

MDedge™ | jcomjournal

2022 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

JOURNAL OF CLINICAL OUTCOMES MANAGEMENT®, JCOM, a peer-reviewed, indexed journal and affiliated website, is in its 29th year of publication. JCOM is consistently rated the top ranked evidence-based managed care/payer journal in the marketplace.* As the first clinical outcomes application-to-practice journal, JCOM provides approximately 38,000 BPA-audited key managed care/payer formulary decision makers with evidence-based, practical information for improving the quality and value of care. Health care is moving away from "fee for service" to "value-based service," which is tied directly into improving patient outcomes through evidence-based/patient-centered improvement strategies. JCOM articles translate the evidence into practical information, helping managed care/payer decision makers improve the safety and cost-effectiveness of care. A key feature is the case-based clinical review, which presents a critical review of the literature as well as discussion of how to apply the evidence to a specific patient case. The journal also publishes original research, clinical reviews, detailed abstracts and commentaries of recently published original research (Outcomes Research in Review), and reports on improvement strategies and system innovations in our Reports from the Field series in print and in a reader-friendly digital format online at www.mdedge.com/jcomjournal, part of the MDedge® web portal.

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ADVERTISING/CONTRACTS/ INSERTION ORDERS

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4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinrates.com



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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.

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RATES & DISCOUNTS (CONTINUED)

Additional journal specific discounts/incentives (Continuity or New Business/Launch, etc.) are available.

Choose either the new business/launch program OR the continuity discount when using a combination buy. See Full Rate Cards and the Integrated Media Kit for details available at www.frontlinerrates.com. Full-run only unless otherwise noted.

CHOOSE ONE FROM THE CONTINUITY OR NEW BUSINESS LAUNCH PROGRAMS FOR THE JCOM ONLY INSERTION BUYS:

- CONTINUITY PROGRAM:** Buy 5 ads, get the 6th at half price. 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.
* Half Price pages count towards earned frequency.
- NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in JCOM during 2021 or new product launches, new indications, or new formulations can qualify for this program. Advertise in 4 consecutive months and earn 50% off the 5th ad (same size or smaller). Advertisers will be short-rated if discount is not earned.
- 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.

Split Run

Split run advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count towards the corporate discount 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:** See rates, page 4. All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum of 60%) by the earned rate for the full run only. There is an additional commissionable mechanical charge of \$3,780.
- INSERTS:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 60%). There is an additional commissionable mechanical charge of \$1,930.

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.

Covers	
Second cover*	25% premium, ad must run 4-color
Fourth cover*	40% premium, ad must run 4-color
Positions	
Table of Contents*	10% space premium, ad must run 4-color
Opposite First Editorial*	10% space premium, ad is preferred 4-color
Other Preferred Positions*	10% space premium
Consecutive pages or consecutive right hand pages	10% space premium above earned B&W rate

*Premium applies to black-and-white rate of one page only

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RATES & DISCOUNTS (CONTINUED)

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$8,810	\$8,585	\$8,355	\$8,125	\$7,990	\$7,845	\$7,760	\$7,530	\$7,390	\$7,240
1/2 Page	6,170	6,005	5,845	5,685	5,595	5,495	5,430	5,270	5,170	5,075

BLACK-AND-WHITE + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$11,740	\$11,515	\$11,285	\$11,055	\$10,920	\$10,775	\$10,690	\$10,460	\$10,320	\$10,170
1/2 Page	9,100	8,935	8,775	8,615	8,525	8,425	8,360	8,200	8,100	8,005

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four color rates	\$2,930
Four color + PMS	\$4,295

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$17,620	\$17,170	\$16,710	\$16,250	\$15,980	\$15,690	\$15,520	\$15,060	\$14,780	\$14,480
4 Page Insert	35,240	34,340	33,420	32,500	31,960	31,380	31,040	30,120	29,560	28,960
6 Page Insert	52,860	51,510	50,130	48,750	47,940	47,070	46,560	45,180	44,340	43,440
8 Page Insert	70,480	68,680	66,840	65,000	63,920	62,760	62,080	60,240	59,120	57,920

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INSERT INFORMATION

Availability and Acceptance

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

	PAPER STOCK	
	Maximum	Minimum
2-page (one leaf) inserts	80# coated	70# coated
4-6-8 page	80# coated	70# coated

BRCs

- Accepted if they accompany a full-page ad and must meet postal regulations.
- **CHARGE:** \$8,305

Standard Sizes and Specifications

All inserts are to be full-size, supplied untrimmed, printed, folded (except single leaf), and ready for binding.

Trimming

Insert delivered size should be 8.125" x 11". Trimming of oversize inserts will be charged at cost. .125" will be trimmed off the face, head, skive, and foot. All inserts jog to the foot. Publication trim size is 7.875" x 10.75".

Insert Quantity:

41,000.

ISSUANCE & CLOSING DATES

First Issue: October 1994.

Frequency: 6x/year (Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, and Nov/Dec).

Issue Date: Months of issuance.

Mailing Date and Class: Second month of publication issue.

Closing Dates (subject to change):

Issue Date	Space Close	Materials Due
January/February	1/10/22	1/18/22
March/April	3/2	3/10
May/June	5/10	5/17
July/August	7/6	7/12
September/October	8/30	9/7
November/December	11/2	11/8

Shipping

Carton packing preferred with title of journal, month of issue, advertiser, product name, and insert quantity clearly marked on pallets that are 42" x 48". Each load should be a maximum of 54" from upper surface of pallet.

SHIP TO: Fry Communications
 TITLE NAME/ISSUE DATE
 Building 2 - 800 West Church Road
 Mechanicsburg, PA 17055
 Attn: Cory Eisenhower

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.

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COVER TIPS / OUTSERTS

Reach key decision-makers with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

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



Specifications	Description	Total Net Cost
Max Size: 7.875" X 7" Min Size: 5" X 5.5" Stock: 80# coated text, Supply: FLAT	Single Leaf	Please consult the sales representative
Non-Standard	Multiple pages	Please consult the sales representative

Cover Tip Rates

Please consult the [sales representative](#).

- All cover tips must supply a sample accurate mock-up 3 weeks prior to materials due date.
- Includes space and polybagging for supplied materials.
- Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost.

Outserts

A great opportunity to capture high visibility through *Journal of Clinical Outcomes 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 contingent upon approval and pricing adjusted accordingly.

REPRINTS / ePRINTS

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

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GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and sales representative approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions 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 sales representative harmless against any expense arising from claims or actions against the sales representative because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "Advertisement" in at

least 10-point type at the top. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the sales representative.

New Product Releases: No

Ad Format and Placement Policy

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

Ad/Edit Ratio Information: 50/50

PRINTING SPECIFICATIONS

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# coated groundwood, grade No. 5 gloss.
- **COVERS:** 70# coated freesheet, grade #3 gloss.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations

- 175 LPI.

Reproduction Requirements

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

Materials Accepted:

PDF x1a and PDF with all fonts and high resolution images embedded. Native application files will not be accepted. One set of proofs complete with color bars are required. Ink hues and densities must conform to SWOP standards. Proofs are submitted to printer for checking color and should reflect the PDF x1a submitted.

Send reproduction materials to:

Journal of Clinical Outcomes Management[®]
 Frontline Medical Communications Inc.
 283-299 Market St
 (2 Gateway Building)
 4th Floor
 Newark, NJ 07102
 Attn: Mike Wendt

Materials Policy:

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

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CIRCULATION

Description of Circulation Parameters

- **CIRCULATION DISTRIBUTION:** Controlled: 99.9%, Paid: 0.1%.
- **FOR SUBSCRIPTION RATES CONTACT:** U.S. Individual: \$200
U.S. Institutional: \$125
U.S. Single Issue Price: \$50
Contact: JCOM Subscriptions
1-833-836-2705

Circulation Verification

- **AUDIT:** BPA
- **MAILING LIST AVAILABILITY:**
Contact the Sales Representative, Sharon Finch

EDITORIAL

General Editorial Direction

Journal of Clinical Outcomes Management® is a peer-reviewed, indexed journal providing evidence-based practical information for improving the quality and value of care. JCOM articles translate the evidence into practical information, helping clinicians improve the safety and cost-effectiveness of care. Key features are the case-based review, which presents a critical review of the literature along with discussion on how to apply the evidence in the context of a specific case, and quality improvement project reports, which describe how evidence is translated into programs, strategies, or system innovations intended to improve health care quality and document the impact of these programs/strategies on outcomes. The journal also publishes original research, clinical reviews, and abstracts/commentaries on outcomes research.

Special Focus Issues: Consult sales representative

Coverage

Circulation Analysis	
	TOTALS
Medical Director/MD/DO	22,283
Formulary Director/P&T Committee Chair	261
Director of Pharmacy/Pharmacy Consultant	8,901
CEO/President	4,297
Director of Quality/Utilization Review	1,987
Director of Managed Care/Medicare/Medicaid	461
TOTAL QUALIFIED CIRCULATION	38,190

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

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

Average Issue Information

- Regular Editorial Features: Outcomes Research in Review, Reports from the Field, Clinical Reviews, Case-based Reviews, Original Research.

Origin of Editorial

- Solicited: 60%
- Unsolicited: 40%
- Online: articles or abstracts from meetings
- Peer review: Original research and clinical articles are peer-reviewed by experts in the field under discussion.
- Website: All articles are available on the journal's website, MDedge/jcomjournal.

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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 *Journal of Clinical Outcomes Management* audience as well.

- Special issue supplements polybag and mail with regular issues of *Journal of Clinical Outcomes Management*
- Special issue supplements are posted online in the education center of www.mdedge.com/jcomjournal
- 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 Sales Rep 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 the 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 Frontlinrates.com.

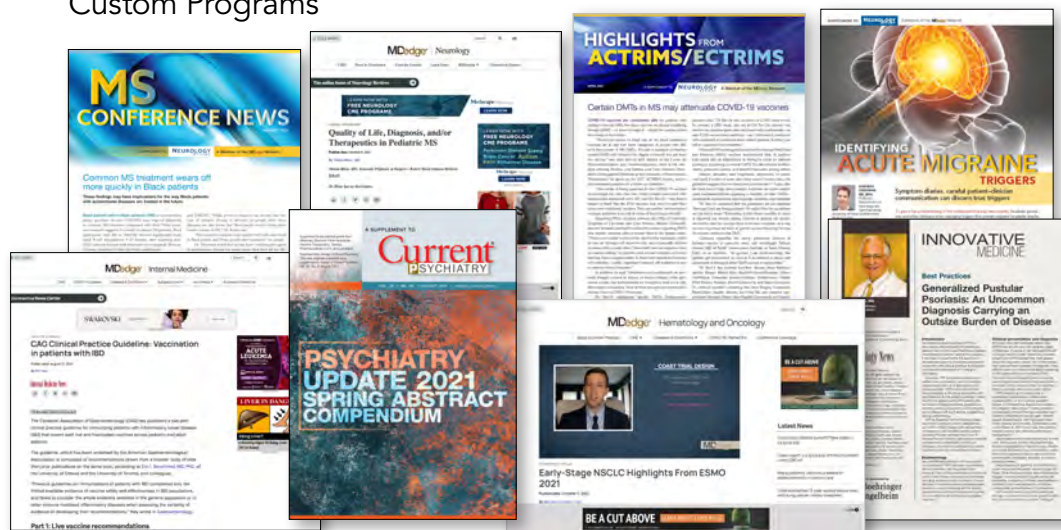
[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.](#)

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 the sales representative directly or call 973-206-3434.

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

Email us at sales@mdedge.com and visit 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®
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