

2019 MDDS *Articulator* Magazine Editorial Calendar

1st Quarter 2019

This issue will focus on best business practices for the new year. There are planned articles featuring practice financing, recruiting and retaining staff, leadership development, marketing, HR training and more. There will also be a photo spread from the Rocky Mountain Dental Convention (RMDC).

- Ad space reservation: Monday, January 14, 2019
- Material deadline: Friday, February 1, 2019
- Mails: First week of March
- Approximate circulation: 1,800

2nd Quarter 2019

This issue will focus on the dental patient. There are planned articles featuring maximizing the patient experience, recruiting and retaining patients, medical emergencies, treatment sales and more.

- Ad space reservation: Monday, April 15, 2019
- Material deadline: Wednesday, May 1, 2019
- Mails: First week of May
- Approximate circulation: 1,800

3rd Quarter 2019

This issue will focus on dentist wellness. There are planned articles around avoiding burnout, healthy lifestyle tips, ergonomics, stress management and more.

- Ad space reservation: Monday, July 15, 2019
- Material deadline: Thursday, August 1, 2019
- Mails: First week of September
- Approximate circulation: 1,800

4th Quarter 2019/ RMDC Special Issue

This issue serves as a preview for the 2020 Rocky Mountain Dental Convention (RMDC). The magazine will feature articles from RMDC speakers on topics ranging from practice management to clinical. The magazine also has an expanded circulation of 5,000 and is mailed to the whole state and some regional, including Wyoming and Arizona, New Mexico, Kansas, Nebraska and Oklahoma.

- Ad space reservation: Monday, October 14, 2019
- Material deadline: Friday, November 1, 2019
- Mails: First week of December
- Approximate circulation: 5,000