

2017

Print Media Planner

PHARMACY PRACTICE NEWS

SPECIAL EDITION

pharmacypracticenews.com



Each **October**, *Pharmacy Practice News* publishes the annual *Special Edition*, which is mailed to hospital pharmacy directors and chiefs, formulary directors and clinical pharmacists, including those with a focus on oncology, infectious diseases and other specialties. These timely, in-depth clinical reviews are presented in an easy-to-reference format. Readers keep and refer to the *Special Edition* for a full year, providing repeated ad exposures. In addition, the *Special Edition* is distributed from the *Pharmacy Practice News* exhibit booth at 8 meetings, providing 9 touchpoints with our readers.

Conference Distribution

- **Society of Critical Care Medicine (SCCM)**
January 21-25, 2017, Honolulu, HI
- **ASM Microbe**
June 1-5, 2017, New Orleans, LA
- **Hematology/Oncology Pharmacy Association (HOPA) Annual Meeting**
March 29-April 1, 2017, Anaheim, CA
- **American Society of Clinical Oncology (ASCO) Annual Meeting**
June 2-6, 2017, Chicago, IL
- **ASHP Summer Meetings**
June 3-7, 2017, Minneapolis, MN
- **ID Week**
October 4-8, 2017, San Diego, CA
- **American Society of Consultant Pharmacists**
November 3-5, 2017, Kissimmee, FL
- **American Society of Hematology (ASH)**
TBD
- **ASHP Midyear Clinical Meeting**
December 3-7, 2017, Orlando, FL

Disease State Spotlight Review Topics

- Antibiotic Stewardship: Best Practices With Old and New Agents
- Compatibility of Commonly Used IV Drugs
- Glucose Management in the Hospital Setting
- Clinical Uses of IG Therapy
- Immune Globulins: Therapeutic, Pharmaceutical, Cost, and Administration Considerations
- Management of Hepatitis C: Applying New Treatment Paradigms
- Medication Errors: The Year in Review
- Parenteral Nutrition
- Opportunistic Fungal Infections in Cancer
- Rapid Testing to Better Antibiotic Stewardship
- Review of Topical Anesthetic Agents
- Safe Handling of Hazardous Drugs
- Strategies for Optimizing Drug Safety in the Operating Room
- New Paradigms for Treating Chemotherapy-Induced Nausea and Vomiting
- Rapid Diagnostics and Antimicrobial Stewardship
- Treating Recurrent *C. difficile*
- Encouraging the Use of PrEP To Prevent HIV
- *C. diff*: Challenges in Managing Infection
- Influenza Vaccination of Health Care Workers



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ClinicalOncology
News

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Specialty Pharmacy
Continuum

IDSE Infectious Disease
SPECIAL EDITION

PHARMACY
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8-page insert	N/A	40,320	36,800	36,000	35,800	35,400	35,200	34,800	34,360

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Hospital Pharmacy Directors/Chiefs.....	7,569
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Specialty Pharmacists.....	505
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McMahon Publishing
 Attn: Martin Barbieri
 545 West 45th St., 8th Fl.
 New York, NY 10036
 Tel: (212) 957-5300, ext 131
 Fax: (815) 927-0494
 mbarbieri@mcmahonmed.com

Inserts to:

Materials Coordinator
 Allen Press, Inc.
 800 E 10th Street
 Lawrence, KS 66044
 Tel: (785) 843-1234
 (800) 627-0326

Receivables:

McMahon Publishing
 545 W. 45th St., 8th Fl.
 New York, NY 10036
 Attn: Mariella Sindoni
 Tel: (212) 957-5300 x909
 Fax: (646) 274-4112
 msindoni@mcmahonmed.com

Staff and Contact Information

Publisher

Raymond E. McMahon

Group Publication Director

David Kaplan, ext. 912
 dkaplan@mcmahonmed.com

Manager of Publication Sales

Matt Spoto, ext 924
 mspoto@mcmahonmed.com

Account Manager

Lillie Onday, ext. 260
 londay@mcmahonmed.com

Director, Medical Education

Joe Malichio, ext. 286
 jmalichio@mcmahonmed.com

Sales Associate, Classifieds

Craig Wilson, ext. 235
 cwilson@mcmahonmed.com

Editorial Director, Hospital Group

David Bronstein, ext. 212
 davidb@mcmahonmed.com

Senior Editor

Marie Rosenthal, ext. 265
 mrosenthal@mcmahonmed.com

Art Director

Frank Tagarello/MAX Graphics

Production Manager

Martin Barbieri, ext. 131
 mbarbieri@mcmahonmed.com

Circulation Manager

Brandy Wilson, ext. 362
 circulation@mcmahonmed.com

Advertising, Editorial, Finance and Production Offices

545 W. 45th St., 8th Fl. New York, NY 10036
 Tel: (212) 957-5300
 Fax: (815) 927-0494

Corporate Office

West Redding, CT