

2011 EDITORIAL CALENDAR

JANUARY

- Emerging Trends: Healthcare Reform Update
- Case Study: Successful Transformation
- **Think Tank:** Independent versus Network Agency—What's the Best Fit for Your Brand?
- Market Watch: Gastrointestinal

FEBRUARY

- Case Study: Building a Service Brand
- The Growing Prescriber Base of PAs and NPs
- New Medical Frontiers—Where Are the Best Opportunities?
- **Think Tank:** How to Retain High-Performance Employees
- Market Watch: Cardiology

MARCH

- Biosimilars: Threats or Opportunities
- Developing a Brand Name
- Boosting Sales and Measuring ROI with New Technology
- **Special Supplement:** PM360 Digital Compendium—Make sure you're included in our Directory!
- **Ad Test Issue**

APRIL

- Globalization and Regionalization: Balancing Positioning in Emerging Markets
- Social Media: Cracking the Regulatory Code for Effective Communication
- **Think Tank:** The Evolving Sales Model—Strategies to Optimize Sales and Marketing Yield
- Market Watch: Pain/Inflammation

MAY

- Techniques to Achieve Optimal ROI with Unbranded Campaigns
- Turning Competitive Intelligence into a Winning Strategy
- **Think Tank:** Best Practices in Launching New Indications

JUNE

- The Marketing Plan: Critical Success Factors
- From Products to Solutions: Shifting the Marketing Emphasis to the Customer
- **Think Tank:** Adherence Benchmark Strategies and Solutions
- Market Watch: Oncology
- **Special Supplement:** The Greatest Creators—Top Agencies' Best Work

JULY

- Understanding What Makes Your Customer Tick—Building Brand Loyalty
- The Changing Reimbursement Landscape and Implications for Healthcare Marketers
- Demystifying the Complexities of Multi-Channel Marketing

AUGUST

- **Think Tank:** CRM—Accurately Evaluating the Perception of Your Brand in the Marketplace
- Value of KOLs in Building Support in the Medical and Scientific Communities
- Establishing Effective Co-Promotion Guidelines for a Successful Partnership
- **Special Supplement:** 2010 Product Managers Survey

SEPTEMBER

- Branding, Positioning, and Pricing—Defining Your Brand to Capture Critical Market Share
- Successful and Compliant Sampling Strategies
- Effectively Communicating with Your Sales Force—What Works and What Doesn't
- Market Watch: Vaccines
- **Ad Test Issue**

OCTOBER

- **Trailblazer Awards Special Issue**
- Understanding Physician Behavior to Facilitate Access and Engagement
- Optimizing Your CRO Partnership

NOVEMBER

- The Pharmacist and Improved Outcomes
- **Think Tank:** Effective Patient-Centric Interventions—Driving Your Brand's Adherence Forward
- Facilitating Treatment Guideline Modifications
- Market Watch: Central Nervous System

DECEMBER

- Building Win-Win Relationships with Patient Advocacy Groups
- CME Update
- **Pharma Choice Awards Special Issue:** Winners of Print and Digital Creative Online Competition

“Contains more ‘how to’ than the competition.”

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