

2017 Content Calendar

*Distribution at Convention

ONLINE

PRINT

JANUARY	FEBRUARY	MARCH AAA Preview*	APRIL AAA Issue (Apr 5-8) Indianapolis	MAY	JUNE
Webinars/Podcasts Benefits and Limitations of Open Fittings	Webinars/Podcasts 100 Years of Recorded Jazz: An Audiological Perspective	Webinars/Podcasts Survival Guide for Competing with Big Box Retail	Webinars/Podcasts AAA Highlights	Webinars/Podcasts Tinnitus Remediation Protocols	Webinars/Podcasts Teens and Hearing Aids
Insider Weekly Newsletter 1.5.17 1.12.17 1.19.17 1.26.17	Insider Weekly Newsletter 2.2.17 2.9.17 2.16.17 2.23.17	Insider Weekly Newsletter 3.2.17 3.9.17 3.16.17 3.23.17 3.30.17	Insider Weekly Newsletter 4.6.17 4.13.17 4.20.17 4.27.17	Insider Weekly Newsletter 5.4.17 5.11.17 5.18.17 5.25.17	Insider Weekly Newsletter 6.1.17 6.8.17 6.15.17 6.22.17 6.29.17
Product Emails TBD	Product Emails TBD	Product Emails TBD	Product Emails TBD	Product Emails TBD	Product Emails TBD
HR Readers' Forum TBD	HR Readers' Forum TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD
HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	AAA Preview	AAA Issue (Apr 5-8, Indianapolis)		
Cover/Feature Telephones, TVs, and Hearing Aids: Can They All Get Along?	Cover/Feature Special Issue: 100 Years of Music and Hearing Protection	Cover/Feature Retail and Commoditization: An Independents' Survival Guide	Cover/Feature Monaural Fittings	Cover/Feature Tinnitus Solutions for the Busy Hearing Care Practice	Cover/Feature School-Age Children and Hearing Aids
Fitting & Diagnostics Fitting the Person with Mild Hearing Loss	Fitting & Diagnostics The Audiometer and Post WWII Studies on Hearing Loss	Fitting & Diagnostics Remote Mics and Their Applications	Fitting & Diagnostics CROS and Bi-CROS Solutions	Fitting & Diagnostics Advanced Masking for the Dispensing Professional	Fitting & Diagnostics Students (and Adults) in Bands and Choirs
Practice Marketing & Management SEO and Your Practice	Practice Marketing & Management Hearing Conservation Then and Now	Practice Marketing & Management Offering Basic-level Hearing Aids	Practice Marketing & Management Hearing Aid Financing	Practice Marketing & Management Marketing Tinnitus Remediation to Current and New Patients	Practice Marketing & Management Battery Clubs and Battery Marketing
Tech Topics Connectivity and Hearing Care in 2017	Tech Topics Hearing Protection	Tech Topics Customized Earmolds in the Era of the Dome	Tech Topics Unilateral Hearing Loss	Tech Topics Tinnitus Devices and Solutions	Tech Topics 10 Rules for Classroom Amplification
		Advertiser Bonus AAA Preview and Walking Guide to Exhibit*	Advertiser Bonus AAA Issue*		
Ad Close Date: 11.30.16 Ad Materials Due: 12.7.16 Mail Date: 1.13.16	Ad Close Date: 1.4.17 Ad Materials Due: 1.11.17 Mail Date: 2.10.17	Ad Close Date: 2.1.17 Ad Materials Due: 2.8.17 Mail Date: 3.10.17	Ad Close Date: 2.22.17 Ad Materials Due: 3.1.17 Mail Date: 3.31.17	Ad Close Date: 4.5.17 Ad Materials Due: 4.12.17 Mail Date: 5.16.17	Ad Close Date: 5.3.17 Ad Materials Due: 5.10.17 Mail Date: 6.12.17

2017 Content Calendar

ONLINE

PRINT

JULY	AUGUST IHS & ADA Convention Preview*	SEPTEMBER IHS & ADA Issue* IHS: Sept 14-16, Atlanta ADA: Sept 25-27, Mohegan Sun, CT	OCTOBER EUHA Issue, Oct 18-20, Nuremberg	November	DECEMBER
Webinars/Podcasts 10 Cool Hearing-related Apps	Webinars/Podcasts New Developments in Noise Reduction for Hearing Aids	Webinars/Podcasts Facts and Myths in Hearing Aid Marketing	Webinars/Podcasts Health and Hearing: Hearing Loss and Co-morbidities	Webinars/Podcasts EUHA Recap	Webinars/Podcasts 2017: The Year in Review
Insider Weekly Newsletter 7.6.17 7.13.17 7.20.17 7.27.17	Insider Weekly Newsletter 8.2.17 8.9.17 8.16.17 8.23.17	Insider Weekly Newsletter 9.1.16 9.8.16 9.15.16 9.22.16 9.29.16	Insider Weekly Newsletter 10.5.17 10.12.17 10.19.17 10.26.17	Insider Weekly Newsletter 11.2.17 11.9.17 11.16.17 11.23.17 11.30.17	Insider Weekly Newsletter 12.7.17 12.14.17 12.21.17 12.28.17
Product Emails TBD	Product Emails TBD	Product E-mails 9.30.16	Product Emails TBD	Product Emails TBD	Product Emails TBD
HR Readers' Forum TBD	HR Readers' Forum TBD	Reader Forum 9.5.16 9.12.16 9.19.16 9.26.16	HR Readers' Forum TBD	HR Readers' Forum TBD	HR Readers' Forum TBD
HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD		HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD
Cover/Feature Comprehensive Care: Aural Rehab	IHS & ADA Convention Preview* Cover/Feature Maximizing Hearing in Noise	Cover/Feature The Ear and the Brain	EUHA Issue Cover/Feature Expanding the Market by Appealing to the Younger User	ASHA Convention Issue Cover/Feature Best Practices in 2017	2017 Buyers' Guide/Registry Supplement Cover/Feature 2017 Market Review and 2018 Business Forecast
Fitting & Diagnostics Considerations for Special Patient Populations	Fitting & Diagnostics Speech in Noise Testing	Fitting & Diagnostics Tympanometry for Today's Dispenser	Fitting & Diagnostics The First-time User: Practical Fitting Tips	Fitting & Diagnostics Verification and Validation Measures: What Works?	Fitting & Diagnostics Tele-Practice
Practice Marketing & Management Beyond You: Succession and Exit Planning Strategies	Practice Marketing & Management 3 Hearing Aid Repairs Made Easy	Practice Marketing & Management KPIs: Establishing a Dashboard for Your Practice	Practice Marketing & Management Do's and Don'ts of Marketing Wellness and Hearing Healthcare	Practice Marketing & Management Office Management Software	Practice Marketing 5 Great Filing Tips for Your 2017 Tax Return
Tech Topics How to Integrate Assistive Technologies Into Your Product Offerings	Tech Topics Alerting Systems	Tech Topics Vestibular Testing and Treatment	Tech Topics Cool Solutions for the Hard-of-Hearing Techy Crowd	Tech Topics Verifying the Performance of Hearing Aids and Features	Tech Topics Hearing-related Gift Ideas
Ad Close Date: 5.31.17 Ad Materials Due: 6.7.17 Mail Date: 7.10.17	Ad Close Date: 7.5.17 Ad Materials Due: 7.12.17 Mail Date: 8.11.17	Ad Close Date: 8.2.17 Ad Materials Due: 8.9.17 Mail Date: 9.11.17	Ad Close Date: 8.29.17 Ad Materials Due: 9.6.17 Mail Date: 10.6.17	Ad Close Date: 10.4.17 Ad Materials Due: 10.11.17 Mail Date: 11.10.17	Ad Close Date: 11.1.17 Ad Materials Due: 11.8.17 Mail Date: 12.13.17