



McCrone Publications Inc.

HEALTHbeat

www.mccronehealthbeat.com

"The Top National Healthcare Publication in Print in Canada and Online World Wide at www.mccronehealthbeat.com."

Editorial Calendar 2008

Our Mission

To provide healthcare professionals with job opportunities, continuing education, new products, resources, and editorials to help them succeed in their careers.

Publication Policy

HEALTHbeat is published monthly in print and online (with a link direct to your web page) and distributed at no cost to healthcare professionals throughout Canada in hospitals, community health centres, extended care facilities, clinics and health science faculties at colleges and universities.

Editorial Policy

HEALTHbeat assumes no responsibility or liability for claims made for any products or services reported on or advertised in the publication.

All contents are the property of Healthbeat and cannot be reproduced in any form without written consent of the publisher. Articles submissions are welcome. They should be original and signed by the author. HEALTHbeat reserves the right to edit all articles submitted.

HEALTHbeat's Editorial Calendar Overview - 2008

Monthly Cover Features

Each issue HEALTHbeat will feature one health care organization (national and/or international) on its front page. The Front Page Feature includes 10.25" x 9.25" on the front and 1/3 page 10.25" x 4.25" on page 2. The feature can be supplied electronically, or original copy, photos and logos can be supplied for layout to be done by our inhouse designer. Availability and cost of this feature can be obtained by contacting our sales department. Publication of the feature is at the discretion of the publisher.

Monthly Editorials

HEALTHbeat's editor will author an editorial each issue. Editorials will cover topics and healthcare issues that in the opinion of the editor are timely and of interest to HEALTHbeat's readers. Suggestions for editorial topics may be received from readers at least one month prior to the publication of the editorial. Choice of editorial content is at the sole discretion of the editor and the publisher.

HEALTHbeat Special Features

HEALTHbeat will run no fewer than three Specials a year. These Special Features will focus on organizations that advertise with HEALTHbeat. Topics for special features will be chosen from amongst the following for 2008. (These Special are subject to change.)

- May/June issue is Nursing Profession, National Nursing Week & Eastern Health Career Fair
- July/August issue is Continuing Professional Education
- September/October issue is Recruiting and retaining Canadian health care professionals.
- November/December issue is Products and Services

Publication & Other Important Dates, 2008

Issue	Advertisement Material Deadline	Editorial Booking Deadline	Editorial Material Deadline
Jan/Feb	January 9	January 2	January 9
March/April	February 29	February 19	February 22
May/June	May 2	April 21	April 25
July/Aug	July 4	June 20	June 25
Sept/Oct	Sept 5	August 22	August 26
Nov/Dec	Nov 7	October 21	October 24
Jan/Feb 2009	January 12	January 5	January 7

Edmonton Head Office
#319, 9768 - 170 Street
Edmonton, AB T5T 5L4

Tel: 780.413.9342 Fax: 780.413.9328



McCrone Publications Inc.

Vancouver Branch Office
#200, 100 Park Royal
West Vancouver, BC V7T 1A2

Tel: 604.913.9026 Fax: 604.913.9042

Toll Free Phone: 1.800.727.0782 Toll Free Fax: 1.866.413.9328