

## **BONUS CIRCULATION EACH MONTH:**

Based on the content of our Industry Sector Reports, each month we will mail bonus circulation to individuals and companies specifically involved in those areas.\*

**AD SALES: 212-742-1200 Ext. 237**

## **JANUARY 2012 — CT ISSUE**

### INDUSTRY SECTOR REPORTS

- CT
- Portable X-ray
- X-ray Tube and Image Intensifiers

### FEATURES

- Arab Health Preview
- Brazil's big move in medicine

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## **FEBRUARY 2012 — HEALTH IT ISSUE**

### INDUSTRY SECTOR REPORTS

- DR, CR
- PACS/RIS/HIS
- EHR/EMR

### FEATURES

- HIMSS Preview
- Physician documentation software

**BONUS DISTRIBUTION: HIMSS**

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## **MARCH 2012 — OR ISSUE**

### INDUSTRY SECTOR REPORTS

- Sterilizers
- OR Suite (Tables, Light, Microscopes, more!)
- Anesthesia
- Arthroscopy/Endoscopy

### FEATURES

- DOTmed 100
- AORN Preview

**BONUS DISTRIBUTION: AORN**

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## **APRIL 2012 — C-ARM ISSUE**

### INDUSTRY SECTOR REPORTS

- C-Arm
- Special Procedure Cath/Angio
- Injectors & Contrast Agents

### FEATURES

- Nanomedicine update
- BONUS DISTRIBUTION: IDN Summit**

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## **MAY 2012 — WOMEN'S HEALTH ISSUE**

### INDUSTRY SECTOR REPORTS

- Ultrasound
- Mammography and Digital Mammography
- Bone Densitometers

### FEATURES

- SIIM Preview

**BONUS DISTRIBUTION: SIIM, HCP**

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## **JUNE 2012 — MOLECULAR IMAGING ISSUE**

### INDUSTRY SECTOR REPORTS

- PET, PET/CT
- Nuclear Medicine
- Stress Test
- SPECT

### FEATURES

- SNM Preview
- AAMI Preview

**BONUS DISTRIBUTION: AAMI, SNM**

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## **JULY 2012 — BIOMED ISSUE**

### INDUSTRY SECTOR REPORTS

- Patient Monitors
- Infusion Pumps
- Testing Equipment
- Defibrillator

### FEATURES

- Infection control/concerns for hospitals

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## **AUGUST 2012 — PARTS ISSUE**

### INDUSTRY SECTOR REPORTS

- Medical Equipment Parts Providers
- Surgical & Cosmetic Lasers

### FEATURES

- Choosing service contracts
- Disaster preparedness
- AHRA Preview
- AHRMM Preview

**BONUS DISTRIBUTION: AHRA, AHRMM, FIME**

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## **SEPTEMBER 2012 — MRI ISSUE**

### INDUSTRY SECTOR REPORTS

- MRI
- MRI Coil Repair and Sales
- MRI Keep Cold and Cool Down

### FEATURES

- MRI safety – from alarms to shielding

**BONUS DISTRIBUTION: IDN Summit**

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## **OCTOBER 2012 — FINANCE ISSUE**

### INDUSTRY SECTOR REPORTS

- Radiation Therapy
- Group Purchasing Organizations
- RF Shielding

### FEATURES

- ASTRO preview
- Charity health care
- Dealing with committees – purchase approvals
- Med tech M&A

**BONUS DISTRIBUTION: ASTRO**

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## **NOVEMBER 2012 — RSNA ISSUE**

### INDUSTRY SECTOR REPORTS

- Radiographic, Rad/Fluoro Sales and Service
- Dialysis
- Chillers

### FEATURES

- Technology fighting "never events"
- RSNA Preview

**BONUS DISTRIBUTION: RSNA**

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## **DECEMBER 2012 — MOBILE IMAGING ISSUE**

### INDUSTRY SECTOR REPORTS

- Mobile Service Providers - MR, CT, PET, Cath/Angio Lab, Mammo
- Ocean, Air and Truck Freight & De-Installation, Crating and Rigging
- Mobile Trailer Transportation

### FEATURES

- Preview of Next Year's Stories
- Year in Review – the "Best of" list