

2012 EDITORIAL CALENDAR



Issue	Special Focus	Sterile Processing	Supply Chain Management	Surgical Services	Infection Prevention	Show Coverage and Bonus Distribution
JAN	Supply Chain Focused CEOs	Quality Assurance Techniques & Tools	Disaster Recovery	Smart Surgical Suites	IV Site Care	World Congress Leadership Summit on Healthcare Supply Chain Management January 30-February 1, Orlando, FL
Edit Close: 11/23/2011 Ad Close: 12/6/2011	Early Bird Discounts (3% for new advertisers, 3% early contract signing for 2012) & Mailing Labels, Email or Fax Broadcast names to 500 names in your targeted audience					
FEB	Supply Chain's Role in Pharmacy	Tracking Instruments	Supply Chain Software Suite	Bariatric Products & Equipment	Antibiotic Resistance	HIMSS: February 20-24, Las Vegas, NV
Edit Close: 12/23/2011 Ad Close: 1/5/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for HIMSS					
MAR	Inventory Management Best Practices	Sterile Processing & Distribution Salary Survey	Clinical Contracting Strategies	Surgical Instruments Guide	Patient Safety Devices	AORN: March 24-29, New Orleans, LA
Edit Close: 1/20/2012 Ad Close: 2/7/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for AORN					
APR	Sterile Processing and Distribution Department of the Year	Instrument Maintenance	Energy Management	Oral Care Primer	Infection Prevention Success Stories	MedAssets: April 9-13, Las Vegas, NV SHEA: April 13-16, Jacksonville, FL IDN Summit: April 23-25, Orlando, FL IAHCSMM: April 29-May 2, Albuquerque, NM
Edit Close: 2/24/2012 Ad Close: 3/5/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for IAHCSMM					
MAY	Supply Data Standards	Sterile Processing Equipment/Technology Guide	Critical Care Supply Interventions	Nutritional Products & Services	Infection Prevention Salary Survey	GHX: May 7-9, Orlando, FL ASCS: May 9-12, Dallas, TX SGNA: May 18-23, Phoenix, AZ DDW: May 19-22, San Diego, CA AACN: May 19-24, Orlando, FL VHA: May 20-23, Denver, CO Amerinet: May 15-18, Las Vegas, NV
Edit Close: 3/23/2012 Ad Close: 4/6/2012	Show Product Spotlight—Highlight your show products in AACN or SGNA show marketplace section					
JUN	Revenue Cycle/Supply Chain Strategies	SPD/OR Connectivity	Vendor Credentialing	Wound Care	Infection Prevention Buyers Guide	AAMI: June 2-4, Charlotte, NC APIC: June 4-6, San Antonio, TX WOCN: June 4-8, Charlotte, NC Premier: June 5-8, New Orleans, LA HFMA: June 25-28, Las Vegas, NV
Edit Close: 4/20/2012 Ad Close: 5/7/2012	Infection Prevention Buyers Guide Focus —Feature your 50-word product review and photo in our IP Product Focus/APIC Marketplace					
JUL	C-Suite/Supply Chain Connections	Sustainable SPDs	Freight Efficiencies	Pressure & Temperature Management	Personal Protection Purchasing Guide	Signet Ad Recognition Study A free ad study conducted by Signet Research, a leading provider of Ad Measurement studies. Free to all JULY full-page advertisers.
Edit Close: 5/18/2012 Ad Close: 6/6/2012	PPE Product Spotlight—Highlight your product introductions in our show marketplace section for Personal Protective Equipment					
AUG	Supply Chain Management Department of the Year	Cart & Workstation Purchasing Guide	Supply Chain Management Salary Survey	Patient Monitoring Systems	Infusion Pumps	AHRMM: August 5-8, San Antonio, TX
Edit Close: 6/22/2012 Ad Close: 7/6/2012	Show Product Spotlight—Highlight your Show product introductions in our AHRMM show marketplace section					
SEP	Environmental Services Trends	Managing Storage	Product Alerts & Recalls	Air Cleansing & Isolation Systems	Antimicrobial & Environmental Products	IDN Summit: September 11-13, Phoenix, AZ AHE: September 16-19, Phoenix, AZ
Edit Close: 7/24/2012 Ad Close: 8/6/2012	Show Product Spotlight—Highlight your Show product introductions in our show marketplace section for AHE					
OCT	Value Analysis Best Practices	Sterility Assurance Products	Tracking Assets	Surgical Display Primer	Hand Hygiene & Skin Care	HIDA: October 10-12, Chicago, IL HIGPA: October 22-24, Orlando, FL MTORS: October 22-24, Las Vegas, NV
Edit Close: 8/24/2012 Ad Close: 9/5/2012	Hand Hygiene Product Focus —Feature your 50-word product review and photo in our Product Focus Marketplace					
NOV	Monitoring Product Temperature	Endoscope Care Guide	Waste Management	OR Management Salary Survey	Immediate Care Sterilization	RSNA: November 25-30, Chicago, IL
Edit Close: 9/21/2012 Ad Close: 10/5/2012	Endoscope Guide Focus —Feature your 50-word product review and photo in our Product Focus Marketplace					
HPN'S ANNUAL INDUSTRY GUIDE	<p>Exclusive 2013 Comprehensive Buyers Guide Distributed with the November Edition and Available All Year Long Online and at Trade Shows</p> <p>Advertise in the Industry Guide and receive a FREE Logo, 6 FREE product cross reference listings in the Annual Industry Guide and FREE HPN-Online Hotlinks. Advertisers earn additional discounts by advertising in HPN November - earn 40% off your Industry Guide Ad.</p>					
Edit Close: 9/21/2012 Ad Close: 10/5/2012						
DEC	Supply Chain Operations Worth Watching	Disinfectants & Sterilants	Blood Supply Management	Respiratory Products	Sharps Safety Guide	Online Exclusive - 2013 Budget Forecast
Edit Close: 10/21/2012 Ad Close: 11/5/2012	Earn special 40% off rate card discounts when you advertise in both December 2012 and January 2013 Sharps Safety Product Spotlight - Highlight your product introductions in our show marketplace section for Sharps Safety					

