



McCrone Publications Inc.

# HEALTHbeat

*"The Top National Healthcare Publication in Print in Canada and Online World Wide at [www.mccronehealthbeat.com](http://www.mccronehealthbeat.com)."*

## Editorial Calendar 2013

### Our Mission

HEALTHbeat is published four times a year with the purposes of providing health professionals with information about job opportunities, continuing education, new products, resources and health system news, articles, information and editorials that will help them keep informed and succeed in their careers.

### Publication Policy

HEALTHbeat is published four times a year 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 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

### 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 the inside of the issue. The feature can be supplied electronically, or original copy, photos and logos can be supplied for layout to be done by our in house 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.

### Editorials and Columns

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. Where feasible editorial content will be related to the Specials referred to below.

A column titled "Did you know...?" is published in each issue – space permitting. It is a compilation of items that come across the editor's desk that are of interest to HEALTHbeat readers.

### HEALTHbeat Special Features

Features focus on organizations that advertise with HEALTHbeat. Topics for special features will be chosen from amongst the following for 2013. (These Special are subject to change.)

- Nursing Profession, National Nursing Week
- Continuing Professional Education.
- Products and Services.



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