



**2010 EDITORIAL CALENDAR** **ADVERTISING SPACE DEADLINES**

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
<b>Winter</b>	Oral/Dental Health	Medication Monitor	American Medical Directors Association ( <b>AMDA</b> )  National Council on Aging ( <b>NCOA</b> )/American Society on Aging ( <b>ASA</b> )  National Association of Professional Geriatric Care Managers ( <b>NAPGCM</b> )	Jan. 4	Jan. 28
	Brain Fitness	Eye on Nutrition			
	Influenza and Older Adults	Financial Forum			
	<b>Product Showcase</b>				
<b>Spring</b>	Hearing Disorders	Health Matters	American Geriatrics Society ( <b>AGS</b> )  American Association of Diabetes Education ( <b>AADE</b> )	April 5	April 29
	Diabetes	Financial Forum			
	Heart Health	Eye on Nutrition			
	<b>2010 Buyers' Guide</b>				
<b>Summer</b>	Eye Disorders	Eye on Nutrition	American Dietetic Association ( <b>ADA</b> ) Food & Nutrition Conference & Expo ( <b>FNCE</b> )	July 12	Aug. 5
	Alzheimer's Disease	Medication Monitor			
	Decubitus Prevention and Treatment	Health Matters			
	<b>Annual Education Guide</b>				
<b>Fall</b>	Multimorbidity in Older Adults	Medication Monitor	The Gerontological Society of America ( <b>GSA</b> )	Oct. 11	Nov. 4
	Complementary & Alternative Therapies	Health Matters			
	Incontinence	Financial Forum			

*Aging Well's* departments also include Care Management Casebook, Elder Law Edge, Partners in Life Planning, and Vintage Voices.

Content and bonus distributions are subject to change without notification.

Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.