



**MDedge** | ObGyn

# 2022 ADVERTISING RATE CARD

## PUBLISHER'S STATEMENT

For 34 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 who represent all areas of obstetrics and gynecology, and Editor-in-Chief Robert L. Barbieri, MD, Kate Macy Ladd Distinguished 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 2021 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)

### JUDY M. HARWAY

Account Manager, West  
13577 Country Heights Drive  
Penn Valley, CA 95946  
530-575-2472  
[judy@harwaycorp.com](mailto:judy@harwaycorp.com)

## PRINT PRODUCTION

### DONNA PITURAS

Production Manager  
973-206-8011  
[dpituras@mdedge.com](mailto:dpituras@mdedge.com)

## CLASSIFIEDS / RECRUITMENT

### TIM LAPELLA

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

Frontline Medical Communications  
7 CENTURY DRIVE, SUITE 302  
PARSIPPANY, NJ 07054  
973-206-3434  
[www.frontlinerate.com](http://www.frontlinerate.com)



## CONTACTS

## PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Printing Specifications

Circulation

Editorial

Unique Opportunities

## INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

## ABOUT FRONTLINE



For further information, contact the sales representative.

## PRINT ADVERTISING

### RATES & DISCOUNTS

Effective Date: January 1, 2022

- 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 2022. Full year 2021 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2022. 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:

2021 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2022 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.

#### CONTACTS

#### PRINT ADVERTISING

##### Rates, Incentives & Discounts

##### Insert Information & Closing Dates

##### Cover Tips, Outserts, Reprints

##### General Information

##### Printing Specifications

##### Circulation

##### Editorial

##### Unique Opportunities

#### INTEGRATED MEDIA OPPORTUNITIES

#### DIGITAL ADVERTISING & SPECIFICATIONS

#### CUSTOM MULTIMEDIA PROGRAMS

#### CONFERENCES

#### ABOUT FRONTLINE

For further information, contact the sales representative.

## 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 2022 through December 2022 (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 2021 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2022 and receive 50% off the 4th insertion, 50% off the 8th insertion, and 50% off the 12th insertion within the calendar year of January 2022 through December 2022.
- **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.

## CONTACTS

### PRINT ADVERTISING

#### Rates, Incentives & Discounts

#### Insert Information & Closing Dates

#### Cover Tips, Outserts, Reprints

#### General Information

#### Printing Specifications

#### Circulation

#### Editorial

#### Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

#### DIGITAL ADVERTISING & SPECIFICATIONS

#### CUSTOM MULTIMEDIA PROGRAMS

#### CONFERENCES

## ABOUT FRONTLINE

For further information, contact the sales representative.

# RATES & DISCOUNTS (CONTINUED)

## Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$7,395	\$7,345	\$7,165	\$7,035	\$6,845	\$6,545	\$6,380	\$5,995	\$5,885	\$5,780
1/2 Page	5,280	5,245	5,100	5,015	4,885	4,730	4,545	4,275	4,220	4,160
BRC	7,395									

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$11,210	\$11,160	\$10,980	\$10,850	\$10,660	\$10,360	\$10,195	\$9,810	\$9,700	\$9,595
1/2 Page	9,095	9,060	8,915	8,830	8,700	8,545	8,360	8,090	8,035	7,975

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four color rates	\$3,815
Five color rates (4C + PMS)	\$5,785

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	\$14,795	\$14,690	\$14,315	\$14,045	\$13,730	\$13,165	\$12,840	\$12,075	\$11,890	\$11,655
4 Page Insert	N/A	28,805	28,095	27,510	26,890	25,755	25,145	23,640	23,220	22,760
6 Page Insert	N/A	42,900	41,845	40,985	40,035	38,355	37,380	35,040	34,550	33,855
8 Page Insert	N/A	56,800	55,365	54,220	52,990	50,715	49,450	46,335	45,655	44,740
10 Page Insert	N/A	70,515	68,730	67,345	65,765	62,950	59,670	57,495	56,640	55,505

CONTACTS

PRINT ADVERTISING

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

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

## OB. GYN. MARKET DUO

### OBG MANAGEMENT + OB.GYN. NEWS

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.

#### Black-and-White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$16,225	\$15,625	\$15,270	\$14,955	\$14,710	\$14,310	\$13,860	\$13,170	\$12,675	\$12,365
King 3/4 page + A-size page	15,385	14,795	14,430	14,185	13,980	13,610	13,265	12,575	11,820	11,605
Island page + A-size page	13,975	13,340	12,990	12,775	12,545	12,145	11,750	11,135	10,745	10,505
King 1/2 page + 1/2 A-size page	11,870	11,380	11,050	10,795	10,625	10,420	10,015	9,520	9,045	8,925

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

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$31,785	\$31,055	\$30,395	\$29,950	\$29,180	\$28,280	\$26,880	\$25,895	\$25,250
4 page insert	NA	NA	61,615	60,260	59,390	57,835	56,065	53,285	51,260	49,990
6 page insert	NA	NA	92,150	90,125	88,800	86,490	83,790	79,540	76,630	74,720
8 page insert	NA	NA	NA	119,770	118,045	114,935	111,345	105,695	101,790	99,255

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

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$27,075	\$26,360	\$25,900	\$25,495	\$24,730	\$23,930	\$22,690	\$21,915	\$21,415
4 page island insert	NA	NA	52,215	51,280	50,445	48,935	47,370	44,910	43,320	42,305
6 page island insert	NA	NA	78,040	76,650	75,390	73,145	70,745	66,975	64,710	63,200
8 page island insert	NA	NA	NA	101,810	100,160	97,130	93,960	88,945	85,910	83,900

#### Color Rates

Four color	\$7,105
Five color (4C + PMS)	\$10,510

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

### CONTACTS

### PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Printing Specifications

Circulation

Editorial

Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

### ABOUT FRONTLINE

For further information, contact the sales representative.

## INSERT INFORMATION

Availability and Acceptance

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

### 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 Date	Space Close	Materials Due
January	12/13/2021	12/17/2021
February	01/11	01/18
March	02/11	02/18
April	03/11	03/18
May	04/13	04/20
June	05/11	05/18
July	06/09	06/16
August	07/15	07/22
September	08/12	08/19
October	09/09	09/16
November	10/11	10/18
December	11/07	11/14

### CONTACTS

### PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Printing Specifications

Circulation

Editorial

Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

### ABOUT FRONTLINE

For further information, contact the sales representative.

## 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:*

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)  
 Website: [www.wrightsmedia.com](http://www.wrightsmedia.com)

*ALL OTHER CONTACT:*

Ray Thibodeau, Executive Vice President  
 Content Ed Net  
 196 West Ashland St. Suite 102  
 Doylestown PA 18901  
 Phone: 267-895-1758  
 Cell: 215-933-8484  
 Skype: raythibodeau1  
 Email: [ray.thibodeau@contentednet.com](mailto:ray.thibodeau@contentednet.com)  
 Website: [www.contentednet.com](http://www.contentednet.com)

## CONTACTS

### PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Printing Specifications

Circulation

Editorial

Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

## ABOUT FRONTLINE

For further information, contact the sales representative.

## GENERAL INFORMATION

### Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and 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

#### BLEED ADS

	Bleed	Trim
1 page	8.125 x 11	7.875 x 10.75
Spread	16.25 x 11	16 x 10.75

#### NON-BLEED ADS

1 page	7 x 10
Spread	14.875 x 10
Half Vertical	3.5 x 10
Half Horizontal	5 x 7

- Trim size of journal: 7.875 x 10.75
- Hold all live matter .375 from trim

### Paper Stock

- **INSIDE PAGES:** 40# No. 5 coated.
- **COVERS:** 70# No. 3 coated.

### Type of Binding: Perfect-bound.

### Half-Tone Screen Recommendations

- 175 LPI.
- **DENSITY OF TONE:** 300% max.

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

### Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines

### Materials Accepted:

PDF x1a and PDF. Digital contract color proof preferred. 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.

## CONTACTS

### PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Printing Specifications

Circulation

Editorial

Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

## ABOUT FRONTLINE

For further information, contact the sales representative.



## 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			Female Sexual Dysfunction
September			Pelvic Floor Dysfunction
October	AAGL	AAGL	Contraception
November	AAGL	AAGL	Minimally Invasive Surgery
December			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.
- **2022 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
  - September and October issues bonus distributed at the AAGL clinical congress

### Convention Meeting Dates

- **ADVERTISING SERVICE**
  - a. Convention Bonus Distribution:
    - \*pending live conferences
- **SGS:** Society of Gynecologic Surgeons, San Antonio, TX; March 27-30, 2022
- **ACOG:** 70th American College of Obstetricians and Gynecologists Annual Meeting, San Diego, CA; May 6-9, 2022
- **AAGL:** 50th Global Congress of Minimally Invasive Gynecology, Denver, CO; November 30-December 4, 2022

## CONTACTS

### PRINT ADVERTISING

Rates, Incentives & Discounts

Insert Information & Closing Dates

Cover Tips, Outserts, Reprints

General Information

Printing Specifications

Circulation

Editorial

Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

### ABOUT FRONTLINE

For further information, contact the sales representative.

## 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](#)

## CONTACTS

### PRINT ADVERTISING

#### Rates, Incentives & Discounts

#### Insert Information & Closing Dates

#### Cover Tips, Outserts, Reprints

#### General Information

#### Printing Specifications

#### Circulation

#### Editorial

#### Unique Opportunities

### INTEGRATED MEDIA OPPORTUNITIES

#### DIGITAL ADVERTISING & SPECIFICATIONS

#### CUSTOM MULTIMEDIA PROGRAMS

#### CONFERENCES

### ABOUT FRONTLINE

For further information, contact the sales representative.

## CIRCULATION

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

CIRCULATION ANALYSIS						
	Office-based	Residents	Hospital Staff	Other Professional Activity	Osteopathy	TOTAL
Obstetrics and Gynecology	29,580	4,665	3,392	608	3,210	41,455
NPs/PAs Women's Health	—	—	—	—	—	2,972
Gynecology	1,462	—	128	136	92	1,818
FP/FM, GP, IM, Women's Health	459	6	105	43	7	620
Reproductive Endocrinology	406	9	24	33	6	478
Maternal & Fetal Medicine	285	10	101	32	9	437
Female Pelvic Medicine & Reconstructive Surgery	212	129	26	3	—	370
Gynecological Oncology	182	8	70	16	4	280
Obstetrics	102	—	21	6	13	142
Certified Nurse Midwives	—	—	—	—	—	69
<b>TOTAL</b>	<b>32,688</b>	<b>4,827</b>	<b>3,867</b>	<b>877</b>	<b>3,341</b>	<b>48,641</b>

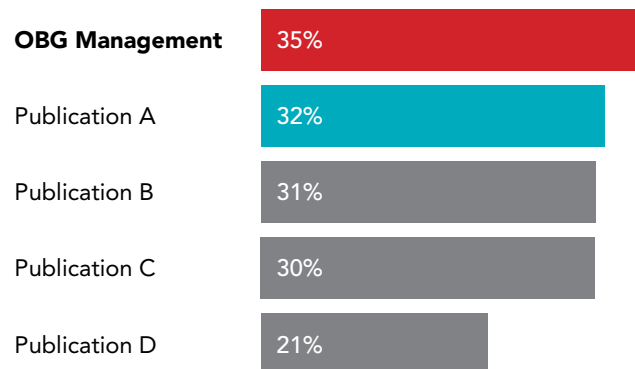
Note\*: Other Professional Activity includes semi-retired.

- Date and source of breakdown: July 2021 BPA Circulation Statement.

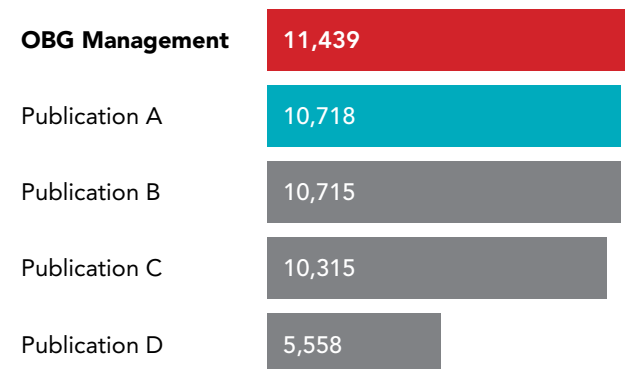
[CLICK HERE](#) for the most current BPA statement

## READERSHIP

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2021 Media Measurement Study © Copyright 2021 Kantar

### CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

### ABOUT FRONTLINE

For further information, contact the sales representative.

## 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 (2021)

- 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
  - Break This Practice Habit
- 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, Product Update, 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 clinical review articles undergo review by the physician Editor-in-Chief, members of the Board of Editors, or other physicians who have pertinent expertise.

## CONTACTS

## PRINT ADVERTISING

### Rates, Incentives & Discounts

### Insert Information & Closing Dates

### Cover Tips, Outserts, Reprints

### General Information

### Printing Specifications

### Circulation

### Editorial

### Unique Opportunities

## INTEGRATED MEDIA OPPORTUNITIES

### DIGITAL ADVERTISING & SPECIFICATIONS

### CUSTOM MULTIMEDIA PROGRAMS

### CONFERENCES

## ABOUT FRONTLINE

For further information, contact the sales representative.

## UNIQUE OPPORTUNITIES

### Multi-sponsored Special Issue Supplements:

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

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

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond 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:

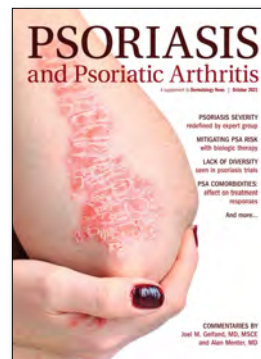
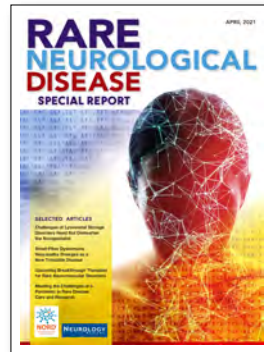
Please consult with [sales representative](#) on advertising rates for each special issue. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

### 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.



## CONTACTS

## PRINT ADVERTISING

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

## INTEGRATED MEDIA OPPORTUNITIES

## DIGITAL ADVERTISING & SPECIFICATIONS

## CUSTOM MULTIMEDIA PROGRAMS

## CONFERENCES

## ABOUT FRONTLINE

For further information, contact the sales representative.

# INTEGRATED MEDIA OPPORTUNITIES

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

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

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

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key 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 [Frontlinrates.com](http://Frontlinrates.com).

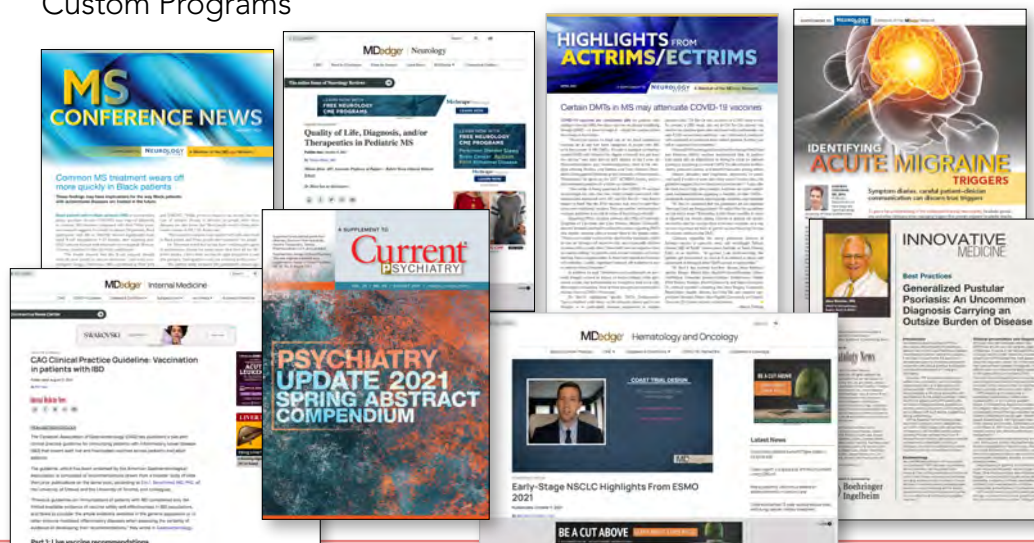
[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.](#)

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

## Digital Advertising



## Custom Programs



## Medical Conferences



## CONTACTS

## PRINT ADVERTISING

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

## INTEGRATED MEDIA OPPORTUNITIES

### DIGITAL ADVERTISING & SPECIFICATIONS

### CUSTOM MULTIMEDIA PROGRAMS

### CONFERENCES

## ABOUT FRONTLINE

For further information, contact the sales representative.



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](mailto:sales@mdedge.com) 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).

<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®
MDedge.com/Hematology-Oncology*
ID Practitioner® *
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
Pediatric News®
Physicians' Travel & Meeting Guide® *
Rheumatology News®

\* Online only

CONTACTS

PRINT ADVERTISING

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

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.