual Events



Extended Circulation

Ad closure

December 5, 2011

Feb

Patient Education/Marketing Communications trends using digital, social media, CRM, mobile, point-of-care and direct marketing



Managed Markets Focus on marketing to payers
Therapeutic Focus: Cardiovascular products

Interactive Guide Data, trends and tips for digital marketing



ePharma Summit

January 6, 2012

Mar

Marketing Research The latest stories and issues affecting pharma market researchers on both the client & agency sides



Specialty Pharma Trends and opportunities beyond the blockbuster



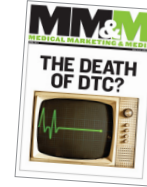
A forum for strategies, insights, observations

PMRG National Conf.

February 6, 2012

Apr

DTC Trends Report Taking the temperature of consumer advertising, including TV, radio, print and web spending data for 2011



Professional Ad Report Latest HCP ad data
Therapeutic Focus: Metabolic products
Leadership Exchange (Roundtable, topic TBD)

Creative Portfolio Showcase of agency capabilities, contact info



DTC National

March 8, 2012

May

The Pharma Report Data and insights on the top pharma companies, plus the latest Rx and sales data for the key brands and classes



Medical Education The latest stories and trends in accredited CME and promotional med ed

Medical Marketing & Mobile Sharing approaches to mobile communications



HBA Woman of the Year

April 5, 2012

Jun

Devices and Diagnostics Report Spotlight on the players, products, trends, data and campaigns in devices and diagnostics



Direct Marketing Challenges and success stories in DM
Therapeutic Focus: Rheumatology products

Mobile Guide Insights, trends and provider showcase



Digital Pharma West

May 8, 2012

Jul

Special Coverage

The Agency Issue

The most objective and independent guide to agencies, with profiles of the Top 100; plus our annual A-to-Z directory



Additional Coverage

Agency A-to-Z



Print Supplements

Virtual Events

Extended Circulation

Ad closure

June 7, 2012

Aug

The Global Report

Special coverage of key overseas markets plus our guide to executing pharma marketing campaigns globally



Managed Markets

Formulary access
Therapeutic Focus:
Infectious Disease products
Leadership Exchange
(Roundtable, topic TBD)

July 6, 2012

Sep

Patient Education/ Marketing Report

Technology and trends in digital, social media, mobile, point-of-care and direct marketing



Professional Ad Report

Latest HCP ad data
Therapeutic Focus:
Oncology products

Marketing vs Compliance

AN MM&M VIRTUAL EVENT
IN ASSOCIATION WITH
COMMUNICATION COMPLIANCE

Bringing commercial and legal a little closer

August 9, 2012

Oct

The Career Issue

Annual special issue of careers-focused coverage, including data from the 26th annual Career & Salary Survey



Recruitment and Retention

How to look after your talent

Career Paths

Tales from the top of the ladder

Career & Salary Survey: Premium Edition



Digital Pharma East

September 6, 2012

Nov

Sales Force Report

The latest stories, data and trends affecting pharma field sales operations



Agency-Client Relations

Tips for a better relationship

Leadership Exchange

(Roundtable, topic TBD)

MM&M Awards Winners

Spotlight on the winning submissions



October 9, 2012

Dec

Outlook 2013

Expert commentary and predictions from leaders and thinkers representing all corners of the industry



Pipeline Report



November 6, 2012

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