

# DOCTOR of DENTISTRY®

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS

## 2009 EDITORIAL CALENDAR



Each month, *Doctor of Dentistry's* editor-in-chief creates themed features that focus on the most important topics of interest to our targeted professional readers. While advertising in every issue of *Doctor of Dentistry* will increase the awareness of your company, you can achieve maximum impact by marketing your products and services in the issues with the most relevant editorial content. Contact your local *Doctor of Dentistry* publisher today to discover how you can make your advertising work smarter to influence the buying power of our readers.

### EDITORIAL DEPARTMENTS

**News:** The latest news in dentistry will include current clinical data, practice trends and legislative actions.

**Current Topics:** Taking a closer look into the trends and issues that shape modern dentistry

**Finance:** Hands-on advice from experts in the field of dental management on current financial and legal issues in dentistry

**The Good Life:** Details on some of the finer things in life, including lifestyles, upscale products, wine selection and travel options

**Adventure Sports:** Look here for ideas and information on the latest and greatest sports that will test your mettle and get you as far away from the office as you'd like to go.

### COMPLEMENTARY FEATURES

#### JANUARY/FEBRUARY

Infection Control Measures: Are You Doing Enough?

#### MARCH/APRIL

The Basics of Bioesthetics

#### MAY/JUNE

Pediatric Orthodontics

#### JULY/AUGUST

The New Dental Practice: What Now?

#### SEPTEMBER/OCTOBER

Public Dental Health

#### NOVEMBER/DECEMBER

New Car Preview 2010

### JANUARY

#### Cosmetic Dentistry

As a dentist, should you consider offering cosmetic procedures to your patients? Here's a look at the ins and outs of cosmetic dentistry.

### FEBRUARY

#### Pediatric Oral Health

Children have special oral health needs. Here's a look at the latest in prevention and treatment of oral diseases in your youngest patients.

### MARCH

#### Oral and Maxillofacial Surgery

This month, *Doctor of Dentistry* will examine the role of the dentist in the genre of oral and maxillofacial surgery.

### APRIL

#### Periodontal Disease

Overall general health and well-being continues to be linked with periodontal health.

### MAY

#### Orthodontics: Exploring the Options in Adults

More and more adults are opting for orthodontic correction. *Doctor of Dentistry* explores the many orthodontic options currently available.

### JUNE

#### Endodontics: Ask the Right Questions

Proper endodontic treatment hinges upon proper endodontic diagnosis. What considerations/questions will help you make the correct diagnosis?

### JULY

#### 3-D Imaging: Look How Far We've Come

The complexities and costs of 3-D imaging have shifted to make access to this technology a little closer to the grasp of the private practitioner.

### AUGUST

#### Spa Dentistry

Your patients may appreciate some fun — and pampering. Is spa dentistry the answer?

### SEPTEMBER

#### Women in Dentistry

In the field of dentistry, women have become a powerful force. *Doctor of Dentistry* will bring you some stories of successful women in the field today.

### OCTOBER

#### Oral Cancer Update

*Doctor of Dentistry* will present some of the facts and figures and new options available to help dentists excel in the arena of oral cancer care.

### NOVEMBER

#### Marketing Savvy: Promoting Your Practice Effectively

This month, *Doctor of Dentistry* will present some hands-on advice on how to effectively promote your practice in the coming year.

### DECEMBER

#### How to Effectively Manage Patient Anxiety and Pain

Some of the new approaches that will make patient anxiety and pain less of a detriment to dental treatment

For more information about *Doctor of Dentistry* magazine, please visit us at [doctorofdentistry.com](http://doctorofdentistry.com)

## A Message from the Editor-in-Chief: *Doctor of Dentistry*

Keeping abreast of the latest research and technological advances that shape dentistry is one of the most daunting tasks dentists face in their daily routines. For 2009, the editors and publishers here at *Doctor of Dentistry* have set their sights on easing this burden for the dental practitioner.

Throughout 2009, *Doctor of Dentistry* will include features and columns that will keep you updated on the latest happenings in dental specialties such as orthodontics, endodontics, oral cancer and prosthodontics.

From a management perspective, we will also explore and bring you marketing and promotional how-tos from experts that will help dentists take better control of the business aspects of their daily practices.

We will kick off 2009 with a look at the options and advantages available to dentists in cosmetic procedures, and round out the issue with a practical look at infection control, something every practice must stay abreast of.

Then, in February, we will visit and explore the topic of pediatric oral health. New measures for prevention of oral disease and promotion of oral health are so important in childhood. Indeed, good oral health habits that are learned in childhood carry over to adulthood.

In March 2009, *Doctor of Dentistry* will also examine options in oral and maxillofacial surgery, and present dentists with information about the bioesthetic approach to oral health.

Futuristic predictions and options are now coming to fruition in 3-D dental imaging and spa dentistry. *Doctor of Dentistry* will take a look at the latest in these areas in July and August. Then, in September, we will look at how women have changed the face of dentistry.

Throughout 2009, our features will provide timely and practical guidance for today's dentists and oral caregivers to improve the oral health and quality of life in all patients.

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### **EDITOR-IN-CHIEF: Profile**

For almost three decades, Liz Meszaros has been a part of the dynamic world of health care publishing. She began her publishing career in the mid-'80s, with one of the largest medical publishing companies of the time, Harcourt Brace Jovanovich, Inc. (HBJ). While there, she was a presence on many of HBJ's numerous medical publications, winning several awards for her editing and journalism.

For the past 16 years, Meszaros has worked as a freelance clinical writer and editor, writing extensively and exclusively on health care. She was on staff as a contributing editor for *WebMD* in 1997 when this communications giant turned its eyes to broadening the horizons of health care providers and patients with easily accessible medical and clinical updates. Meszaros has also worked extensively in developing Web content and updates for several medical associations including the American College of Cardiology, the American Heart Association and the American Diabetes Association.

### **NATIONAL EDITORIAL CONTACT:**

The editor-in-chief welcomes your story ideas. To provide sources for specific features, please contact the editor four months in advance of the issue cover date. To submit bylined, educational columns, contact the editor at least three months prior to the cover date.

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### **LOCAL EDITORIAL CONTACT:**

The editor-in-chief focuses on national editorial of interest to readers around the country. If you have locally oriented editorial, please contact your local publisher. For a list of local publishers, visit [www.doctorofdentistry.com](http://www.doctorofdentistry.com).