

## Impact Magazine 2019 Editorial Calendar



2019	Theme/Editorial Focus	Ad Reserve Deadline	Ad Materials Due	Product Review Chart	BONUS DISTRIBUTION
JAN	<b>Benchmarking: Data Driven Decisions</b>	11/8/2018	11/21/2018	X	<b>PPS 2018 Recap; Onsite at APTA CSM 2019</b> Combined Sections Meeting in Washington, DC
FEB	<b>Growth &amp; Consolidation: Ready, Set, Grow</b>	12/7/2018	12/17/2018	X	
MAR	<b>Marketing: Embrace the Chase</b>	1/9/2019	1/22/2019	<b>Home Exercise Products</b> (includes gamification)	
APR	<b>Strategic Partnerships: Swipe Right</b>	2/7/2019	2/15/2019	X	
MAY	<b>Innovative Practice Models: Beyond Brick &amp; Mortar</b>	3/9/2019	3/27/2019	<b>Occupational Health Programs Services</b>	
JUN	<b>Engagement: I Do Until I Don't</b>	4/6/2019	4/23/2019	X	<b>Onsite at APTA NEXT 2019</b> Annual Conference in Chicago, Illinois
JUL	<b>Work/Life Balance: Mindful Management</b>	5/6/2019	5/17/2019	X	
AUG	<b>Staffing: Setting the Roster, All Aboard</b>	6/8/2019	6/19/2019	<b>Outcomes</b>	
SEPT	<b>Diversity: All In</b>	7/10/2019	7/19/2019	X	
OCT	<b>Payment: Moneyball</b>	8/11/2019	8/23/2019	<b>EMR/Practice Management Software</b>	Mails to all PPS members prior to the conference; <b>Onsite at PPS 2019</b> Annual Conference in Orlando, Florida
NOV/DEC	<b>Administrative Checklist: Is Your House in Order?</b>	9/8/2019	9/27/2019	X	

**OCTOBER IMPACT** reaches all PPS members in print and online three weeks prior to the conference and in person to all attendees at the Annual Conference.