

2022 MDDS *Articulator* Magazine Editorial Calendar

1st Quarter 2022

This issue will focus on professionalism and leadership. Articles include advocacy, building effective teams, releasing patients, navigating uncomfortable topics and more.

Deadlines

- Ad space reservation: Friday, January 14, 2022
- Material deadline: Tuesday, February 1, 2022
- Mails: First week of March
- Approximate circulation: 1,900

2nd Quarter 2022

This issue will focus on the future of dentistry. Articles will include point/counter-point-selling to a dental service organization, five tech trends to get excited about, public health – access to care, what team members are really looking for (hygiene and dental assistant quotes), cyber security and more.

Deadlines

- Ad space reservation: Friday, April 15, 2022
- Material deadline: Monday, May 2, 2022
- Mails: First week of June
- Approximate circulation: 1,900

3rd Quarter 2022

This issue will focus on celebrating dentistry and different practice models. Articles will include spotlight interviews on different career paths, rediscovering your why for dentistry.

Deadlines

- Ad space reservation: Friday, July 15, 2022
- Material deadline: Friday, August 1, 2022
- Mails: First week of September
- Approximate circulation: 1,900

4th Quarter 2022/ RMDC Special Issue

This issue serves as a preview for the 2023 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 14, 2022

- Material deadline: Tuesday, November 1, 2022
- Mails: First week of December
- Approximate circulation: 5,000