

| ISSUE DATE                      | CLOSING DATE  | EDITORIAL FOCUS:                             | LIST:                              | MONTHLY AWARENESS:                     |
|---------------------------------|---|--|------------------------------------|--|
| JAN                             | 12/16   | End-of-Life Care • Alternative Health        | Home Care/Skilled Nursing Services | National Blood Donor Month             |
| FEB                             | 1/13  | Surgical Technology • Health Care Marketing  | Hospitals                          | American Heart Month                   |
| MAR                             | 2/10  | PT & Rehabilitation • Allergies & Asthma     | PT & Rehab Facilities              | National Nutrition Month               |
| APR                             | 3/9   | Health Careers • Animals in Health Care      | Colleges with Health Programs      | National Autism Awareness Month        |
| MAY                             | 4/20  | Behavioral Health • Speech & Hearing         | Hearing Centers                    | National Arthritis Month               |
| JUN                             | 5/18  | Women's Health • Insurance                   | Health Plans                       | Clean Air Month                        |
| JUL                             | 6/15  | Retirement Communities • Cardiovascular Care | Retirement Communities             | UV Safety Month                        |
| AUG                             | 7/13  | Cancer Care • Going Green in Health Care     | Laboratories                       | National Immunization Awareness Month  |
| SEP                             | 8/10  | Sports Medicine • Dental Health              | Dentists                           | National Cholesterol Education Month   |
| OCT                             | 9/7   | <b>2012/2013 RESOURCE GUIDE</b>              | Annual Book of Lists               |  |
| OCT                             | 9/21  | Health Careers • Eye Care                    | Eye Care Specialists               | National Breast Cancer Awareness Month |
| NOV                             | 10/19   | Behavioral Health • Information Technology   | Behavioral Health Centers          | American Diabetes Month                |
| DEC                             | 11/16   | Men's Health • Medical Equipment             | Medical Equipment Retailers        | National Hand Washing Awareness Week   |
| <b>FEATURED IN EVERY ISSUE:</b> | <p><i>The following departments appear in each monthly issue, with the exception of the Annual Resource Guide.</i></p> <ul style="list-style-type: none"> <li>• Pediatrics</li> <li>• Health Care Law</li> <li>• Elder Care</li> <li>• Practice Management</li> <li>• Career Pulse</li> <li>• Picture This</li> <li>• Medical R.E. Listings for Sale &amp; Lease</li> </ul> |  |                                    |  |