

# 2021 MDDS *Articulator* Magazine Editorial Calendar

## 1<sup>st</sup> Quarter 2021

This issue will focus on the Future of Care. Planned articles include feedback from members on reflections from 2020 and looking forward to 2021, digital and laser dentistry, vaccinations in the dental setting, in-office membership plans and more.

### Deadlines

- Ad space reservation: Friday, January 15, 2021
- Material deadline: Monday, February 1, 2021
- Mails: First week of March
- Approximate circulation: 1,900

## 2<sup>nd</sup> Quarter 2021

This issue will focus on practice transitions. Planned articles include lessons learned from starting a dental practice in a pandemic; POV article from a selling/ retiring dentist; dental practice design trends in the post-COVID era; what's new in real estate, lending and practice transitions.

### Deadlines

- Ad space reservation: Thursday, April 15, 2021
- Material deadline: Friday, April 30, 2021
- Mails: First week of June
- Approximate circulation: 1,900

## 3<sup>rd</sup> Quarter 2021

TBD

### Deadlines

- Ad space reservation: Thursday, July 15, 2021
- Material deadline: Friday, July 30, 2021
- Mails: First week of September
- Approximate circulation: 1,900

## 4<sup>th</sup> Quarter 2021/ RMDC Special Issue

This issue serves as a preview for the 2022 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: Friday, October 15, 2021
- Material deadline: Friday, October 29, 2021
- Mails: First week of December
- Approximate circulation: 5,000