



# POWERBUY™

Family Practice News. Internal Medicine News.

## 2021 ADVERTISING RATE CARD

# MDedge®

### PUBLISHER'S STATEMENT

*Internal Medicine News*® and *Family Practice News*® have long been the leading independent newspapers for busy primary care physicians. Readers rely on *Family Practice News* and *Internal Medicine News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Published twelve times per year, the newspapers circulate to more than 217,000 physicians. All articles are researched, written, and produced by professional medical journalists.

The online destinations of *Family Practice News* and *Internal Medicine News* can be found at [www.mdedge.com/familymedicine](http://www.mdedge.com/familymedicine) and [www.mdedge.com/internalmedicine](http://www.mdedge.com/internalmedicine), part of the MDedge® web portal. Both sites are updated throughout the day with specialty-specific news and commentaries. Physicians can engage online by contacting editors and sharing articles via social media. *Family Practice News* and *Internal Medicine News* are the best way for physicians to stay up-to-date, save time, and gain perspective.



### ADVERTISING / CONTRACTS / INSERTION ORDERS

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**FRONTLINE**  
MEDICAL COMMUNICATIONS.

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# GENERAL INFORMATION

*Internal Medicine News* and *Family Practice News* are published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** *Internal Medicine News* was established in 1968, *Family Practice News* was established in 1971.
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

● **CIRCULATION SUMMARY:**

The PowerBuy – *Family Practice News* and *Internal Medicine News* – reaches more than 217,000 patient-care family physicians, general practitioners, osteopathic physicians, internists, cardiologists, gastroenterologists, pulmonologists, nephrologists, rheumatologists, endocrinologists, and diabetologists.

● **EDITORIAL**

The PowerBuy – *Family Practice News* and *Internal Medicine News*, through their e-newsletters and print publications, provide practicing physicians with timely and relevant news, from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in family medicine and internal medicine. Our business of medicine coverage includes regulatory, specialty, and healthcare reform issues that affect both family physicians’ and internists’ pocket-books and how they manage their practice. All articles are researched, written and produced by professional medical journalists.

● **EDITORIAL/ADVERTISING RATIO**

55% editorial/45% advertising

● **CONTRACT AND COPY REGULATIONS**

a. All contracts and contents of advertisements are subject to FMC’s approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.

- b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word “Advertisement” on advertising which, in FMC’s opinion, resembles editorial material.
- e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- g. Rates are subject to change with 90 days’ notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

● **ADVERTISERS’ INDEX**

Back-of-book

● **ADVERTISING SERVICE**

a. Convention Bonus Distribution:  
*\*pending live conferences*

**January Issue:**

SDEF’s Hawaii Dermatology Seminar  
Koloa, Kauai, HI; February 21-26, 2021

**March Issue:**

Digestive Diseases: New Advances  
TBA

**April Issue:**

American College of Physicians  
Orlando, FL; Apr 29-May 1, 2021

**May Issue:**

17th Women’s & Pediatric Dermatology Seminar (GAME), Newport Beach, CA; June 18-19, 2021

**August Issue:**

Perspectives in Rheumatic Diseases  
TBA

**September Issue:**

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

Coastal Dermatology Symposium  
Monterey, CA; October 6-9, 2021

**October Issue:**

Las Vegas Dermatology Seminar (GAME),  
Las Vegas, CA; November 4-6, 2021

b. Sales force bulk subscription discount available.

● **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**

- a. Agency Commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

● **CANCELLATIONS**

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are non-cancelable within 60 days of the issue’s closing date.

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## CIRCULATION

CIRCULATION ANALYSIS						
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	TOTAL QUALIFIED
Family Medicine/Family Practice	69,322	5,459	5,767	712	19,300	100,560
General Practice	2,681	2	237	138	230	3,288
Internal Medicine	72,359	6,638	14,179	-	10,018	103,194
Cardiovascular Diseases	1,726	56	244	89	20	2,135
Diabetes	15	-	1	3	-	19
Endocrinology	458	12	34	34	-	538
Gastroenterology	1,077	39	92	51	22	1,281
Infectious Diseases	457	16	91	32	2	598
Internal Medicine, Geriatrics	2,870	150	508	-	98	3,626
Nephrology	751	20	67	54	3	895
Pulmonary Diseases	341	3	53	28	-	425
Rheumatology	613	7	58	46	4	728
<b>Total Qualified Distribution</b>	<b>152,670</b>	<b>12,402</b>	<b>21,331</b>	<b>1,187</b>	<b>29,697</b>	<b>217,287</b>

Source: July 2020 BPA Circulation Statement

For more detailed BPA circulation information: *Internal Medicine News* [CLICK HERE](#). *Family Practice News* [CLICK HERE](#).

## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 15, 2020	December 22, 2020
February	January 19	January 26
March	February 17	February 24
April	March 19	March 26
May	April 15	April 22
June	May 17	May 24
July	June 17	June 24
August	July 19	July 26
September	August 18	August 25
October	September 20	September 27
November	October 19	October 26
December	November 16	November 23

Stated Date of Mailing and Class: 15<sup>th</sup> of publication month. Periodicals class.

## READERSHIP SCORES

Average Page Exposures		Average Issue Readers	
Publication A	69,402	Publication A	103,763
<b>PowerBuy</b>	<b>58,503</b>	<b>PowerBuy</b>	<b>87,127</b>
Publication B	38,572	Publication B	78,492
Publication C	38,497	Publication C	71,258
Publication D	35,130	Publication D	59,022
Publication E	31,054	Publication E	52,508
Publication F	28,170	Publication F	52,150

Source: Kantar Media, Medical/Surgical May 2020 Media Measurement Study  
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# ADVERTISING INCENTIVE PROGRAMS / OPPORTUNITIES / INSERTS

King Conversion												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King 4 pg	\$83,505	\$80,000	\$77,430	\$75,020	\$74,165	\$72,490	\$71,165	\$70,085	\$69,310	\$68,920	\$67,860	\$66,840
King 6 pg	123,165	117,900	114,045	110,435	109,150	106,640	104,650	103,030	101,865	101,285	99,695	98,165
King 8 pg	162,825	155,805	150,665	145,850	144,135	140,790	138,140	135,975	134,425	133,650	131,530	129,490

## New Product Launch Program

Place your new product launch unit in six (6) consecutive issues of The PowerBuy (*Family Practice News & Internal Medicine News*) and get the sixth (6th) unit FREE. Varying ad unit sizes will be averaged to determine free ad unit. Only NEW products or line extensions are eligible for this program. Pre-launch units are not eligible. All FMC combination discounts apply. Free ads count towards earned frequency. Launch Program free unit may not be combined with the Continuity Discount Program. Full-run ads only. Advertiser must pay premium position charges on free ad unit.

## Continuity Discount Program

The PowerBuy (*Family Practice News & Internal Medicine News*) offers a continuity discount for all products advertising during calendar year 2021 based on the following levels:

- 11 insertions: 12th insertion FREE

PowerBuy Insertion = ad unit running in both *Family Practice News & Internal Medicine News*.

Insertions must be for the same product. Varying ad unit sizes will be averaged to determine free ad unit. The free insertion(s) must be taken at the end of the schedule. Free ads count towards earned frequency. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Full run only. Full-cost split-run insertions qualify. ROB production charges apply.

## New Advertiser Program

Place your ad unit in four (4) issues of *Family Practice News & Internal Medicine News* during 2021 and receive 50% off the space and color charges of your fourth (4th) insertion. Place your ad unit in

six (6) issues of *Family Practice News & Internal Medicine News* during 2021 and receive a seventh (7th) insertion at no charge. This program is open to all companies who have not advertised inside the newspaper in the last 12 months. Product and ad size unit (including color) must be the same for all four insertions. Discounted ad unit counts towards earned frequency. *Family Practice News & Internal Medicine News* New Advertiser Program may not be combined with New Product Launch Program or Continuity Discount Program.

## Split Runs

### • SPECIFICATIONS

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. The Publisher (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.

### • SPLIT-RUN RATES—INSERTS

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

### • SPLIT-RUN RATES—RUN-OF-BOOK

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

### • DISCOUNTS

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

## Business Reply Cards (BRCs)

Business reply cards (BRCs) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business Center.

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# FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

## 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 listed in the graphic on the right.

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%

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.)

## Combination Buys And Market Duos

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. Discount only applicable on run of book and inserts. Discount not available for cover tips.

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*®+ *Cardiology 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.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at [www.frontlinrates.com](http://www.frontlinrates.com). Full-run only.

## 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.

## 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; 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.

## 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

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# POWERBUY™ INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News* and *Family Practice News*.

**Full-run only.** Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$295
Four color rates	\$4,110
Five color rates	\$7,170

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$25,955	\$24,660	\$23,730	\$22,840	\$22,515	\$21,920	\$21,430	\$21,020	\$20,750	\$20,625	\$20,230	\$19,840
3/4 Page	23,190	22,035	21,140	20,415	20,125	19,720	19,345	18,965	18,370	18,075	17,880	17,350
Island Page	17,385	16,525	15,895	15,305	15,095	14,685	14,360	14,095	13,905	13,810	13,550	13,300
1/2 Page	17,190	16,380	15,750	15,165	14,925	14,615	14,205	13,825	13,670	13,605	13,320	13,155
1/4 Page	8,375	7,985	7,585	7,305	7,190	7,030	6,825	6,660	6,520	6,465	6,430	6,255

BLACK-AND-WHITE (ROB) + 4-COLOR RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$30,065	\$28,770	\$27,840	\$26,950	\$26,625	\$26,030	\$25,540	\$25,130	\$24,860	\$24,735	\$24,340	\$23,950
3/4 Page	27,300	26,145	25,250	24,525	24,235	23,830	23,455	23,075	22,480	22,185	21,990	21,460
Island Page	21,495	20,635	20,005	19,415	19,205	18,795	18,470	18,205	18,015	17,920	17,660	17,410
1/2 Page	21,300	20,490	19,860	19,275	19,035	18,725	18,315	17,935	17,780	17,715	17,430	17,265
1/4 Page	12,485	12,095	11,695	11,415	11,300	11,140	10,935	10,770	10,630	10,575	10,540	10,365

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$35,825	\$34,050	\$32,745	\$31,530	\$31,105	\$30,250	\$29,570	\$29,045	\$28,750	\$28,455	\$27,910	\$27,420
2-Page King	53,465	50,800	48,885	47,040	46,390	45,145	44,150	43,310	42,875	42,470	41,670	40,855
4-Page A-size	71,635	68,100	65,495	63,055	62,210	60,495	59,150	58,090	57,510	56,910	55,825	54,835
4-Page King	106,940	101,615	97,780	94,085	92,795	90,305	88,295	86,615	85,755	84,950	83,330	81,720
6-Page A-size	107,460	102,145	98,240	94,585	93,320	90,750	88,725	87,140	86,265	85,365	83,735	82,245
6-Page King	160,405	152,420	146,660	141,125	139,180	135,450	132,450	129,925	128,625	127,425	125,000	122,575
8-Page A-size	143,275	136,185	130,985	126,110	124,425	120,995	118,300	116,175	115,015	113,810	111,635	109,665
8-Page King	213,880	203,225	195,550	188,175	185,580	180,610	176,600	173,230	171,495	169,905	166,665	163,435

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# SUPER POWERBUY FAMILY PRACTICE NEWS + INTERNAL MEDICINE NEWS + JOURNAL OF FAMILY PRACTICE

PowerBuy Rates + 25% off JFP Rates

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Family Practice News*, *Internal Medicine News*, and *Journal of Family Practice*.

**Full-run only.** Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$2,185
Four color rates	\$6,400
Five color rates	\$10,615

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King + A-size	\$33,540	\$31,720	\$30,515	\$29,340	\$28,750	\$27,915	\$27,200	\$26,595	\$26,215	\$26,035	\$25,590	\$25,145
3/4 + A-size	30,775	29,095	27,925	26,915	26,360	25,715	25,115	24,540	23,835	23,485	23,240	22,655
Island + A-size	24,970	23,585	22,680	21,805	21,330	20,680	20,130	19,670	19,370	19,220	18,910	18,605
1/2 + A-size	21,820	20,695	19,835	19,070	18,675	18,205	17,670	17,165	16,965	16,875	16,570	16,385

INSERT RATES (KING+A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 page insert	NA	\$65,480	\$62,995	\$60,565	\$59,375	\$57,660	\$56,220	\$54,990	\$54,305	\$53,780	\$52,870	\$51,945
4 page insert	NA	NA	125,535	120,695	118,320	114,885	112,015	109,515	108,170	107,140	105,300	103,465
6 page insert	NA	NA	NA	180,835	177,245	172,075	167,795	164,065	162,025	160,495	157,730	154,985
8 page insert	NA	NA	NA	240,970	236,215	229,280	223,555	218,590	215,885	213,850	210,170	206,505

INSERT RATES (A-SIZE (ISLAND))+A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 page island insert	NA	\$48,730	\$46,855	\$45,055	\$44,090	\$42,765	\$41,640	\$40,725	\$40,180	\$39,765	\$39,110	\$38,510
4 page island insert	NA	NA	93,250	89,665	87,735	85,075	82,870	80,990	79,925	79,100	77,795	76,580
6 page island insert	NA	NA	NA	134,295	131,385	127,375	124,070	121,280	119,665	118,435	116,465	114,655
8 page island insert	NA	NA	NA	178,905	175,060	169,665	165,255	161,535	159,405	157,755	155,140	152,735

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## COVER TIPS

FMC will print all standard cover tips. Standard adheres to specs below.

- Cost includes FMC printing of standard cover tips to specifications (one-sided, 4-color) as a value-added service. No rebates will be issued for client-supplied material.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI's, etc. These must be client supplied.
- Sample of non-standard cover tips must be supplied to the production manager for approval.
- Full run only. Continuity discounts or combination discounts are not applicable for cover tips.
- PowerBuy and Super PowerBuy advertisers earn additional discounts. Quotes available upon request.
- Contact your sales representative for pricing.

### Space Reservations

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

### Cover Tip Specifications

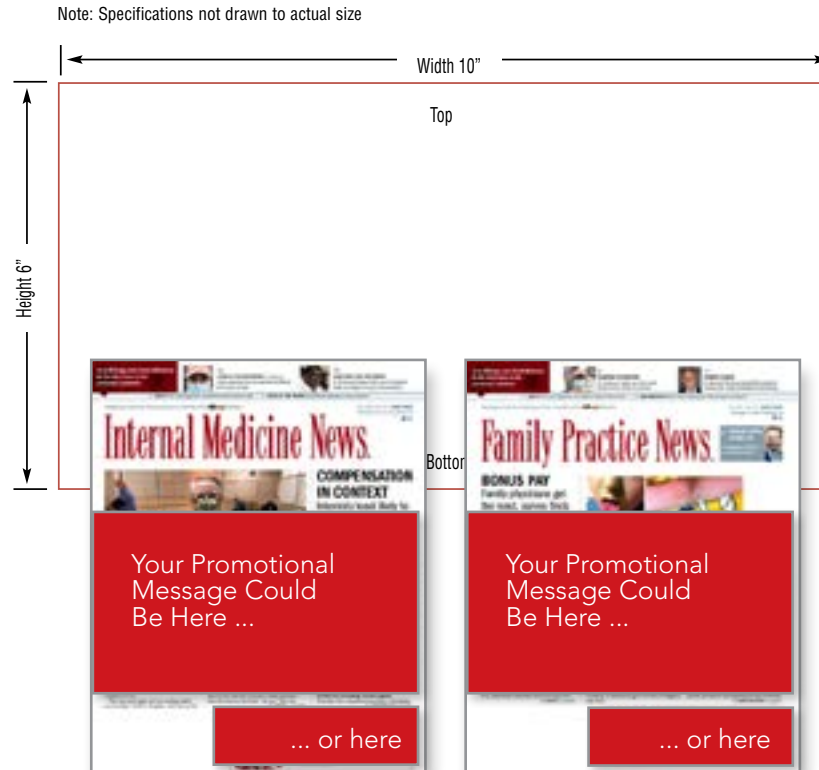
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

Cancellation Policy: Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancellable and will be invoiced in full.

Deliver electronic files and color proof to:

Production Department  
Family Practice News & Internal Medicine News  
2275 Research Boulevard  
Suite 400  
Rockville, MD 20850  
240-221-4500

Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.



### Front Cover Banner Ad

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8" x 1 3/4"

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## 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.

### REPRINTS—USA & CANADA ONLY

**CONTACT:**

Amy Trombetta, Sales Manager  
Wright's Media  
2407 Timberloch Place, Suite B  
The Woodlands, TX 77386  
Direct: 281-944-7808  
Office: 281-419-5725 x115  
Toll Free: 877-652-5295  
Cell: 832-515-1736  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
[www.wrightsmmedia.com](http://www.wrightsmmedia.com)

### REPRINTS—ALL OTHER

**CONTACT:**

Ray Thibodeau, Executive Vice President  
Content Ed Net  
350 South Main St., Suite 113B  
Doylestown, PA 18901  
Phone: 267-895-1758  
Cell: 215-933-8484  
Skype: raythibodeau1  
Email: [Ray.Thibodeau@contentednet.com](mailto:Ray.Thibodeau@contentednet.com)  
[www.contentednet.com](http://www.contentednet.com)

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *Family Practice News & Internal Medicine News* that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

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



Contact Jodi Smith at [jsmith@mdedge.com](mailto:jsmith@mdedge.com)  
for details and pricing.



## 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 *Family Practice News & Internal Medicine News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card [here](#).

**CONTACT:**

*Internal Medicine News*  
**HEATHER GONROSKI**  
Classified Advertising Account Manager  
973-290-8259  
[hgentile@mdedge.com](mailto:hgentile@mdedge.com)

**LINDA WILSON**

Classified Advertising Account Manager  
973-290-8243  
[lwilson@mdedge.com](mailto:lwilson@mdedge.com)

*Family Practice News*

**TIM LAPELLA**

Senior Director of Classified Print Sales  
610-506-3474  
[tlapella@mdedge.com](mailto:tlapella@mdedge.com)

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## PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

- **BINDING:** Saddle Stitch
- **FULL BLEEDS**
  - Bleed size: 10 3/4" x 13 1/4"
  - Trim: 10 1/2" x 13"
  - Keep live matter 3/8" from all trim edges
- **HALFTONE SCREEN**
  - 133-line screen recommended
- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**
  - a. Black-and-White or Color Advertisements**
    - PDF/X-1a required
    - All images must be CMYK (RGB not accepted)
    - All files must be at 100%
    - Digital files will not be altered or manipulated
    - Ads can be accepted via FTP
  - b. Color Proofs**
    - SWOP digital proof with color bars requested.
  - c. Provider Information**

Please provide the following with your media:

    - Publication name and issue date
    - Advertiser, product and agency name
    - Contact name and phone number
    - Directory of disk or CD
- **DISPOSITION OF MATERIAL:** Files are held one year and then destroyed, unless instructed otherwise in writing.

Call Rebecca Slebodnik at 240-221-2417 for FTP instructions or e-mail at [rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

### ● INSERTS AND INSERT REQUIREMENTS

#### a. General Conditions

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.

#### b. Mechanical Specifications

##### Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
- Larger inserts: Consult FMC

##### Size Requirements:

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

##### Quantity:

- Consult FMC Production as quantity varies

##### Shipping of Inserts:

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

##### Ship inserts to:

Family Practice News &  
Internal Medicine News  
ISSUE DATE  
Attn: Jim Beekler  
Fry Communications  
Building 2 - 800 West Church Road  
Mechanicsburg, PA 17055

### ● POLYBAGGING GUIDELINES

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

### ● SHIPPING INSTRUCTIONS

#### Send contracts and insertion orders to:

Internal Medicine News  
Family Practice News  
Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
Attn: Jodi Smith  
Phone: 856-375-7419  
[jsmith@mdedge.com](mailto:jsmith@mdedge.com)

#### Send digital files and proofs to:

Internal Medicine News  
Family Practice News  
2275 Research Blvd  
Suite 400  
Rockville, MD 20850  
Attn: Advertising Production  
Phone: 240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

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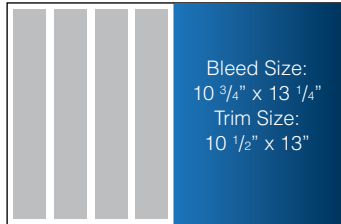
### Conferences

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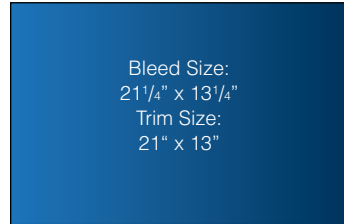
For further information,  
contact the sales representative

## SPECIFICATIONS

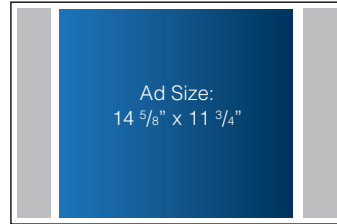
King-size Page



King-size Spread



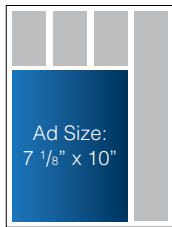
3/4 Vertical Spread



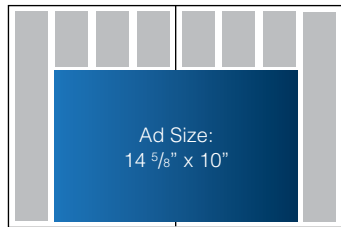
3/4 Vertical



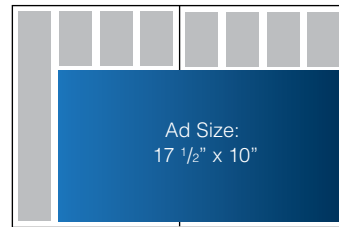
Island Page



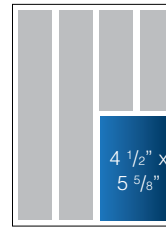
Island Spread



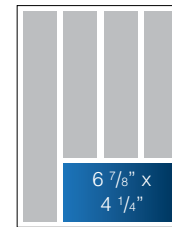
Island Page + 3/4 Page Horiz.



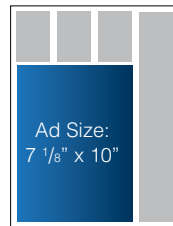
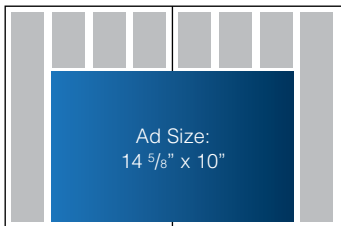
1/4 Page Vertical



1/4 Page Horizontal



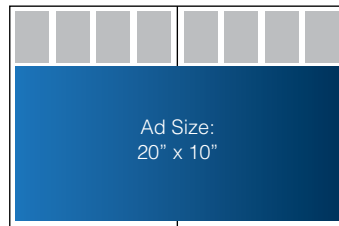
Island Spread + Island Page



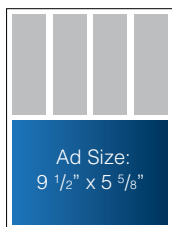
3/4 Horizontal



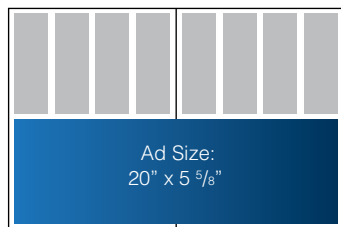
3/4 Horizontal Spread



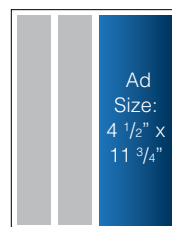
1/2 Page Horizontal



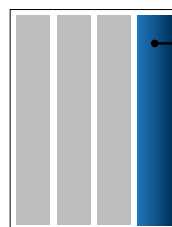
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 <sup>1</sup>/<sub>2</sub>" x 13"  
Live matter: Allow <sup>3</sup>/<sub>8</sub>" safety from all trim edges  
Type of Binding: Saddle Stitch

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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 within 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 *Internal Medicine News* and *Family Practice News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Internal Medicine News* and *Family Practice News*
- Special issue supplements are posted online in the education center of [www.mdedge.com/internalmedicine](http://www.mdedge.com/internalmedicine) and [www.mdedge.com/familymedicine](http://www.mdedge.com/familymedicine)
- Print versions receive Bonus Distribution at various medical meetings and events.

### Pricing:

Please consult with the sales representative on advertising rates for each special issue. Cover tips are also available, please consult with the 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.



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

<b>MDedge®</b> 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®
ID Practitioner® *
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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