



Journal of Hospital Medicine®

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

The JOURNAL OF HOSPITAL MEDICINE® (JHM) is the premier peer-reviewed, indexed (MEDLINE, PubMed, Scopus, and Embase) publication for the specialty of Hospital Medicine, and is dedicated to publishing evidence that will transform care of the hospitalized patient. JHM advances excellence in Hospital Medicine clinical care and research through the dissemination of peer-reviewed studies, evidence-based clinical care updates and reviews, and rigorous evaluations of approaches to improve the quality, safety, and value of care for hospitalized adults and children. Broad areas of interest include 1) Treatments for common inpatient conditions (such as pneumonia, COPD, sepsis, thromboembolism, or asthma); 2) Approaches to improving perioperative care; 3) Improving care for hospitalized patients with geriatric or pediatric vulnerabilities (such as mobility problems, or those with complex longitudinal care); 4) Evaluation of innovative health delivery system or educational models; 5) Approaches to improving the quality, safety, and value of health care across the acute and postacute continuum of care; and 6) Evaluation of policy and payment changes that affect hospital and postacute care. JHM provides print, online only, and online-first content for more than 25,500 physicians and healthcare professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.

ADVERTISING/CONTRACTS/ INSERTION ORDERS

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CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Insert Information & Closing Dates
- Cover Tips, Outserts, Reprints
- General Information
- Circulation
- Printing Specifications
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2021

- **Agency commission and terms:** Fifteen percent of gross billings on space, color, cover, and preferred position charges to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- **Rates subject to change with 90 days' notice:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (eg, a spread counts as 2 units; a king page or fraction counts as a page, each page of an insert counts as a unit, each demographic/regional/split page counts as a unit). Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Incentive Programs

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN, and IMN extend to 396x.)

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2021. Full year 2020 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2021. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

2020 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2021 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- **FRONTLINE MEDICAL COMMUNICATIONS COMBINATION BUYS AND MARKETDUOS:** Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (Family Practice News® + Internal Medicine News®) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only.

Evaluate FMC cross-market combinations by Media Group in Kantar's MARS Medical System by selecting **Combination Non-Duplicated**. Combinations not currently programmed can be upon request.

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: DermDUO | Cutis®+ Dermatology News®; ObGynDUO | OBG Management®+Ob.Gyn. News®; PsychDUO | Current Psychiatry®+ Clinical Psychiatry News®. In the Family MedicineDUO, receive a 15% discount off the earned rate (B&W and color) in The Journal of Family Practice®+ Family Practice News®. Full-run only.

CONTACTS

PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Circulation

Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

RATES & DISCOUNTS (CONTINUED)

- Advertise the same product ad unit in the same month of *The Hospitalist* and *Journal of Hospital Medicine* and receive a 25% discount off the earned rate in *Journal of Hospital Medicine*. (B&W and color). **NOTE: This 25% discount cannot be combined with other discounts listed below (except the earned frequency and corporate discounts).**

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. Choose either the continuity program or the new business/launch program when using an FMC combination buy. See Full Rate Cards and the Integrated Media Kit at www.frontlinerrates.com.

- **3-6-9-12 DISCOUNT:** Each product that advertised in 2020 qualifies for the following 4 discounts within the calendar year of January 2021 through December 2021 (or 12 month fiscal year where applicable):
 - 3 insertions (same product): 25% off the 3rd insertion.
 - 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
 - 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
 - 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM: Established products that have not run in *Journal of Hospital Medicine* during 2020 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2021 and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2021 through December 2021.

*Clients must supply materials for free insertions. Free pages count towards earned frequency. Free pages do not count towards the corporate discount.

- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than two PI pages qualify for a 50% discount on the B&W earned rate for the 3rd and remaining PI pages.
- **ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE):** 1) Corporate earned frequency; 2) Journal combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact the [Senior Director of Business Development](#) for details and pricing.

Classified Ads

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Journal of Hospital Medicine's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact Heather Gonroski, Classified Advertising Account Manager, at 973-290-8259 or hgonroski@mdedge.com or Linda Wilson, Classified Advertising Account Manager, at 973-290-8243 or lwilson@mdedge.com.

Split Run – advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count towards earned frequency and corporate discounts do apply.

- Demographic/Split Run rates: Available on a limited basis.
- Page rate x % of circulation (minimum 50%) + Production/mechanical charge (commissionable). If ROB add \$1,520; if Insert add \$1,300.
- The Sales Representative (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the B&W earned rate (color charges are then added). **Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.**

Covers	
Second cover	Earned page rate + 30% (plus color)
Fourth cover	Earned page rate + 60% (plus color)
Positions	
Opposite Table of Contents	Earned page rate + 25% (plus color)
Opposite First Editorial	Earned page rate + 25% (plus color)

Please consult the [Senior Director of Business Development](#) for additional special positions.

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Insert Information & Closing Dates
- Cover Tips, Outserts, Reprints
- General Information
- Circulation
- Printing Specifications
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

RATES & DISCOUNTS (CONTINUED)

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$3,255	\$3,195	\$3,105	\$3,015	\$2,925	\$2,825	\$2,650	\$2,535	\$2,465	\$2,410
1/2 Page	2,050	1,990	1,930	1,865	1,810	1,745	1,625	1,510	1,440	1,385
1/4 Page	1,600	1,535	1,480	1,415	1,360	1,295	1,175	1,080	1,030	965

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$5,115	\$5,055	\$4,965	\$4,875	\$4,785	\$4,685	\$4,510	\$4,395	\$4,325	\$4,270
1/2 Page	3,910	3,850	3,790	3,725	3,670	3,605	3,485	3,370	3,300	3,245
1/4 Page	3,460	3,395	3,340	3,275	3,220	3,155	3,035	2,940	2,890	2,825

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Metallic ink	\$260
Four color rates	\$1,860

Bleed: No Charge

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$6,510	\$6,390	\$6,210	\$6,030	\$5,850	\$5,650	\$5,300	\$5,070	\$4,930	\$4,820
4 Page Insert	13,020	12,780	12,420	12,060	11,700	11,300	10,600	10,140	9,860	9,640
6 Page Insert	19,530	19,170	18,630	18,090	17,550	16,950	15,900	15,210	14,790	14,460
8 Page Insert	26,040	25,560	24,840	24,120	23,400	22,600	21,200	20,280	19,720	19,280

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Insert Information & Closing Dates
- Cover Tips, Outserts, Reprints
- General Information
- Circulation
- Printing Specifications
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

HOSPITAL MEDICINE MARKET DUO THE HOSPITALIST + JOURNAL OF HOSPITAL MEDICINE

25% Discount off earned rate in *Journal of Hospital Medicine*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *The Hospitalist* and *Journal of Hospital Medicine*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$460
Four color	\$3,275

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page	\$7,810	\$7,710	\$7,545	\$7,400	\$7,235	\$7,075	\$6,765	\$6,550	\$6,415	\$6,285
King 3/4	6,885	6,750	6,590	6,440	6,285	6,115	5,805	5,540	5,400	5,270
Junior	6,020	5,945	5,855	5,720	5,595	5,460	5,215	5,055	4,955	4,855

Insert Rates (King+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page King	\$15,945	\$15,735	\$15,425	\$15,100	\$14,780	\$14,440	\$13,805	\$13,395	\$13,105	\$12,835
4 Page King	31,890	31,460	30,820	30,175	29,545	28,885	27,620	26,775	26,205	25,660
6 Page King	47,835	47,190	46,235	45,280	44,325	43,315	41,425	40,175	39,305	38,500
8 Page King	63,775	62,930	61,650	60,370	59,090	57,750	55,235	53,560	52,405	51,330

Insert Rates (A-size (island)+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 age Island	\$12,255	\$12,115	\$11,910	\$11,660	\$11,395	\$11,130	\$10,605	\$10,320	\$10,085	\$9,890
4 age Island	24,510	24,210	23,815	23,305	22,790	22,235	21,225	20,645	20,170	19,765
6 age Island	36,775	36,320	35,730	34,960	34,185	33,365	31,835	30,950	30,265	29,655
8 age Island	49,030	48,425	47,635	46,605	45,570	44,480	42,460	41,265	40,355	39,530

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Insert Information & Closing Dates
- Cover Tips, Outserts, Reprints
- General Information
- Circulation
- Printing Specifications
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to sales representative's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to sales representative's approval and may incur a premium charge. Charges: See rates #8

	PAPER STOCK		MAX MICROMETER
	Maximum	Minimum	Reading
2-page (one leaf) inserts	80# coated	70# coated	0.005"
4-page (two leaf) inserts	80# coated	70# coated	0.007"

BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,160

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004".

Trimming

Ship folded: 8 1/2" x 11 1/8". Trim size of journal is 8 1/4" x 10 7/8". Keep live matter 3/8" from all trim edges. Book is jogged to head. Head trim is 1/8". Foot is 1/8", face and gutter are 1/8" each.

Insert Quantity:

FULL-RUN: 14,000

ISSUANCE & CLOSING DATES

First Issue: January 2006.

Frequency: Monthly.

Issue Date: Month of issuance.

Mailing Date and Class: 15th day of the month. Periodicals class.

Closing Dates (subject to change):

Issue	DISPLAY ADS FINAL CLOSING	AD MATERIAL DUE	COVER TIPS/INSERTS/ OUTSERTS DUE
January	12/04/20	12/11/20	12/21/20
February	1/07/21	1/13/21	1/25/21
March	2/11/21	2/18/21	3/01/21
April	3/12/21	3/18/21	3/29/21
May	4/08/21	4/14/21	4/23/21
June	5/13/21	5/19/21	5/28/21
July	6/11/21	6/17/21	6/28/21
August	7/16/21	7/22/21	8/02/21
September	8/13/21	8/19/21	8/30/21
October	9/10/21	9/16/21	9/27/21
November	10/15/21	10/21/21	11/01/21
December	11/05/21	11/11/21	11/22/21

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

SHIP TO: Name of Pub or Journal/ISSUE DATE

Attn: Cory Eisenhower
 Fry Communications
 Building 2 - 800 West Church Road
 Mechanicsburg, PA 17055

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the sales representative's discretion.

CONTACTS

PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Circulation

Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

COVER TIPS / OUTSERTS

Reach physicians and healthcare professionals with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming-soon ad
- An upcoming event



Cost is net; noncommissionable.

Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost.

Includes space and polybagging for supplied materials. Quotes for affixing PIs, demos, printing or other custom elements are available.

Outserts

Outserts are a great opportunity to capture high visibility through *Journal of Hospital Medicine* that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

Samples must be submitted for review. Availability contingent upon approval.

Contact the [Sales Representative](#) for details and pricing.

Cover Tip Specs

Specifications	Description	Total Net Cost*
Size: 7.5" x 5.25" Stock: 80# coated text, Supply: FLAT	Single-leaf	Contact Sales Representative
	4 page - 6 page	Contact Sales Representative

REPRINTS / ePRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

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CONTACTS

PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Circulation

Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Sales Representative approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions](#)—click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Sales Representative harmless against any expense arising from claims or actions against the Sales Representative because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the Sales Representative.

CIRCULATION

Description of Circulation Parameters

Journal of Hospital Medicine readers consist of physicians and healthcare professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.

Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **FOR SUBSCRIPTION RATES, CONTACT:** (800) 480-4851

Circulation: 12,084

New Product Releases: Accepted for Product Zone.

Advertiser Services

- a. Convention Bonus Distribution:
*pending live conferences

2021 Bonus Distribution:

APRIL ISSUE: American College of Physicians (ACP), Orlando, FL; Apr 29-May 1, 2021

Society of Hospital Medicine (SHM), Las Vegas, NV; May 4-7, 2021, 2021

MAY ISSUE: American College of Cardiology (ACC), Atlanta, GA; May 15-17, 2021

SEPTEMBER ISSUE: American Academy of Pediatrics (AAP), Philadelphia, PA; Oct 8-12, 2021

American Academy of Family Physicians (AAFP), Los Angeles (Anaheim), CA; Sep 28-Oct 2, 2021

Circulation Verification

- **MAILING LIST AVAILABILITY:**
Contact the [Sales Representative](#).

CONTACTS

PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Circulation

Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

	Width/Depth	
	Ad Sizes	Bleed Sizes
Spread	15 1/2" x 10"	16 1/4" x 11"
Full page	7" x 10"	8 3/8" x 11"
1/2 page (h)	7" x 4 3/4"	8 3/8" x 5 1/2"
1/2 page (v)	3 1/2" x 10"	3 5/16" x 11"
1/4 page	3 1/2" x 4 3/4"	3 5/16" x 5"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 8 1/8" x 10 7/8".

Paper Stock

- **INSIDE PAGES:** 60# coated.
- **COVERS:** 143# (8 pt.) coated.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.
- **4-COLOR:** 133 line.
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.

Send reproduction materials to:

JOURNAL OF HOSPITAL MEDICINE
 Frontline Medical Communications Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Attn: Donna Pituras

Materials Policy:

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

CONTACTS

PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Circulation

Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print and on-line, these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Journal of Hospital Medicine* audience as well.

- Special issue supplements polybag and mail with regular issues of *Journal of Hospital Medicine*
- Special issue supplements are posted online in the education center of www.journalofhospitalmedicine.com
- Print versions receive Bonus Distribution at various medical meetings and events.

PRICING: Please consult with [Sales Representative](#) on advertising rates for each special issue. Cover tips are also available, please consult with Sales Representative regarding availability and costs. Ads must be approved for both print and digital placements.

CANCELLATION POLICY: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS: Please consult your [Sales Representative](#) for closing dates, insert quantity and print/digital advertising specs.



CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Insert Information & Closing Dates
- Cover Tips, Outserts, Reprints
- General Information
- Circulation
- Printing Specifications
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

FOR FURTHER INFORMATION, CONTACT THE SALES REPRESENTATIVE.

INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 25+ print and digital brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key health care decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontlinrates.com.

[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.](#)

Digital ad specifications are available [here](#).

Digital Advertising



Custom Programs



Medical Conferences



CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Insert Information & Closing Dates
- Cover Tips, Outserts, Reprints
- General Information
- Circulation
- Printing Specifications
- Unique Opportunities

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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multi-channel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach, #2 in combined web and print physician reach behind Medscape, and #2 in total combined web & print physician engagement with 20.6 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 25+ print and digital brands in 20+ markets. A single, comprehensive resource, MDedge saves HCP's time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching more than one third of the measured physician universe an average of 6x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact your [Sales Representative](#) directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit sales@mdedge.com.

MDedge® A Unified Multichannel Platform Built on Brand Equity
Cardiology News®
CHEST Physician®
Clinical Endocrinology News®
Clinical Psychiatry News®
Clinician Reviews®*
Cosmetic Dermatology®*
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
Hematology News®
The Hospitalist®
IDPractitioner®*
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Journal of Hospital Medicine®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
Pediatric News®
Physicians' Travel & Meeting Guide®*
Rheumatology News®

* Online only

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