

Nephrology News & Issues, backed by a panel of 50 Editorial Advisory Board professionals, has provided peer-reviewed editorial coverage of the business, policy, and practice management issues surrounding the care of kidney patients for 30 years.

DID YOU KNOW?

## Digital Footprint

NephrologyNews.com averages more than 70,000 pageviews and 45,000 unique visitors a month. Its social reach exceeds 10,000 Facebook and Twitter followers.

### SINCE 1986

2016 marked the 30th anniversary of *Nephrology News & Issues*. NNI is directed by an editorial team with over 30 years of experience in the renal care field.

	LEAD FEATURE	SPOTLIGHT ON	TRENDS IN...	NEWS REPORTS/ COLUMNS	ONLINE EXCLUSIVES	BONUS CONFERENCE DISTRIBUTION
<b>JANUARY</b> Print Ad Close: 11/30/16 Materials Due: 12/7	Policy and Politics: The Year Ahead	Review of Kidney Week	Nutrition // AP News	Policy Update	New kidney care technology	
<b>FEBRUARY*</b> Print Ad Close: 12/28/16 Materials Due: 1/4	Focus on Alternative Therapies	Best practices: Infection control	Home Dialysis // Vascular Access	Bottom Line	Increasing home dialysis use	Annual Dialysis Conference
<b>MARCH</b> Print Ad Close: 1/27 Materials Due: 2/3	Trends in Nephrology Practice	Water quality	State of the States // Nursing	Quarterly Business Review	New directions from the RPA	Renal Physicians Association
<b>APRIL*</b> Print Ad Close: 2/27 Materials Due: 3/6	New Approaches for the Multidisciplinary Team	Patient travel	Transplant // Clinic Management	Bottom Line	How is integrated care working in nephrology?	National Kidney Foundation Spring Clinicals Meeting
<b>MAY</b> Print Ad Close: 3/24 Materials Due: 3/31	Expanding Practice for the Nephrology Nurse	Conservative options in ESRD	Nutrition // AP News	Bottom Line	The future of nephrology nursing	American Nephrology Nurses Association
<b>JUNE</b> Print Ad Close: 5/1 Materials Due: 5/5	Improving Transplant Outcomes	Telemedicine = improved care?	Home Dialysis // Vascular Access	Quarterly Business Review	Innovative transplant programs	
<b>JULY</b> Print Ad Close: 5/24 Materials Due: 5/31	The Dialysis Provider Landscape	Update: ESCO demonstration	State of the States // Nursing	10 Largest Provider Survey	Spotlight on dialysis providers	
<b>AUGUST</b> Print Ad Close: 6/23 Materials Due: 6/30	Pharma Management: Improving Outcomes	Facility design	Transplant // Clinic Management	50 Busiest Transplant Centers	A patient view on medication adherence	
<b>SEPTEMBER*</b> Print Ad Close: 7/26 Materials Due: 8/2	CKD: New Strategies for Diabetes Management	Improving vascular access	Nutrition // AP News	Quarterly Business Review	New diabetes treatments	
<b>OCTOBER</b> Print Ad Close: 8/25 Materials Due: 9/1	Clinic Management in an Integrated Care Model	Transplant center management	Home Dialysis // Vascular Access	Bottom Line	The changing nephrology workforce	National Renal Administrators Association
<b>NOVEMBER</b> Print Ad Close: 9/19 Materials Due: 9/26	Kidney Week: Combining Academics and Practice	MACRA update	State of the States // Nursing	Clinical News	Highlights from ASN Kidney Week 2017	American Society of Nephrology - Kidney Week
<b>DECEMBER</b> Print Ad Close: 10/27 Materials Due: 11/3	2017: The Year in Review	E H R systems	Transplant // Clinic Management	Quarterly Business Review	Highlights from ASN Kidney Week 2017	

## EXTENDED EDITORIAL COVERAGE IN 2017

**RENAL RESOURCE AND BUYER'S GUIDE** // A comprehensive directory of manufacturers and suppliers in the dialysis and transplant market.

Print Ad Close: 5/5, Materials Due: 5/25

**KIDNEY WEEK EXHIBIT PRODUCT GUIDE 2017** // Our industry exclusive show guide will be distributed at American Society of Nephrology/Kidney Week in New Orleans.

Print Ad Close: 9/12, Materials Due: 9/19

## DIGITAL OPPORTUNITIES

**AMPLIFY** // Our newest product offering can deliver a targeted audience that has been proven to show interest in your product(s).

**NN&I ENEWS** // Sponsor our biweekly newsletter, covering the industry's late-breaking news and trends.

**NEWSWIRE** // Sponsor our industry trade show coverage.

**SPECIAL TOPIC NEWSLETTERS** // Inquire today about upcoming topics for 2017.

**WEBINARS** // Either as a cooperative efforts with our editors and experts or your own event. We can help drive traffic and leads.

**WHITE PAPERS** // Partner with us to publish and promote your technical articles and white papers.

### THE ENTIRE RENAL TEAM

NNI's 26,500 subscribers are made up of renal professionals who provide direct patient care, dialysis clinic owners and managers, prescription writers, and physician practice managers.