MARKETING CALENDAR

Jan/Feb
Ad Close: 1/20
Materials Due: 1/22

Featured content:

Healthcare Design Conference 2014 Review

The HCD10

Show distribution:
ASHE-PDC
San Antonio, Texas (3/15 – 3/18)

Baxter Ad Study

March
Ad Close: 2/17
Materials Due: 2/19

Featured content:

EXCLUSIVE: Healthcare Design industry survey results

Designing acute care spaces for senior patients

Special advertising section:

Corporate Profiles

Show distribution:
EFA Conference
Baltimore (4/19 – 4/21)

April
Ad Close: 3/17
Materials Due: 3/19

International Issue

Featured content:

Roundup of new international facilities

Special report: Global hot spots for your next project

Show distribution:
AIA National Convention
Atlanta (5/14 – 5/16)

May
Ad Close: 4/21
Materials Due: 4/23

Featured content:

Evolution of healthcare interiors

Mastering master planning

Special advertising sections:

Directory of Interior Designers

Product Showcase

Show distribution:
NeoCon
Chicago (6/15 – 6/17)

June/July
Ad Close: 5/19
Materials Due: 5/21

Featured content:

Designing research and laboratory facilities

Trends in dining spaces

Baxter Ad Study

August
Ad Close: 7/21
Materials Due: 7/23

Featured content:

Spotlight on women's and children's hospitals

In-house pharmacy design considerations

September
Ad Close: 8/17
Materials Due: 8/19

Design Showcase Issue

Featured content:

Healthcare Design Showcase award winners

Focus on surgery spaces

Special advertising section:

Product Showcase

Show distribution:
IIDEX Canada
TBD

October
Ad Close: 9/15
Materials Due: 9/17

Featured content:

Behavioral healthcare trends

New takes on clinic design

Show distribution:
NeoCon East
TBD

November
Ad Close: 10/16
Materials Due: 10/20

Featured content:

Next chapter of cancer care

On time and on budget: Understanding delivery methods

Special advertising sections:

Buyers Guide

Project Watch

Show distribution:
HCD Conference
Washington, D.C. (11/15-11/17)

December
Ad Close: 11/16
Materials Due: 11/18

Featured content:

Green facilities, revisited: Did the efforts pay off?

Green roofs: Lessons learned

Special advertising sections:

Remodel/renovation Competition and Directory

COLUMNS & DEPARTMENTS

Editorial
(Kristin D Zeit, editor-in-chief)

Monitor
(a quick-hit roundup of news, projects, research, and more)

Interiors

Research

The Center
(an editorial from The Center for Health Design)

Operations

Construction

First Look
(back page focus on a project in progress)