



Family Practice News

MDedge | FamilyMedicine

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For 50 years, *Family Practice News*® has been the leading independent newspaper for the family physician. With news in perspective and insightful commentary—in a clear, concise, accessible format – *Family Practice News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Family Practice News* is published 12 times per year and circulates to more than 103,000 family physicians and related subspecialists. All articles are researched, written, and produced by professional medical journalists.

Family Practice News can be found online at www.mdedge.com/familymedicine, part of the MDedge® web portal. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Family physicians can engage online by contacting editors and sharing articles via social media such as Facebook and Twitter. *Family Practice News* is the best way for family physicians to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

Family Practice News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1971
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **CIRCULATION SUMMARY:** *Family Practice News* reaches patient-care family physicians, general practitioners, and osteopaths.

- **EDITORIAL**

Family Practice News, through its e-newsletters, MDedge Family Medicine website, and the print publication, provide family 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. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect family physicians' pocketbooks 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**

- 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.
- FMC reserves the right to inspect and approve all website advertising. Proof must be submit-

ted to FMC no later than the ad space closing date.

- Sweepstakes ads are prohibited by AMA list rental agreement.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- 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.
- 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**

- Convention Bonus Distribution:
**pending live conferences*

February Issue:

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

March Issue:

Digestive Diseases: New Advances
TBA

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

- Sales force bulk subscription discount available.

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

- Agency Commission: 15% on all ads.
- 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.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **CANCELLATIONS**

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancellable 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
Total Distribution	72,003	5,461	6,004	850	19,530	103,848

Source: July 2020 BPA Circulation Statement

For more detailed BPA circulation information, [CLICK HERE](#).

ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 16, 2020	December 23, 2020
February	January 20	January 27
March	February 18	February 25
April	March 22	March 29
May	April 16	April 23
June	May 18	May 25
July	June 18	June 25
August	July 20	July 27
September	August 19	August 26
October	September 21	September 28
November	October 20	October 27
December	November 17	November 29

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

READERSHIP SCORES

Average Page Exposures	
Publication A	54,851
Family Practice News	27,632
Publication B	27,449
Publication C	17,000
Publication D	14,737
Publication E	12,533
Publication F	10,631

Average Issue Readers	
Publication A	77,623
Publication B	47,966
Family Practice News	40,389
Publication C	31,372
Publication D	28,519
Publication E	24,453
Publication F	22,413

Source: Kantar Media, Medical/Surgical May 2020 Media Measurement Study
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ADVERTISING RATES

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$17,740	\$17,020	\$16,445	\$15,850	\$15,450	\$14,990	\$14,705	\$14,395	\$14,045	\$13,875	\$13,695	\$13,490
3/4 Page	16,165	15,370	14,285	13,610	13,470	13,280	12,925	12,595	12,260	12,095	11,950	11,600
Island Page	12,430	11,910	11,470	10,970	10,770	10,495	10,290	10,070	9,820	9,705	9,570	9,435
1/2 Page	12,305	11,810	11,385	10,860	10,715	10,380	10,035	9,820	9,540	9,405	9,290	9,020
1/4 Page	6,305	5,985	5,530	5,260	5,225	5,140	5,020	4,905	4,770	4,710	4,625	4,510

BLACK-AND-WHITE (ROB) + 4-COLOR RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$21,050	\$20,330	\$19,755	\$19,160	\$18,760	\$18,300	\$18,015	\$17,705	\$17,355	\$17,185	\$17,005	\$16,800
3/4 Page	19,475	18,680	17,595	16,920	16,780	16,590	16,235	15,905	15,570	15,405	15,260	14,910
Island Page	15,740	15,220	14,780	14,280	14,080	13,805	13,600	13,380	13,130	13,015	12,880	12,745
1/2 Page	15,615	15,120	14,695	14,170	14,025	13,690	13,345	13,130	12,850	12,715	12,600	12,330
1/4 Page	9,615	9,295	8,840	8,570	8,535	8,450	8,330	8,215	8,080	8,020	7,935	7,820

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$185
Four Color Rates	\$3,310
Five Color Rates (4C + PMS)	\$5,115

SPECIAL POSITIONS
Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Center Spread – Earned king rate + 25% (plus color)
Please consult sales representative for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$25,605	\$24,550	\$23,625	\$22,595	\$22,180	\$21,630	\$21,195	\$20,730	\$20,320	\$19,985	\$19,710	\$19,450
2-Page King	36,545	35,070	33,885	32,645	31,825	30,880	30,285	29,665	29,065	28,590	28,225	27,785
4-Page A-size	51,215	49,095	47,230	45,195	44,365	43,260	42,390	41,480	40,650	39,980	39,425	38,895
4-Page King	73,090	70,150	67,755	65,295	63,660	61,755	60,570	59,315	58,145	57,175	56,445	55,580
6-Page A-size	76,825	73,635	70,860	67,775	66,550	64,895	63,585	62,210	60,980	59,965	59,130	58,340
6-Page King	109,635	105,220	101,640	97,945	95,480	92,635	90,860	88,975	87,200	85,765	84,670	83,365
8-Page A-size	102,435	98,185	94,470	90,370	88,740	86,515	84,790	82,945	81,300	79,960	78,845	77,790
8-Page King	146,170	140,285	135,510	130,595	127,320	123,510	121,145	118,630	116,270	114,345	112,905	111,165

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ADVERTISING INCENTIVE PROGRAMS / OPPORTUNITIES / INSERTS

King-Four Plus Discount Program Any four-page or larger A-size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages. Rates apply to any four-page or larger king ROB unit. Four-color charges included. Five-color carries an additional charge. Full-run only. Refer to Specifications for production requirements.

King Conversion												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King 4 pg	\$60,845	\$58,720	\$56,925	\$54,885	\$54,070	\$52,950	\$52,110	\$51,215	\$50,195	\$49,725	\$49,175	\$48,625
King 6 pg	89,575	86,395	83,700	80,640	79,415	77,735	76,480	75,135	73,605	72,900	72,075	71,245
King 8 pg	118,310	114,065	110,475	106,395	104,765	102,520	100,845	99,050	97,010	96,075	94,970	93,870

New Product Launch Program

Place your new product launch unit in six (6) consecutive issues of Family Practice News and get the seventh (7th) 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 pages do not count toward the corporate discount. 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

Family Practice News offers a continuity discount for all products advertising during calendar year 2021 based on the following levels:

- 11 insertions: 12th insertion FREE

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 pages do not count toward the corporate discount. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Program available to full-run and full cost split-run advertisers. ROB production charges apply.

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%

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

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.frontlinerate.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.

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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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FAMILY MEDICINE MARKET DUO

FAMILY PRACTICE NEWS + THE JOURNAL OF FAMILY PRACTICE

15% Off Each Publication

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

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$2,300
Four Color Rates	\$5,405
Five Color Rates (4C + PMS)	\$8,255

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King + A-size	\$23,675	\$22,465	\$21,665	\$20,840	\$20,200	\$19,535	\$19,035	\$18,550	\$18,130	\$17,920	\$17,715	\$17,475
3/4 + A-size	22,340	21,065	19,830	18,935	18,515	18,085	17,525	17,020	16,615	16,410	16,230	15,870
Island + A-size	19,165	18,120	17,440	16,690	16,220	15,715	15,285	14,875	14,540	14,380	14,210	14,030
1/2 + A-size	15,705	14,930	14,305	13,655	13,360	12,890	12,455	12,130	11,845	11,700	11,575	11,325

INSERT RATES (KING+A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 page insert	NA	\$46,445	\$44,790	\$43,075	\$41,770	\$40,430	\$39,420	\$38,455	\$37,660	\$37,120	\$36,680	\$36,185
4 page insert	NA	NA	89,045	85,660	83,035	80,350	78,365	76,375	74,825	73,745	72,875	71,890
6 page insert	NA	NA	133,325	128,255	124,300	120,250	117,285	114,320	111,975	110,375	109,065	107,590
8 page insert	NA	NA	NA	170,840	165,605	160,145	156,190	152,245	149,135	146,995	145,275	143,300

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	\$37,500	\$36,070	\$34,530	\$33,570	\$32,570	\$31,690	\$30,860	\$30,225	\$29,805	\$29,445	\$29,100
4 page island insert	NA	NA	71,600	68,575	66,635	64,630	62,915	61,215	59,955	59,130	58,410	57,705
6 page island insert	NA	NA	107,165	102,610	99,710	96,670	94,105	91,570	89,690	88,445	87,355	86,320
8 page island insert	NA	NA	NA	136,650	132,815	128,700	125,285	121,910	119,410	117,770	116,325	114,935

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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.
- 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

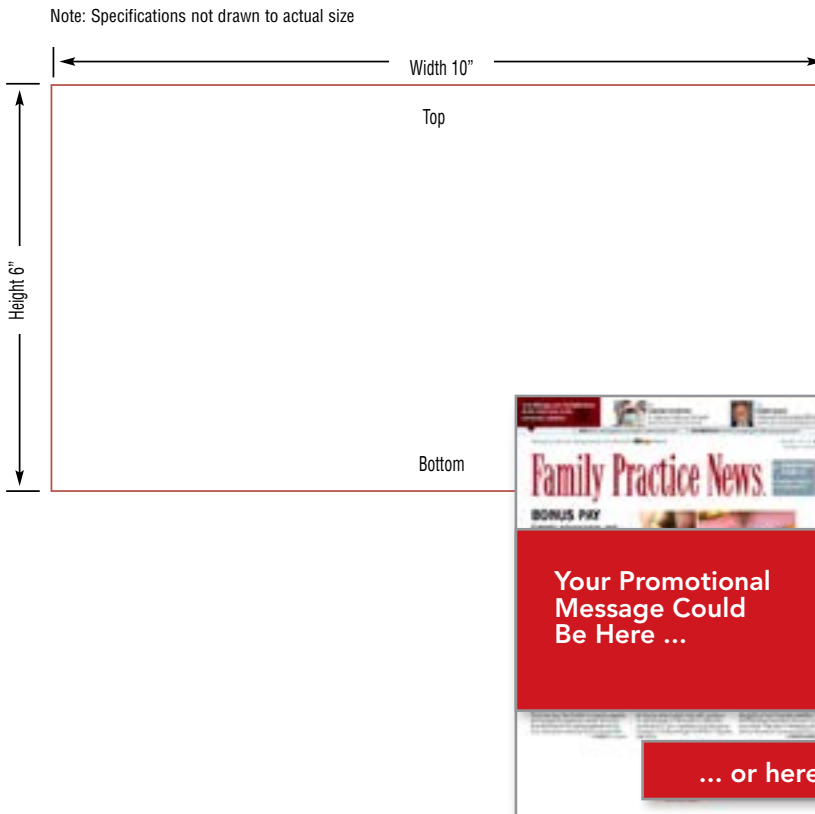
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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
 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
www.wrightsmedia.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
www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Family Practice 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 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 *Family Practice 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:

Tim LaPella
 Senior Director of Classified Print Sales
 610-506-3474
 Email: 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

● 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
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:

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

Send color proofs to:

Family Practice News
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@mdedge.com

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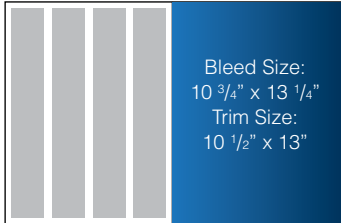
Conferences

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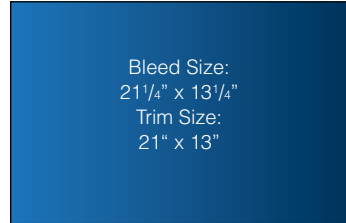
For further information,
contact the sales representative

SPECIFICATIONS

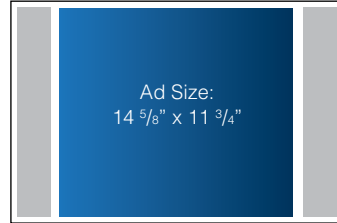
King-size Page



King-size Spread



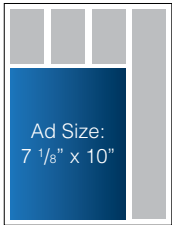
3/4 Vertical Spread



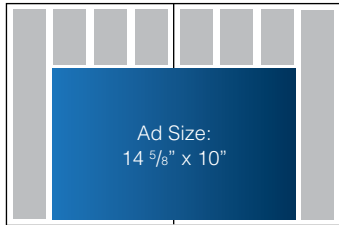
3/4 Vertical



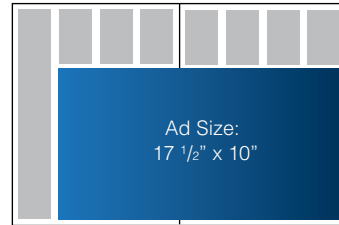
Island Page



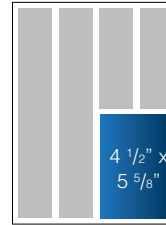
Island Spread



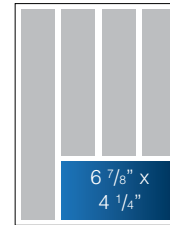
Island Page + 3/4 Page Horiz.



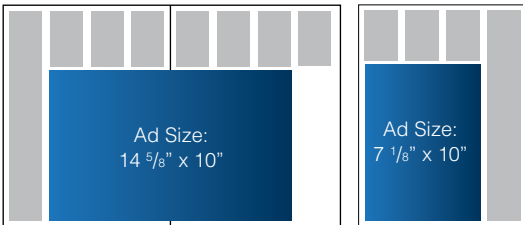
1/4 Page Vertical



1/4 Page Horizontal



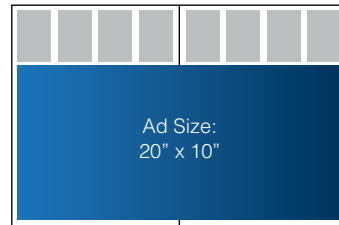
Island Spread + Island Page



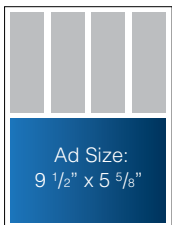
3/4 Horizontal



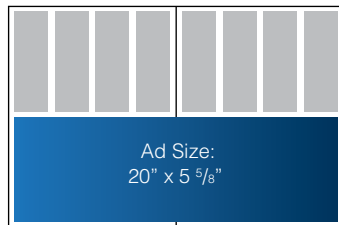
3/4 Horizontal Spread



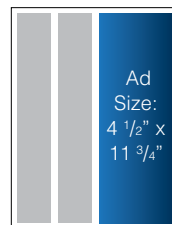
1/2 Page Horizontal



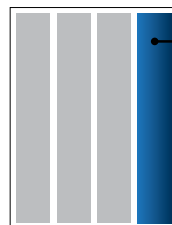
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 1/2" x 13"
Live matter: Allow 3/8" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

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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 *Family Practice News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Family Practice News*
- Special issue supplements are posted online in the education center of 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.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



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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 for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.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®
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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