Editorial Calendar 2015

- Home [1]
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**Editorial Calendar 2015 [3]**

Healthcare Packaging is edited for professionals who influence packaging and logistics decisions for pharmaceuticals, biologics, medical devices and nutraceuticals in the US and around the world. We cover packaging applications, package design, regulatory news, technologies, new materials, equipment and trade events in the global life sciences packaging marketplace.

<table>
<thead>
<tr>
<th>Issue &amp; Closing Dates</th>
<th>Special Focus</th>
<th>Other topics could include</th>
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<tbody>
<tr>
<td>January/February</td>
<td><strong>Premier Suppliers Directory</strong> Jan/Feb advertisers will be included in our annual directory of leading suppliers with print and year-round online branding. Jan/Feb also features our <strong>INTERPHEX Preview</strong>.</td>
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<tr>
<td>Ad closing: 1/13</td>
<td></td>
<td>• Patient adherence and compliance (leaflets, labels, closures, blisters, dosing, storage)</td>
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<td>Materials due: 1/20</td>
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<td>• Package design, including OTC and nutritional supplements</td>
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<td>• Logistics; package testing and cold chain</td>
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<td>• Anti-counterfeiting/serialization</td>
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<td>• BONUS DISTRIBUTION: Interphex, April 21-23, NYC</td>
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<td>March/April</td>
<td><strong>Biologics</strong></td>
<td>• Medical device and diagnostic kits; unique device identifier, kitting, lidding and trays</td>
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<td>Ad closing: 3/12</td>
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<td>• Machinery and controls: advances packaging automation and processing</td>
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<td>Materials due: 3/16</td>
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<td>• PharmaPack Paris 2015: EU regulatory update, packaging for hospital use; pediatric and veterinary packaging advances</td>
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<td>• BONUS DISTRIBUTION: The Automation Conference, May 19-20, Chicago</td>
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May/June

**Ad closing:** 5/8
**Materials due:** 5/15

**Package Design Focus**
Photo gallery and insights on OTC package innovations, including bottles, labels, cartons, blisters, inserts and more.

- Patient adherence and compliance, covering leaflets, labels, closures, blisters, dosing and storage
- Biologics, package testing, cold chain, global landscape
- Blisters: machinery, materials, and sustainable solutions
- FDA 483 letters: a study of where and how packages fail

July/August

**Ad closing:** 7/24
**Materials due:** 7/27

**Pharma Expo / PACK EXPO Las Vegas issue** Advertisers receive a free full-page profile [4] in our event preview, which features booth listings, and innovation stage and conference details.

- Machinery and controls: advances packaging automation and processing
- Contract packaging: outsourcing packaging for optimum flexibility
- Clinical trials: Can packaging assist positive patient outcomes?
- BONUS DISTRIBUTION at PACK EXPO and Pharma Expo, Sept. 28-30, Las Vegas

September/October

**Ad closing:** 10/4
**Materials due:** 10/8

**Temperature Sensitive Packaging and The Cold Chain**

- Personalized medicine and packaging’s role
- Advances in blister packaging machinery and materials
- Nutraceuticals, functional foods and supplements
- BONUS DISTRIBUTION: IQPC 2015

Nov/December

**Ad closing:** 11/6
**Materials due:** 11/12

**Medical Device Market**, including a preview of HealthPack 2016

- Machinery and controls: advances packaging automation and processing
- Contract packaging (outsourcing packaging for optimum flexibility
- Clinical trials logistics
- BONUS DISTRIBUTION: HealthPack 2016

*Healthcare Packaging* includes regular contributions from these industry experts:

**Eric Greenberg** has been practicing food and drug law, and packaging law commercial litigation for over 20 years. As a recognized authority on packaging law, he shares his analysis on legal, regulatory and FDA developments that are important for packagers.
Melissa Larson has been a business-to-business writer and editor for almost 30 years, specializing in electronic media such as custom publishing projects, web sites, online pubs, tweeting, etc., as well as onsite print products. Her areas of emphasis are in the printing, packaging and converting industries. She has extensive experience in healthcare packaging.

Keren Sookne is technical writer with years of experience as a manufacturing engineer in the biopharmaceutical industry. With in-depth process knowledge, she covers a wide variety of healthcare topics, regularly reporting on innovation in cold chain logistics, packaging, and serialization.

Links