

Nikkei Medical Ad Feature Schedule January - December 2008

Issue (delivery date)	Order Deadline	Material Deadline	Ad Feature	Content
January (Jan. 5)	Nov. 27, 2007	Dec. 10, 2007		
February (Feb. 6)	Dec. 26 2007	Jan. 17, 2008	Medical Practice Start-Up Guide -- 1 (Joint feature with <i>Nikkei Healthcare</i>)	Guide for hospital doctors considering starting his/her own practice. Steps and knowhow leading up to the launch will be discussed.
March (Mar. 5)	Jan. 31	Feb. 14	Trade Show Preview <ITEM: The International Technical Exhibition of Medical Imaging 2008>	Introduces highlights and products on display from the trade show for medical imagers held from April 4 through 6.
April (Apr. 8)	Mar. 5	Mar. 18	Electronic Medical Chart --1 (Joint feature with <i>Nikkei Healthcare</i>)	Electronic medical chart keeps evolving, integrating images and receipt making systems. The latest trends will be introduced showing the actual cases of usage at hospitals and clinics.
May (May 3)	Mar. 31	Apr. 11	New Era of Medical Imaging--Trade Show Review <ITEM: The International Technical Exhibition of Medical Imaging 2008> (Joint feature with <i>Nikkei Healthcare</i>)	Report on the trade show <ITEM 2008> held from April 4 through 6. Analyzes and introduces this years' trends in medical imagers.
June (Jun. 5)	Apr. 30	May 16	Recommended Housing and Lifestyle for Doctors -- Summer (Loose insert)	Special focus on doctors' private life. Ideas and suggestions for residence and lifestyle suitable for doctors will be introduced.
			Medical Information System -- 1 (Joint feature with <i>Nikkei Healthcare</i>)	Good information technology systems are indispensable for the safe medical care and efficient management. The latest trends and its future will be discussed.
July (Jul. 8)	Jun. 5	Jun. 18		
August (Aug. 6)	Jul. 3	Jul. 16	Medical Practice Start-Up Guide -- 2 (Joint feature with <i>Nikkei Healthcare</i>)	Guide for hospital doctors considering starting his/her own practice. Steps and knowhow leading up to launch will be discussed.
September (Sep. 6)	Aug. 1	Aug. 19		
October (Oct. 8)	Sep. 3	Sep. 17	Electronic Medical Chart -- 2 (Joint feature with <i>Nikkei Healthcare</i>)	Electronic medical chart keeps evolving, integrating images and receipt making systems. The latest trends will be introduced showing the actual cases of usage at hospitals and clinics.
November (Nov. 5)	Oct. 1	Oct. 15		
December (Dec. 6)	Nov. 4	Nov. 17	Recommended Housing and Lifestyle for Doctors -- Winter (Loose insert)	Special focus on doctors' private life. Ideas and suggestions for residence and lifestyle suitable for doctors will be introduced.
			Medical Information System -- 2 (Joint feature with <i>Nikkei Healthcare</i>)	Good information technology systems are indispensable for the safe medical care and efficient management. The latest trends and its future will be discussed.

* Schedule may change without prior notice.