

2016 Editorial and Production Calendar

Award-Winning Coverage



Issue	Ad Close	Final Ad Materials Due	Editorial Features*	Category Cruncher*
JANUARY	12/7	12/17	<p>Cover Story: The state of the union: Survey done in October, gives enough time for conclusions to be drawn and interviews given</p> <p>Product Roundup: Practice Management Software</p> <p>Dr. John Flucke: State of Tech</p>	<p>List: Top 3 benefits from your intraoral camera</p> <p>Survey: The state of the the union</p>
FEBRUARY	1/5	1/19	<p>Cover Story: 3D Imaging updates: Feat. Sidebar of "what's coming in the Lab world"</p> <p>Product Roundup: 3D imaging</p> <p>Dr. John Flucke: New Prod Launch</p> <p>More: Products to see at CMW</p>	<p>List: 5 things not to miss in Chicago</p> <p>Survey: Digital imaging--typical who has it/who doesn't and why</p>
MARCH	2/5	2/18	<p>Cover Story: What Your Patients Think About You</p> <p>Product Roundup: Anesthetics</p> <p>Dr. John Flucke: Overlooked Tech</p> <p>Dental Practice Management</p>	<p>List: 5 best ways to make sure your team works well together</p> <p>Survey: How Happy other UBM audiences (i.e. "dental consumers") are with their dental work and experience</p>
APRIL	3/9	3/21	<p>Cover Story: Products your hygienists/assistants love OR Unsung Heroes</p> <p>Product Roundup: Infection Control</p> <p>Dr. John Flucke: Team & Tech</p>	<p>List: 3 equipment maintenace steps you can not overlook</p>
MAY	4/8	4/20	<p>Cover Story: The New Implant Workflow</p> <p>Product Roundup: Implants</p> <p>Dr. John Flucke: Best \$ I ever spent</p> <p>More: Products to see at CDA</p>	<p>List: 5 ways digital tools are changing denture work</p> <p>Survey: Implants (Sikka)</p>
JUNE	5/8	5/18	<p>Cover Story: 10 Ways to Improve Your Impressions: We talked to labs, hygienists and assistants to learn what you need to know about impression materials and techniques.</p> <p>Product Roundup: Impression materials</p> <p>Dr. John Flucke: Caries Detection</p> <p>Dental Practice Management</p>	<p>List: The top 10 products of the year so far</p> <p>Survey: What your labs are saying about your impressions</p>

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JULY	6/9	6/21	Cover Story: Innovator Profiles Product Roundup: Pride BOC (Pride may just be one month in 2016) Dr. John Flucke: Pride BOC	List: 5 things you need to know about intraoral scanners
AUGUST	7/8	7/20	Cover Story: Are digital impressions worth it: Weighing your options heading into 2017 Product Roundup: Digital impression Dr. John Flucke: CAD/CAM Dental Practice Management	List: Top 5 back-to-school preventative care suggestions Survey: Pros and Cons of Digital Impressions (Taken from Feb. survey results)
SEPTEMBER	8/9	8/22	Cover Story: Women in Dentistry Product Roundup: Handpiece OR Ergonomics Dr. John Flucke: Handpieces/Ergonomics	List: Top 3 tips for dealing with anxious patients Survey: Handpiece survey
OCTOBER	9/9	9/21	Cover Story: The new workflows: Dentists working with onsite and offsite labs over the internet, being able to have instant temporaries or restorations thanks to remote and mobile capabilities Product Roundup: 3D printing Dr. John Flucke: 3D printer Dental Practice Management	List: Top 3 things to know about year-end purchases Survey: Fee survey
NOVEMBER	10/10	10/20	Cover Story: Profitable Practice of the Year Product Roundup: Lasers Dr. John Flucke: New Product Launch More: Products to see at GNYDM	List: 3 office design mistakes you can't afford to make Survey: Lasers survey
DECEMBER	11/4	11/16	Cover Story: Top 100 Dr. John Flucke: Year in Review	List: The top 5 trends of 2014

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