



MDedge | ObGyn

# 2021 ADVERTISING RATE CARD

## PUBLISHER'S STATEMENT

For 33 years now OBG MANAGEMENT® has been a proven, long-time leader in delivering expert, relevant, evidence-based, and award-winning clinical content, as well as timely practice management information to engage women's health care specialists in print, online, and on mobile devices with the content they need to care for the next woman who walks into their practice. OBG MANAGEMENT® is led by a select Editorial Board, elite professionals representing all areas of obstetrics and gynecology, and Editor-in-Chief Robert L. Barbieri, MD, Kate Macy Ladd Professor of Obstetrics, Gynecology and Reproductive Biology, at Harvard Medical School in Boston. Through its award-winning website, [www.mdedge.com/obgyn](http://www.mdedge.com/obgyn) (part of the MDedge® web portal), articles appearing in OBG MANAGEMENT® are interactively reinforced with complementary and stand-alone surgical technique videos. Web exclusives also include latest news, conference coverage, polls, quizzes, and recent research summaries. A consistent leader in delivering readership and exposures over its history, OBG MANAGEMENT ranks #1 in APEX, high readers, and average page exposures, outperforming all other journals in the specialty.\* Further, readers tell Kantar Media that OBG MANAGEMENT® is a publication they like spending time with.

\*May 2020 Medical/Surgical Media Measurement Study, Obstetrics/Gynecology.

## ADVERTISING/CONTRACTS/ INSERTION ORDERS

### DIANNE REYNOLDS

Group Publisher  
973-206-8014  
CELL: 917-880-9545  
[dreynolds@mdedge.com](mailto:dreynolds@mdedge.com)

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## PRINT PRODUCTION

### DONNA PITURAS

Production Manager  
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## CLASSIFIEDS / RECRUITMENT

### TIM LAPELLA

Senior Sales Director  
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### Frontline Medical Communications

7 CENTURY DRIVE, SUITE 302

PARSIPPANY, NJ 07054

973-206-3434

[www.frontlinerate.com](http://www.frontlinerate.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

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# 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 (e.g. a spread counts as 2 units). 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. Comarketed 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%

- **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.

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## RATES & DISCOUNTS (CONTINUED)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. See Full Integrated Media Kit and Rate Cards available at [www.frontlinrates.com](http://www.frontlinrates.com). Full-run only. Choose either the continuity or new business/launch program (if not using a combination discount):

- **CONTINUITY DISCOUNT:** Buy 5 ads, get 6th at half price; OR buy 12 ads, and take 8.3% off each (B&W and color). Continuity program applies to 12-month period of January 2021 through December 2021 (or 12-month fiscal year where applicable). Advertisers will be short rated if discount is not earned.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in OBG MANAGEMENT during 2020 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2021 and receive 50% off the 4th insertion, 50% off the 8th insertion, and 50% off the 12th insertion within the calendar year of January 2021 through December 2021.
- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W 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 Dianne Reynolds, Group Publisher, Tel: (973) 206-8014, E-mail: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com) for additional details.

### Classified Ads

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

See classified rate card or contact:

Tim LaPella, Senior Sales Director

Cell: (610) 506-3474, E-mail: [tlapella@mdedge.com](mailto:tlapella@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. 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.

- **RUN-OF-BOOK:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum of 50%) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,550 for one full page, \$2,100 for 2 full pages and \$2,800 for 3 or 4 pages.
- **INSERTS:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 50% for 2- or 4-page units and 40% for 6+-page units) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,300.

### Covers, Positions

- Sold annually on a contract basis. Space premiums are charged on the black-and-white earned rate.
- Premium position advertisers cannot be guaranteed more than 2 pages of separation from a competitor.
- Cancellations of less than 60 days' written notice will incur a fee equal to the cost of the premium for 1 month.

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# 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	\$7,180	\$7,130	\$6,955	\$6,830	\$6,645	\$6,355	\$6,195	\$5,820	\$5,715	\$5,610
2/3 Page	6,420	6,355	6,250	6,095	5,995	5,795	5,620	5,235	5,130	5,050
1/2 Page	5,125	5,090	4,950	4,870	4,745	4,590	4,415	4,150	4,095	4,040
1/3 Page	3,810	3,780	3,665	3,595	3,495	3,370	3,305	3,070	3,025	2,975
1/4 Page	2,960	2,935	2,860	2,790	2,695	2,610	2,565	2,385	2,365	2,300

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$10,955	\$10,905	\$10,730	\$10,605	\$10,420	\$10,130	\$9,970	\$9,595	\$9,490	\$9,385
2/3 Page	10,195	10,130	10,025	9,870	9,770	9,570	9,395	9,010	8,905	8,825
1/2 Page	8,900	8,865	8,725	8,645	8,520	8,365	8,190	7,925	7,870	7,815
1/3 Page	7,585	7,555	7,440	7,370	7,270	7,145	7,080	6,845	6,800	6,750
1/4 Page	6,735	6,710	6,635	6,565	6,470	6,385	6,340	6,160	6,140	6,075

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Metallic ink	\$2,675
Four color rates	\$3,775
Five color rates (4C + PMS)	\$5,730
Six color rates	\$7,690

SPECIAL POSITIONS	
2nd Cover	40% premium above earned B&W rate, plus 4-color charges
3rd Cover	15% premium above earned B&W rate, plus color charges
4th Cover	60% premium above earned B&W rate, plus 4-color charges
Opp T of C	15% premium above earned B&W rate, plus color charges
Opp Editorial	15% premium above earned B&W rate, plus color charges
Opp Masthead	15% premium above earned B&W rate, plus color charges
Consecutive Right Hand Pgs	15% premium above earned B&W rate, plus color charges
Other Preferred Pos	10% premium above earned B&W rate, plus color charges

## Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$14,365	\$14,260	\$13,900	\$13,635	\$13,330	\$12,780	\$12,465	\$11,725	\$11,545	\$11,315
4 Page Insert	N/A	27,965	27,275	26,710	26,105	25,005	24,415	22,950	22,545	22,095
6 Page Insert	N/A	41,650	40,625	39,790	38,870	37,240	36,290	34,020	33,545	32,870
8 Page Insert	N/A	55,145	53,750	52,640	51,445	49,240	48,010	44,985	44,325	43,435
10 Page Insert	N/A	68,460	66,730	65,385	63,850	61,115	57,930	55,820	54,990	53,890

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## OB. GYN. MARKET DUO

### OBG MANAGEMENT + OB.GYN. NEWS Combination Rates

7.5% off each publication—Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Full-run only. Insertions count towards earned frequency.

### Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$15,755	\$15,165	\$14,830	\$14,525	\$14,280	\$13,895	\$13,460	\$12,790	\$12,305	\$12,005
King 3/4 page + A-size page	14,935	14,365	14,010	13,775	13,575	13,215	12,880	12,210	11,480	11,265
Island page + A-size page	13,570	12,950	12,610	12,405	12,180	11,795	11,410	10,815	10,435	10,200
King 1/2 page + 1/2 A-size page	11,525	11,045	10,725	10,480	10,320	10,115	9,720	9,240	8,785	8,665

### Insert Rates (King+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$30,855	\$30,155	\$29,510	\$29,075	\$28,330	\$27,460	\$26,100	\$25,140	\$24,515
4 page insert	NA	NA	59,820	58,505	57,660	56,150	54,430	51,730	49,765	48,535
6 page insert	NA	NA	89,460	87,495	86,215	83,975	81,350	77,225	74,400	72,550
8 page insert	NA	NA	NA	116,280	114,605	111,590	108,105	102,615	98,825	96,365

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

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$26,285	\$25,590	\$25,145	\$24,750	\$24,010	\$23,230	\$22,030	\$21,275	\$20,790
4 page island insert	NA	NA	50,695	49,790	48,975	47,515	45,990	43,600	42,055	41,070
6 page island insert	NA	NA	75,760	74,415	73,195	71,015	68,680	65,025	62,825	61,360
8 page island insert	NA	NA	NA	98,845	97,240	94,305	91,225	86,355	83,405	81,450

COLOR RATES	
Metallic ink	\$2,645
Four color	\$7,030
Five color (4C + PMS)	\$10,405

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

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## 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.

### BRCs

- Accepted if accompanied by a full-page ad. Must meet postal regulations.
- **BRC RATE:** \$7,040

### 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

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 7/8" x 10 3/4".

### Insert Quantity

56,000. For demographic runs fewer than 55,000, add 5%.

### Shipping

Inserts should be clearly marked with publication name, issue date, and 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.

## ISSUANCE & CLOSING DATES

First Issue: September 1989.

Frequency: Monthly.

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

Closing Dates (subject to change):

Issue	DISPLAY ADS FINAL CLOSING	AD MATERIAL DUE	COVER TIPS/INSERTS/ OUTSERTS DUE
January	12/14/2020	12/18/2020	12/30/2020
February	1/13/2021	1/20/2021	1/28/2021
March	2/12/2021	2/22/2021	3/3/2021
April	3/12/2021	3/19/2021	4/1/2021
May	4/14/2021	4/21/2021	4/29/2021
June	5/12/2021	5/19/2021	5/27/2021
July	6/10/2021	6/17/2021	6/23/2021
August	7/16/2021	7/23/2021	8/4/2021
September	8/13/2021	8/20/2021	9/1/2021
October	9/10/2021	9/17/2021	9/29/2021
November	10/12/2021	10/19/2021	10/27/2021
December	11/8/2021	11/15/2021	11/23/2021

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## COVER TIPS / OUTSERTS

Cover Tips are cost-effective methods to capture immediate exposure and to get your message to an engaged audience of ObGyns, PCPs and NPs/PAs with the brand they trust most. Count on prime exposure when you use a cover tip for:

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

### Cover Tip Specs

- **SIZE:** 7 1/2" (w) x 5 1/4" (h), 80# stock, No UV coating, 1/4" bleed, Keep all live matter 3/8" from final trim
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of space cost
- Contact Dianne Reynolds for rates and availability  
Tel: 973-206-8014, E-mail: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com)



### Outserts

Outserts are a great opportunity to capture high visibility through OBG MANAGEMENT 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 and pricing contingent upon approval.

## 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 health care 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 reprints are available.

*For USA & CANADA ONLY CONTACT:*

Brett Petillo, Sales Manager  
Wright's Media  
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Toll Free: 877-652-5295  
Cell: 832-458-9467  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
Website: [www.wrightsmedia.com](http://www.wrightsmedia.com)

*ALL OTHER CONTACT:*

Ray Thibodeau, Executive Vice President  
Content Ed Net  
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Doylestown PA 18901  
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## GENERAL INFORMATION

### Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher 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](#) of our Rate Card – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher 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 publisher.

## PRINTING SPECIFICATIONS

### Ad Sizes and Bleed Sizes

	Ad sizes		Bleed sizes	
	Width	Depth	Width	Depth
2 facing pages	15"	10"	16 1/4"	11"
1 page	7"	10"	8 1/8"	11"
1/2 page (horizontal)	7"	4 7/8"	8 1/8"	5 1/2"
2/3 page (vertical)	4 3/8"	10"	4 5/8"	11"
1/2 page (vertical)	3 3/8"	10"	4"	11"
1/3 page (vertical)	2 1/4"	10"	2 7/8"	11"
1/4 page	3 3/8"	4 7/8"	4"	5 1/2"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

### Paper Stock

- **INSIDE PAGES:** 40# No. 5 coated.
- **COVERS:** 80# No. 3 coated.

Type of Binding: Perfect-bound.

### Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.

New Product Releases: Yes.

Editorial Research: Conducted on a routine basis. Consult sales representative for details.

### Ad Format and Placement Policy

- Advertising is interspersed between and within articles.
- Ads are rotated.

Ad/Edit Information: 55:45

- **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:  
 OBG MANAGEMENT®  
 Frontline Medical Communications Inc.  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054-4609  
 Attn: Donna Pituras  
 Production Manager  
 Tel: 973-206-8011  
 E-mail: [dpituras@mdedge.com](mailto:dpituras@mdedge.com)

### Materials Policy:

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

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## AD PLANNER

Maximize marketing effectiveness and extend the reach of your promotional campaign by using this handy table to locate critical dates and implement key programs to increase awareness and bolster your brand's perception and recognition. Don't forget about using the Product Launch Incentive Program!

Issue	Bonus distribution	Convention Value-Added Program	Special Focus Issues
January			Obstetrics
February	SGS	SGS	Fertility
March	ACOG SGS	ACOG SGS	Cancer
April	ACOG	ACOG	Genetic Testing
May			Cervical Disease
June			Menopause
July			Abnormal Uterine Bleeding
August	NAMS	NAMS	Female Sexual Dysfunction
September	NAMS AAGL	NAMS AAGL	Pelvic Floor Dysfunction
October	AAGL	AAGL	Contraception
November	PAGS		Minimally Invasive Surgery
December	PAGS		Osteoporosis

See closing dates table on page 8.

- **PRODUCT PERCEPTION STUDY:** Free to qualified advertisers. Find out what women's health specialists think about your product through a survey with your product's name to a random sample of ObGyns, primary care physicians and nurse practitioners in women's health, upon request.
- **2021 CONVENTION VALUE ADDED PROGRAM:** Free Booth Number Ad Stripping for your ad and Convention Index Listing in the:
  - February and March issues bonus distributed at the Society of Gynecologic Surgeons
  - March and April issues bonus distributed at the American Congress of Obstetricians and Gynecologists Annual Meeting
  - August and September issues bonus distributed at NAMS
  - September and October issues bonus distributed at the AAGL clinical congress
  - November and December issues bonus distributed at PAGS

### Convention Meeting Dates

- **ADVERTISING SERVICE**
  - a. Convention Bonus Distribution:
    - \*pending live conferences
- **SGS:** Society of Gynecologic Surgeons, Palm Springs, CA; March 21-24, 2021
- **ACOG:** 70th American College of Obstetricians and Gynecologists Annual Meeting, Washington, DC; April 30-May 3, 2021
- **NAMS:** North American Menopause Society, Washington, DC; September 22-25, 2021
- **AAGL:** 50th Global Congress of Minimally Invasive Gynecology, Denver, CO; November 14-18, 2021
- **PAGS:** Pelvic Anatomy and Gynecologic Surgery, TBD

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## CIRCULATION

### Description of Circulation Parameters

- **OFFICE-BASED:** Obstetrics and Gynecology, Gynecology, Reproductive Endocrinology, Gynecologic Oncology, Obstetrics, Maternal-Fetal Medicine, NPs and PCPs in women's health.
- **HOSPITAL-BASED RESIDENTS:** Obstetrics and Gynecology, NPs and PCPs in women's health.
- **OTHER PROFESSIONAL ACTIVITY:** Teaching.
- **MILITARY:** None.
- **OSTEOPATHIC SPECIALTIES:** Coverage includes all office-based and hospital osteopaths practicing Obstetrics and Gynecology. Hospital-based coverage is limited to those specializing in Obstetrics and Gynecology, Reproductive Endocrinology, Gynecological Oncology, Maternal-Fetal Medicine, and PCPs in women's health.
- **DEMOGRAPHIC:** Circulation to physicians (both MDs and DOs) with a primary specialty in Obstetrics and Gynecology, both office- and hospital-based, including first-, second-, third-, and fourth-year residents, as well as physicians with the subspecialties listed in the table on page 7.
- **OTHER HEALTHCARE PROFESSIONALS:** Nurse Practitioners & Physician Assistants in women's health.

### Demographic Selection Criteria

- **CIRCULATION DISTRIBUTION:** Controlled: 99.9%. Paid: 0.1%.
- **BACK ISSUES:** U.S.: \$27.00 per issue. Outside U.S.: \$33.00 per issue; Other: \$38.00.
- **FOR SUBSCRIPTION RATES:** contact 800-480-4851.

### Circulation Verification

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

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## CIRCULATION

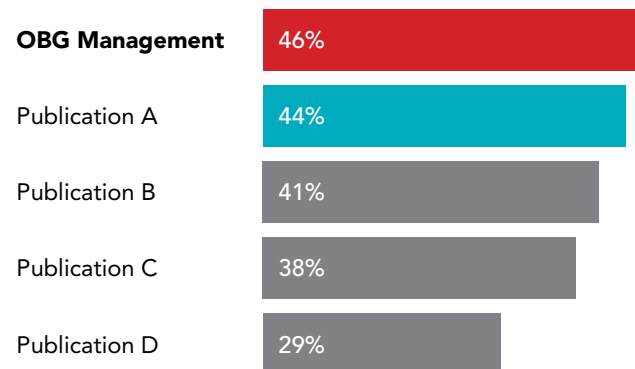
• **DATE AND SOURCE OF BREAKDOWN:** July 2020 BPA Circulation Statement

CIRCULATION ANALYSIS						
	Office-based	Residents	Hospital Staff	Other Professional Activity	Osteopathy	TOTAL
Obstetrics	105	-	21	7	13	146
Gynecological Oncology	149	13	58	15	4	239
Gynecology	1,527	—	131	132	94	1,884
Obstetrics and Gynecology	29,479	4,586	3,390	603	3,296	41,354
Reproductive Endocrinology	382	14	22	38	9	465
Maternal & Fetal Medicine	276	37	87	28	23	451
Female Pelvic Medicine & Reconstructive Surgery	185	132	25	7	—	349
FP/FM, GP, IM, Women's Health	437	10	83	35	14	579
NPs/PAs Women's Health	—	—	—	—	—	2,884
Certified Nurse Midwives	—	—	—	—	—	157
<b>TOTAL</b>	<b>32,540</b>	<b>4,792</b>	<b>3,817</b>	<b>865</b>	<b>3,453</b>	<b>48,508</b>

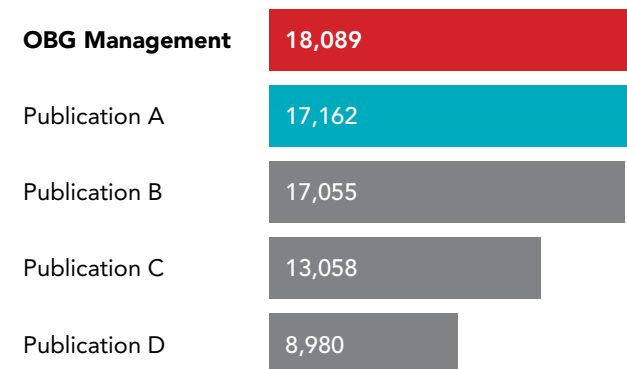
[CLICK HERE](#) for the most current BPA statement

## READERSHIP

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2020 Media Measurement Study © Copyright 2020 Kantar

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## EDITORIAL

### General Editorial Direction

OBG MANAGEMENT is a monthly peer-reviewed clinical journal offering scientifically sound best practices that equip ObGyns, as well as primary care physicians and nurse practitioners in women’s health, to provide optimal patient care. Editorial is dedicated to the professional development of these clinicians with peer reviewed, evidence-based, relevant, easy-to-read, practical information in a graphically stimulating environment. Topics include clinical reviews, surgical and diagnostic techniques, standards of care, new technologies, medical legal liability, reimbursement, practice management, and more.

### Special “Update” Topics

- **JANUARY:** Obstetrics
- **FEBRUARY:** Fertility
- **MARCH:** Cancer
- **APRIL:** Genetic Testing
- **MAY:** Cervical Disease
- **JUNE:** Menopause
- **JULY:** Abnormal Uterine Bleeding
- **AUGUST:** Female Sexual Dysfunction
- **SEPTEMBER:** Pelvic Floor Dysfunction
- **OCTOBER:** Contraception
- **NOVEMBER:** Minimally Invasive Surgery
- **DECEMBER:** Osteoporosis

### Average Issue Information (2020)

- Average number of feature articles per issue: 4.
- Average article length: 6 pages.
- Editorial departments:
  - Dr. Arnold Advincula’s Video Series
  - Dr. Barbieri’s Editorial
  - Comment & Controversy
  - Examining the Evidence
  - Infectious Disease Consult
  - Professional Liability
- Practice Management
- Surgical Techniques
- Society of Gynecologic Surgeons Video Series
- Trends in ObGyn
- What’s the Verdict

### Origin of Content

- **STAFF WRITTEN:** 5% (Q and A articles, Medical Verdicts, news, analysis, sidebars).
- **INVITED:** 98% of feature articles.
- **UNSOLICITED:** 2% of review articles.
- **REJECTION RATE OF UNSOLICITED ARTICLES:** 95%.
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS:** Occasionally, from other FMC publications.
- **PEER REVIEW:** All articles undergo review by the physician Editor-in-Chief, members of the Board of Editors, or other physicians who have pertinent expertise.

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## 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 the OBG MANAGEMENT audience as well.

- Special issue supplements polybag and mail with regular issues of *OBG Management*
- Special issue supplements are posted online in the education center of <http://mdedge.com/obgyn>
- 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 Publisher 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.



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## 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 healthcare 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 [Frontlinerrates.com](http://Frontlinerrates.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



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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.frontlinerrates.com](http://www.frontlinerrates.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

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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®
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