



Cardiology News

MDedge | Cardiology

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cardiology News® is the leading independent newspaper for the cardiologist. Readers rely on *Cardiology News* for breaking news, topical features, and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Cardiology News* is published monthly and circulates to over 33,000 cardiovascular specialists and related subspecialists in a print format. All news articles are researched, written, and produced by professional medical journalists.

Cardiology News® can also be found online at www.mdedge.com/cardiology, part of the MDedge® web portal. This site provides news and views that matter to cardiologists in a timely and interactive format. With award-winning daily news coverage, and stories from the print publication, physicians can get immediate information online. They can join the conversation through Facebook, LinkedIn, and Twitter. *Cardiology News* is the best way for physicians to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS/ CLASSIFIED / RECRUITMENT

DENISE STOLFI
Director, Business Development
516-316-5455
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PRINT PRODUCTION

REBECCA SLEBODNIK
Director of Production/
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Frontline Medical Communications
283-299 MARKET ST
(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinrates.com



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- Digital Advertising
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ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

Cardiology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2003
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
- **CONTRACT AND COPY REGULATIONS**
 - a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
 - b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
 - c. Sweepstakes ads are prohibited by AMA list rental agreement.
 - d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
 - e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
 - f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
 - g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
 - h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.
- **ADVERTISERS' INDEX**
Back-of-book
- **ADVERTISING SERVICE**
 - a. Convention Bonus Distribution:
**pending live conferences*
 - February Issue:**
March 4-6, 2023
American College of Cardiology
New Orleans, LA
 - October Issue:**
Nov 11-13, 2023
American Heart Association
Philadelphia, PA
 - b. Sales force bulk subscription discount available.
- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**
 - a. Agency commission: 15% on all ads.
 - b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, Publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
 - c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.
- **CANCELLATIONS**
 - a. Notification in writing of space cancellations must be received by space closing deadline.
 - b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
 - c. Cover positions are non-cancellable within 60 days of the issue's closing date.

- **EDITORIAL**
Cardiology News' e-newsletters, and the monthly print publication provide practicing physicians with timely and relevant news, conference coverage, feature articles, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice. All articles are researched, written and produced by professional medical journalists.
- **EDITORIAL/ADVERTISING RATIO**
55% editorial/45% advertising

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EDITORIAL MEETING CALENDAR

2023 Cardiology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Heart Association EPI/Lifestyle Scientific Sessions	02/24/23	April 2023
American College of Cardiology (ACC) Scientific Sessions with World Congress of Cardiology (WCC)	03/04/23	April 2023
European Heart Rhythm Association: EHRA 2023	04/16/23	May 2023
American College of Physicians (ACP): Internal Medicine 2023	04/27/23	June 2023
Heart Rhythm Society (HRS): Heart Rhythm 2023	04/30/23	June 2023
American Association of Clinical Endocrinology (AACE)	05/03/23	June 2023
European Association of Percutaneous Cardiovascular Interventions: EuroPCR	05/16/23	June 2023
European Society of Cardiology (ESC): Heart Failure 2023	05/20/23	June 2023
Society for Cardiovascular Interventions: SCAI 2023	05/21/23	June 2023
American Diabetes Association (ADA) Scientific Sessions	06/24/23	July 2023
European Society of Cardiology (ESC) Congress	08/27/23	October 2023
AHA: Hypertension Scientific Sessions	09/09/23	October 2023
European Association for the Study of Diabetes (EASD)	10/04/23	November 2023
Heart Failure Society of America (HFSA)	10/02/23	November 2023
American College of Chest Physicians: CHEST 2023	10/15/23	November 2023
The Obesity Society (TOS): ObesityWeek®	10/19/23	December 2023
Transcatheter Cardiovascular Therapeutics (TCT)	10/25/23	December 2023
American Society of Nephrology (ASN): Kidney Week	11/06/23	December 2023
American Heart Association (AHA) Scientific Sessions	11/11/23	December 2023

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CIRCULATION

Cardiology News reaches over 33,000 cardiovascular specialists.

CIRCULATION ANALYSIS						
Specialty	Office-Based	Residents	Hospital Staff	Osteopaths	Other	TOTAL QUALIFIED
Cardiovascular Disease	14,984	3,250	2,547	904	2,309	23,994
Interventional Cardiology	3,409	403	410	56	-	4,278
Pediatric Cardiology	1,597	543	634	13	-	2,787
IM-Cardiac Electrophysiology	1,744	307	332	15	-	2,398
Total Distribution	21,734	4,503	3,923	988	2,309	33,457

Note: Other category includes Semi-Retired & Other Professional Activity.
 Source: July 2022 BPA Circulation Statement
 For more detailed BPA circulation information, [click here](#).

ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 14, 2022	December 21, 2022
February	January 20	January 27
March	February 17	February 27
April	March 23	March 30
May	April 20	April 27
June	May 18	May 25
July	June 21	June 28
August	July 20	July 27
September	August 23	August 30
October	September 21	September 28
November	October 23	October 30
December	November 16	November 28

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

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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2023. Full year 2022 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2023. 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.

2022 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2023 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)

Combination Buys And Market Duos

Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only.

Evaluate FMC cross market combinations by Media Group in Kantar’s MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request. Discount only applicable on run of book and inserts. Discount not available for cover tips.

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: DermDUO |

Cutis®+ *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.

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 frontlinrates.com. Full-run only.

Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

Order of print ad discounts (As applicable)

- 1) Corporate earned frequency;
- 2) Journal Combination;
- 3) Journal list match;
- 4) New business or launch;
- 5) Journal continuity;
- 6) Corporate discount;
- 7) Agency discount.

Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number

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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

(cont'd)

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Cardiology News* and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

Continuity Discount Program

Please select one program. (Programs cannot be combined.)

- Run an ad for the same product in six (6) issues of *Cardiology News* during 2023 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- Run an ad for the same product in every issue (12) of *Cardiology News* during 2023 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.
- Run an ad for the same product in every issue (12) of *Cardiology News* during 2023 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply.

Cover tips do not get counted towards continuity discount program.

New Advertiser Program

Place your ad unit in four (4) issues of *Cardiology News* during 2023 and receive 50% off the space and color charges of your fourth (4th) insertion. Place your ad unit in six (6) issues of *Cardiology News* during 2023 and receive a seventh (7th) insertion at no charge. This program is open to all companies who have not advertised inside the newspaper in the last 12 months. Product and ad size unit (including color) must be the same for all four insertions. Discounted ad unit counts towards earned frequency. *Cardiology News* New Advertiser Program may not be combined with New Product Launch Program or Continuity Discount Program.

Split Runs

• SPECIFICATIONS

- 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.
- Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
- All split-run ROB advertising units must be the same size.
- Split-run additional production charges are commissionable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
- 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

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

• SPLIT-RUN RATES—RUN-OF-BOOK

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
- 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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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,550	\$6,275	\$6,165	\$6,085	\$6,025	\$5,975	\$5,900	\$5,850	\$5,735	\$5,635
3/4 Page	\$6,120	\$5,850	\$5,780	\$5,670	\$5,630	\$5,575	\$5,490	\$5,395	\$5,225	\$5,130
Island Page	\$4,940	\$4,735	\$4,650	\$4,580	\$4,555	\$4,505	\$4,445	\$4,395	\$4,330	\$4,245
1/2 Page	\$4,790	\$4,575	\$4,510	\$4,445	\$4,390	\$4,370	\$4,315	\$4,275	\$4,185	\$4,090
1/4 Page	\$2,455	\$2,370	\$2,335	\$2,290	\$2,270	\$2,235	\$2,210	\$2,160	\$2,115	\$2,080

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,130	\$8,855	\$8,745	\$8,665	\$8,605	\$8,555	\$8,480	\$8,430	\$8,315	\$8,215
3/4 Page	8,700	8,430	8,360	8,250	8,210	8,155	8,070	7,975	7,805	7,710
Island Page	7,520	7,315	7,230	7,160	7,135	7,085	7,025	6,975	6,910	6,825
1/2 Page	7,370	7,155	7,090	7,025	6,970	6,950	6,895	6,855	6,765	6,670
1/4 Page	5,035	4,950	4,915	4,870	4,850	4,815	4,790	4,740	4,695	4,660

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,580
Five Color Rates (4C + PMS)	\$4,035

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.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$10,170	\$9,735	\$9,590	\$9,430	\$9,380	\$9,260	\$9,150	\$9,065	\$8,925	\$8,755
2-Page King	\$13,520	\$12,920	\$12,695	\$12,535	\$12,420	\$12,295	\$12,150	\$12,055	\$11,820	\$11,615
4-Page A-size	\$20,350	\$19,470	\$19,180	\$18,865	\$18,760	\$18,545	\$18,310	\$18,150	\$17,850	\$17,505
4-Page King	\$27,025	\$25,830	\$25,410	\$25,055	\$24,850	\$24,610	\$24,315	\$24,105	\$23,625	\$23,220
6-Page A-size	\$30,525	\$29,210	\$28,775	\$28,285	\$28,135	\$27,800	\$27,450	\$27,205	\$26,770	\$26,250
6-Page King	\$40,535	\$38,745	\$38,095	\$37,600	\$37,265	\$36,915	\$36,470	\$36,150	\$35,440	\$34,835
8-Page A-size	\$40,705	\$38,945	\$38,360	\$37,715	\$37,495	\$37,080	\$36,595	\$36,285	\$35,695	\$35,010
8-Page King	\$54,055	\$51,655	\$50,810	\$50,115	\$49,690	\$49,215	\$48,625	\$48,195	\$47,240	\$46,445

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CARDIOMETABOLIC DISCOUNT (CARDIOLOGY NEWS + CLINICAL ENDOCRINOLOGY 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 of *Cardiology News* and *Clinical Endocrinology News*. **Full-run only.** Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$4,745
Five Color Rates (4C + PMS)	\$7,390

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,955	\$10,650	\$10,520	\$10,415	\$10,310	\$10,220	\$10,105	\$10,005	\$9,835	\$9,675
3/4 Page	10,150	9,850	9,755	9,615	9,525	9,445	9,325	9,170	8,945	8,805
Island Page	8,685	8,455	8,355	8,245	8,165	8,075	7,985	7,885	7,750	7,625
1/2 Page	\$8,185	7,940	7,850	7,740	7,640	7,600	7,495	7,405	7,245	7,105
1/4 Page	5,705	5,565	5,515	5,430	5,390	5,325	5,255	5,155	5,055	4,985

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$17,880	\$17,400	\$17,220	\$16,990	\$16,820	\$16,620	\$16,450	\$16,250	\$15,980	\$15,705
2-Page King	22,590	21,940	21,670	21,445	21,255	21,050	20,800	20,605	20,265	19,945
4-Page A-size	35,785	34,805	34,440	33,970	33,640	33,270	32,900	32,520	31,950	31,420
4-Page King	45,165	43,865	43,360	42,885	42,505	42,105	41,620	41,210	40,530	39,855
6-Page A-size	53,675	52,200	51,655	50,950	50,445	49,885	49,345	48,750	47,920	47,115
6-Page King	67,740	65,805	65,020	64,340	63,745	63,170	62,425	61,805	60,780	59,795
8-Page A-size	71,565	69,605	68,860	67,925	67,250	66,525	65,795	65,020	63,900	62,820
8-Page King	90,335	87,730	86,705	85,770	84,990	84,205	83,235	82,405	81,035	79,715

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PRIMARY CARE CARDIOLOGY COMBINATION DISCOUNT CARDIOLOGY NEWS + FAMILY PRACTICE + INTERNAL MEDICINE NEWS

PowerBuy rate + 7.5% off Cardiology News

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

Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$6,745
Five Color Rates (4C + PMS)	\$11,330

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$34,130	\$32,475	\$31,365	\$30,330	\$29,925	\$29,235	\$28,640	\$28,145	\$27,750	\$27,515	\$27,085	\$26,665
3/4 Page	30,740	29,240	28,210	27,320	26,975	26,480	26,000	25,500	24,700	24,290	24,080	23,510
Island Page	23,370	22,250	21,490	20,790	20,545	20,045	19,640	19,310	19,040	18,860	18,580	18,310
1/2 Page	23,020	21,945	21,205	20,510	20,205	19,850	19,350	18,905	18,655	18,500	18,190	18,015
1/4 Page	11,325	10,825	10,365	10,020	9,875	9,665	9,425	9,205	9,005	8,920	8,880	8,690

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$48,150	\$45,830	\$44,280	\$42,825	\$42,315	\$41,285	\$40,445	\$39,795	\$39,350	\$38,875	\$38,280	\$37,755
2-Page King	70,330	66,890	64,615	62,470	61,660	60,200	58,990	57,990	57,305	56,675	55,810	54,930
4-Page A-size	96,300	91,660	88,575	85,640	84,635	82,580	80,905	79,615	78,705	77,735	76,565	75,495
4-Page King	140,660	133,795	129,255	124,930	123,345	120,430	117,980	115,970	114,600	113,355	111,600	109,860
6-Page A-size	144,455	137,490	132,860	128,460	126,950	123,865	121,345	119,410	118,060	116,600	114,835	113,225
6-Page King	210,970	200,685	193,855	187,410	184,995	180,635	176,980	173,955	171,890	170,035	167,410	164,785
8-Page A-size	192,605	183,310	177,145	171,275	169,255	165,155	161,795	159,210	157,410	155,470	153,120	150,990
8-Page King	281,310	267,565	258,485	249,865	246,665	240,855	235,975	231,925	229,165	226,710	223,210	219,715

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For further information, contact the sales representative

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.
- Please consult the 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.

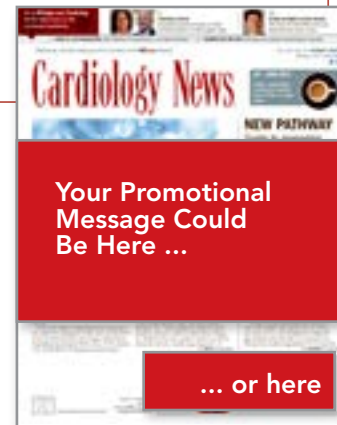
Deliver electronic files and color proof to:

Production Department
 Cardiology News
 2275 Research Boulevard
 Suite 400
 Rockville, MD 20850
 240-221-2417



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"



OUTSERTS

Outserts are a great opportunity to capture high visibility through *Cardiology 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 Denise Stolfi at dstolfi@mdedge.com for details and pricing.

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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
- **AD SPECIFICATIONS**
See next page for all ad dimensions
 - a. **Full Page ads require bleed**
 - Bleed size: 10 3/4" x 13 1/4"
 - Trim: 10 1/2" x 13"
 - Keep live matter 3/8" from all trim edges
 - b. **Partial Page Ads do not bleed**
- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**
 - 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
 - Color Proofs accepted but not required

Production Contact: Rebecca Slebodnik
240-221-2417, rslebodnik@mdedge.com

- **FILE UPLOAD INSTRUCTIONS**
Our FTP site is available through your web browser using the web address below and does not require use of FTP software, a user name or password.

https://fileshare.csi2.com/_1hJS9BDk4tKbHR

An e-mail will be automatically generated notifying our Production team of the file upload.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the Publication field.

● 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:

Cardiology News
ISSUE DATE
Attn: Cory Eisenhower
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:

Cardiology News
Frontline Medical Communications
Attn: Denise Stolfi
Phone: 516-316-5455
dstolfi@mdedge.com

Send color proof (accepted but not required) to:

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

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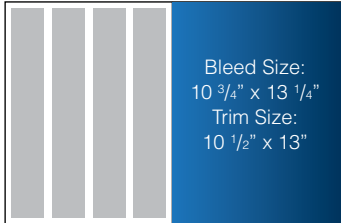
Conferences

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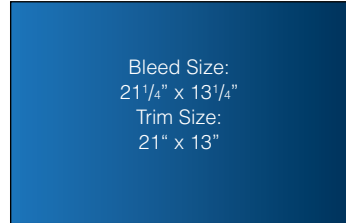
For further information,
contact the sales representative

SPECIFICATIONS

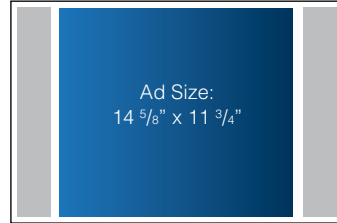
King-size Page



King-size Spread



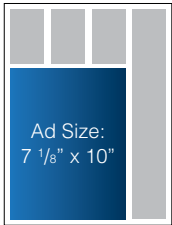
3/4 Vertical Spread



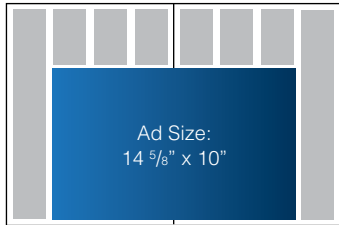
3/4 Vertical



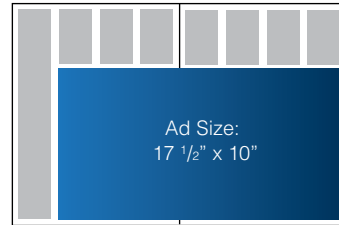
Island Page



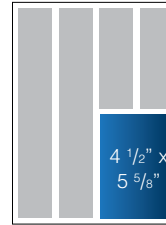
Island Spread



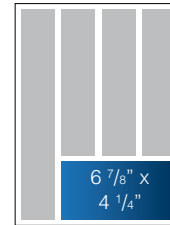
Island Page + 3/4 Page Horiz.



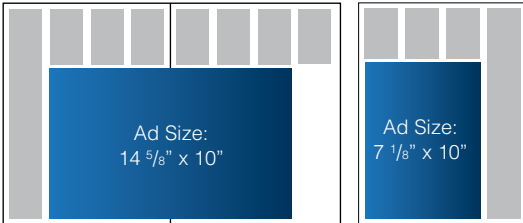
1/4 Page Vertical



1/4 Page Horizontal



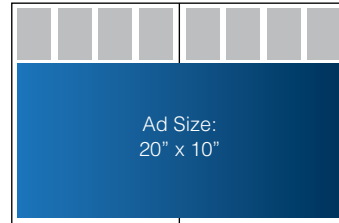
Island Spread + Island Page



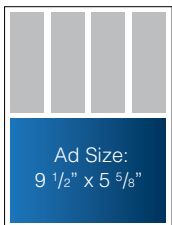
3/4 Horizontal



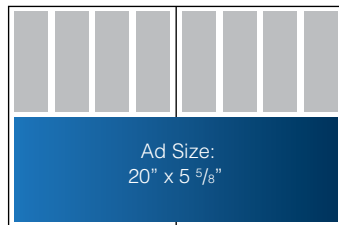
3/4 Horizontal Spread



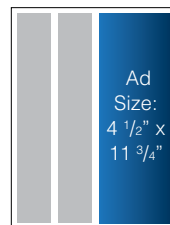
1/2 Page Horizontal



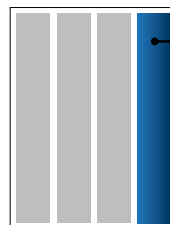
1/2 Horizontal Spread



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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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:

Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
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

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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 *Cardiology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Cardiology News*
- Special issue supplements are posted online in the education center of www.mdedge.com/cardiologynews
- 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 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 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 Frontlinerrates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

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

Digital Advertising



Custom Programs



Medscape **LIVE!** Medical Conferences

- T Cell Lymphoma Forum**
February 2-4, 2023 ■ Torrey Pines, CA
- 45th Annual Hawaii Dermatology Seminar**
February 19-24, 2023 ■ Honolulu, HI
- Acute Leukemia Forum**
April 19-20, 2023 ■ Torrey Pines, CA
- 18th Annual Women's and Pediatric Dermatology Seminar** ■ May 19-20, 2023 ■ Washington, DC

- AACP/Medscape Psychiatry Update Spring**
June 2023 ■ Chicago, IL
- Perspectives in Rheumatic Diseases**
September 7-9, 2023 ■ Las Vegas, NV
- 22nd Annual Psychopharmacology Update**
October 2023 ■ Cincinnati, OH
- Metabolic and Endocrine Diseases Summit (Fall)**
October 11-14, 2023 ■ Orlando, FL

- Perspectives in Breast Cancer Care**
October 25-28, 2023 ■ Chicago, IL
- 24th Annual Las Vegas Dermatology Seminar**
November 2-4, 2023 ■ Las Vegas, NV
- Heart of Cardiology**
December 2-4, 2023 ■ Torrey Pines, CA
- AACP/Medscape Psychiatry Update Winter**
December 2023 ■ Las Vegas, NV

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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". 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 multichannel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach and #2 in total combined web & print physician engagement with 26 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 18+ markets. A single, comprehensive resource, MDedge saves HCPs 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, videos, resource centers, practice management, medical education, interactive challenge centers, 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 nearly one third of the measured physician universe an average of 7x/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.
- We engage with key opinion leaders as authors and editorial/advisory board members.
- 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.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®*
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
MDedge.com/Hematology-Oncology*
MDedge.com/InfectiousDisease*
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

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