



cutis[®]

MDedge[®] | Dermatology

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cutis[®] is a monthly peer-reviewed journal referenced in *Index Medicus*/MEDLINE focusing on the practical side of dermatology. An educational resource for 58 years, dermatologists incorporate the diagnosis and treatment information presented in *Cutis* articles into patient care. Readers also become aware of new products and services through case reports, original research, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists. According to a survey,* 72% of respondents indicated that content from an indexed publication (*Index Medicus*/PubMed) is more credible than from a non-indexed publication.

Cutis is partners with the Association of Military Dermatologists (AMD), Association of Professors of Dermatology Residency Program Directors Section, Skin of Color Society, and Society of Dermatology Hospitalists, and their content helps *Cutis* readers understand the specific needs of these patient populations.

The MDedge Dermatology web site, part of the MDedge[®] web portal, features an extensive archive of quality clinical content from *Cutis* that provides readers with tools for point of care. Image-based quizzes are published weekly. Online content for residents to aid dermatologists in-training include monthly resident columns and quizzes.

*Source: *Cutis* Reader Input and Evaluation Study (July 2017)

ADVERTISING/ CONTRACTS/ INSERTION ORDERS/ CLASSIFIEDS

SHARON FINCH
Senior Vice President/
Group Publisher
973-206-8952
sfinch@mdedge.com

PRINT PRODUCTION

DONNA PITURAS
Production Manager
973-206-8011
dpituras@mdedge.com

Frontline Medical Communications
273-299 Market St
(2 Gateway Building)
4th Floor
Newark, NJ 07102
www.frontlinerrates.com

FRONTLINE
MEDICAL COMMUNICATIONS

REPRINTS AND CUSTOM PROJECTS

SHARON FINCH
Senior Vice President/
Group Publisher
973-206-8952
sfinch@mdedge.com

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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.

Advertiser Services

BONUS DISTRIBUTION:

*pending live conferences

- **JANUARY ISSUE:**
HDS Hawaii Dermatology Seminar (MEDSCAPELIVE)
Waikiki Beach Marriott Hotel; **Feb 19-24, 2023**
- **FEBRUARY ISSUE:**
AAD American Academy of Dermatology
New Orleans, LA; **Mar 17-21, 2023**
- **APRIL ISSUE:**
WPD Women's & Pediatric Dermatology Seminar (MEDSCAPELIVE)
Washington, DC; **May 19-20, 2023**
- **OCTOBER ISSUE:**
LVD Innovations in Derm Fall Conference: Las Vegas Derm Seminar
Las Vegas, NV; Nov 2-4, 2023

EDITORIAL

General Editorial Direction

A clinical dermatology journal of 58 years, *Cutis*® is peer reviewed and referenced in Index Medicus. It is respected and enjoyed by dermatologists, enabling its readers to get what they need quickly and efficiently. It covers a broad range of pertinent and timely topics and is written and edited by industry leaders.

Special Focus Issues

- **FEBRUARY:** AAD Issue (Bonus Distribution); Focus on Psoriasis
- **MAY:** Focus on Skin Cancer
- **NOVEMBER:** Focus on Pediatric Dermatology

Average Issue Information (2021)

- Average number of articles per issue (excluding departments): 5.
- Average article length: 4 pages (2600 words).
- Departments: An average of 7 of the following features are included in each issue:
 - Close Encounters With the Environment
 - Coding Consultant
 - Commentary
 - Cosmetic Dermatology
 - Dermatopathology Diagnosis (now eligible for MOC self-assessment credit from the American Board of Dermatology)
 - Drug Therapy Topics
 - Dx Across the Skin Color Spectrum
 - Editorial
 - Final Interpretation
 - Food for Thought
 - Hospital Consult (in partnership with the Society of Dermatology Hospitalists)
 - Military Dermatology (in partnership with the Association of Military Dermatologists)
 - Pearls
 - Pediatric Dermatology
 - Photo Challenge (now eligible for MOC self-assessment credit from the American Board of Dermatology)
 - Product News
 - Residency Roundup (in partnership with the Association of Professors of Dermatology Residency Program Directors Section)
 - Skin of Color (in collaboration with the Skin of Color Society)
 - Therapeutics for the Clinician

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MDEDGE DERMATOLOGY

- **ONLINE-ONLY CONTENT:** An average of 12 of the following Web exclusives are included online each month:
 - Case Letters/Case Reports
 - Commentary
 - News
 - Photo Challenges
 - Resident Corner

Origin of Editorial

- **STAFF WRITTEN:** 2% of articles.
- **SOLICITED:** 4% of articles.
- **SUBMITTED:** 94% of articles.
- **PEER REVIEW:** All articles submitted are reviewed by 2 Editorial Board members. Rejection rate is 60%.
- **SUBMISSIONS:** All articles must conform to the Information for Authors, which is found on our website at www.mdedge.com/dermatology/page/information-authors. For industry-sponsored original research as part of our Therapeutics for the Clinician department, the word count limit is 3900 words (6 pages in print). We may accommodate longer research articles at a per-page cost. For more information, please contact Group Editor Melissa Sears (msears@mdedge.com).
- **WEBSITE:** Full-text articles, including supplements (unless otherwise indicated), are available on the *Cutis*® website mdedge.com/dermatology in coordination with mailing of the print issue. The site also features online exclusives (see above).
- **NEW PRODUCT RELEASES:** Accepted for Product News.
- **EDITORIAL RESEARCH:** Issues are post-tested periodically to measure readership response to the editorial package.

Ad Format and Placement Policy

- **FORMAT:**
 - Between articles? Yes
 - Welled? No
 - Stacked? No
 - Within articles? Rarely
- **ARE ADS ROTATED?** Yes

Ad/Edit Ratio Information

Ad/edit ratio: 40/60

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CIRCULATION

Description of Circulation Parameters

Sent on a controlled circulation basis to all dermatologists, including all residents. Dermatologic PAs and NPs are invited to receive the journal on a request basis.

Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **CIRCULATION DISTRIBUTION:** Controlled 99% (59.6% request rate), paid 1%.
- **FOR SUBSCRIPTION RATES CONTACT:** 1-800-480-4851.

Circulation Verification:

- **AUDIT:** BPA.
- **MAILING LIST AVAILABILITY:** Contact sales representative.

CIRCULATION ANALYSIS	
Dermatology	12,808
Dermatology Physician Assistants (PAs)	989
Procedural Dermatology	543
Dermatopathology	593
Dermatology Nurse Practitioners (NPs)	161
Dermatologic Surgery	133
Assn of Military Dermatologists Members	82
Pediatric Dermatology	24
TOTAL	15,333

Date and source of breakdown: July 2022 BPA Circulation Statement.

Coverage

- Have any specialties been combined in the grid below? Yes.
- Date and source of breakdown: July 2021 BPA Circulation Statement.

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

ISSUANCE & CLOSING

First Issue: February 1965.

Frequency: Monthly.

Issue Date: Month of issuance.

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

Closing Dates: (subject to change):

ISSUE	SPACE CLOSE	MATERIALS DUE
January	12/9/22	12/16/22
February	01/11/23	01/18/23
March	02/14/23	02/21/23
April	03/15/23	03/22/23
May	04/12/23	04/19/23
June	05/15/23	05/19/23
July	06/13/23	06/16/23
August	07/12/23	07/18/23
September	08/15/23	08/21/23
October	09/12/23	09/18/23
November	10/11/23	10/17/23
December	11/10/23	11/17/23

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

Effective Date: January 1, 2023

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid 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.

Discount Programs

- **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 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 Ad Discounts). Spend levels and associated discounts are:

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%

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)
- **COMBINATION BUYS AND MARKET DUOS:** Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only.
- 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.
- 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.
- Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. 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 frontlinerrates.com. Full-run only.

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

- **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.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in *Cutis*® during 2022 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2023, and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2023 through December 2023.
- **3-6-9-12 DISCOUNT:** Each product that advertised in *Cutis*® in 2022 qualifies for the following 4 discounts within the calendar year of January 2023 through December 2023 (or 12-month fiscal year where applicable):
 - 3 insertions (same product): 25% off the 3rd insertion.
 - 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
 - 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
 - 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.
- **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 Sharon Finch, Senior Vice President/Group Publisher, (973) 206-8952, for additional details.

Split Run

Advertisers will not qualify for combination, continuity, or new business/launch program. Split run insertions do count towards earned frequency, and corporate discounts do apply.

- Demographic/Split Run rates: Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical change (commissionable). If ROB add \$1,520; if insert add \$1,300.

Covers, Positions

- Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days' written notice will incur a fee equal to the cost of the premium for 1 month.**

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

Run-of-Book Rates										
BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$3,750	\$3,640	\$3,595	\$3,470	\$3,375	\$3,265	\$3,100	\$2,865	\$2,790	\$2,735
1/2 Page	2,685	2,605	2,530	2,385	2,275	2,175	2,020	1,840	1,825	1,185

BLACK-AND-WHITE + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$5,565	\$5,455	\$5,410	\$5,285	\$5,190	\$5,080	\$4,915	\$4,680	\$4,605	\$4,550
1/2 Page	4,500	4,420	4,345	4,200	4,090	3,990	3,835	3,655	3,640	3,000

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four Color Rates	\$1,815
Five Color Rates (4C + PMS)	\$2,805

POSITIONS	
2ND COVER	B&W earned rate plus 30%, add color charges
3RD COVER	B&W earned rate plus 20%, add color charges
4TH COVER	B&W earned rate plus 50%, add color charges (4/c only)
OPP OTHER FEATURES	B&W earned rate plus 10%, add color charges
OPP T OF C	B&W earned rate plus 10%, add color charges

Insert Rates										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$7,490	\$7,285	\$7,180	\$6,920	\$6,735	\$6,515	\$6,185	\$5,730	\$5,585	\$5,470
4 Page Insert	N/A	14,580	14,385	13,870	13,505	13,040	12,380	11,455	11,190	10,965
6 Page Insert	N/A	N/A	21,580	20,805	20,240	19,585	18,570	17,180	16,770	16,440
8 Page Insert	N/A	N/A	28,770	27,740	26,985	26,120	24,750	22,905	22,360	21,920
10 Page Insert	N/A	N/A	35,965	34,665	33,710	32,640	30,950	28,630	27,955	27,400
12 Page Insert	N/A	N/A	N/A	41,610	40,455	39,160	37,125	34,350	33,540	32,870
16 Page Insert	N/A	N/A	N/A	55,480	53,950	52,215	49,500	45,815	44,735	43,840

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DERMATOLOGY MARKET DUO

CUTIS + DERMATOLOGY 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. Insertions count towards earned frequency.

Run-of-Book Rates										
BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$7,680	\$7,430	\$7,325	\$7,120	\$6,940	\$6,740	\$6,530	\$6,210	\$6,085	\$5,960
King 3/4 page + A-size page	7,370	7,070	6,890	6,740	6,635	6,515	6,245	6,005	5,685	5,595
Island page + A-size page	6,730	6,445	6,340	6,165	6,015	5,830	5,645	5,375	5,255	5,150
King 1/2 page + 1/2 A-size page	5,615	5,360	5,165	4,965	4,830	4,655	4,420	4,215	4,135	3,520

Insert Rates (King+A-size)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$14,955	\$14,720	\$14,295	13,935	\$13,535	\$13,110	\$12,490	\$12,240	\$12,005
4 page insert	NA	29,925	29,465	28,635	27,910	27,100	26,240	24,985	24,515	24,020
6 page insert	NA	NA	44,215	42,950	41,845	40,665	39,365	37,460	36,760	36,025
8 page insert	NA	NA	58,950	57,275	55,805	54,230	52,480	49,940	49,010	48,020

Insert Rates (A-size (island)+A-size)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$12,965	\$12,720	\$12,375	\$12,070	\$11,710	\$11,340	\$10,805	\$10,550	\$10,360
4 page island insert	NA	25,945	25,460	24,775	24,165	23,430	22,670	21,600	21,140	20,740
6 page island insert	NA	NA	38,200	37,155	36,235	35,165	34,005	32,400	31,690	31,100
8 page island insert	NA	NA	50,935	49,550	48,320	46,890	45,340	43,195	42,250	41,465

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four Color Rates	\$3,755
Five Color Rates (4C + PMS)	\$6,015

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

BLEED: No charge

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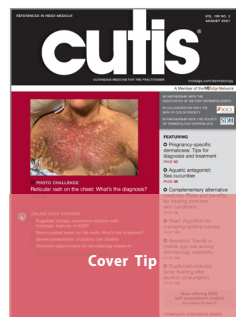
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COVER TIPS/BELLY TIPS/OUTSERTS

Cover tips and polybagging are a cost-effective method to capture immediate exposure and to get your message to an engaged audience with a brand they trust. Count on prime exposure when you use a cover tip for:

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



Cover Tip Rates*

SPECIFICATIONS	DESCRIPTION	TOTAL NET COST
Size: 7 1/2" (w) x 5 1/4" (h) Print on 80# stock No UV coating	Single-leaf	Please consult the publisher.
	Annual AAD Convention single-leaf	Please consult the publisher.
	Summer AAD single-leaf	Please consult the publisher.
	Multiple leaf or pita pocket	Please consult the publisher.

*Please consult Publisher for pricing, which includes placement and polybag only. The cost for cover tips is net and non-commissionable. Clients must supply a sample of the cover tip or accurate mock-up three weeks prior to materials' due date if cover tip is not single leaf. Any cover tip that includes a folded PI:

- Must run as a 4 pager with PI glued on inside and wafer sealed

Cancellations of less than 60 days' written notice will incur a fee equal to 50% of the cost.

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher
Tel: 973-206-8952, E-mail: sfinch@mdedge.com

Outserts

- Print outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by more than 14,000 dermatologists, physician assistants, and dermatology nurses. Outserts are placed with a current issue of *Cutis*® and polybagged for outstanding exposure.
- For pricing based on your provided specifications, please contact Sharon Finch.
- Samples must be submitted for review. Availability contingent upon approval.

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher
Tel: 973-206-8952, E-mail: sfinch@mdedge.com

INSERT INFORMATION

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

Ship inserts to:

CUTIS/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 publisher's discretion.

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher'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 (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.
- **CHARGES:** See rates #4.
- **BRCS:** Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,365

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:

- 18,000.

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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 JOURNALS:** 7.875" X 10.75".
- **HOLD ALL LIVE MATTER:** .375" from trim.

Paper Stock

- **INSIDE PAGES:** 45 lb coated text.
- **COVERS:** 70 lb coated text.
- **TYPE OF BINDING:** Perfect-bound.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- Maximum density 300%. Body and cover printed heat-set web offset.

Materials Accepted:

- PDF x1a and PDF via email to Donna Pituras, Production Manager
E-MAIL: dpituras@mdedge.com
TEL: 973-206-8011

Digital contract color proofs accepted but not required.

Ship to:

Fry Communications
Bldg #3 - 15 Pleasant View Drive
Mechanicsburg, PA 17050
ATTN: Cory Eisenhower / Cutis proof

Materials Policy:

Materials will be held one year from date of last insertion and then destroyed.

REPRINTS

Reprints of articles and supplements 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. Reprints are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints help our sales force speak to clinicians with knowledge and relevance.

We can also recommend related articles to create a comprehensive review package for your customers.

FOR US & CANADA ONLY

Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, Texas 77380
Toll Free: 877-652-5295
Email: frontline@wrightsmedia.com

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher
Tel: 973-206-8952, E-mail: sfinch@mdedge.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 dermatology audience as well.

- Special issue supplements polybag and mail with regular issues of *Cutis*®
- Special issue supplements are posted online in the education center of www.mdedge.com/dermatology
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing:

Please consult with Sharon Finch at sfinch@mdedge.com 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 Sharon Finch 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.

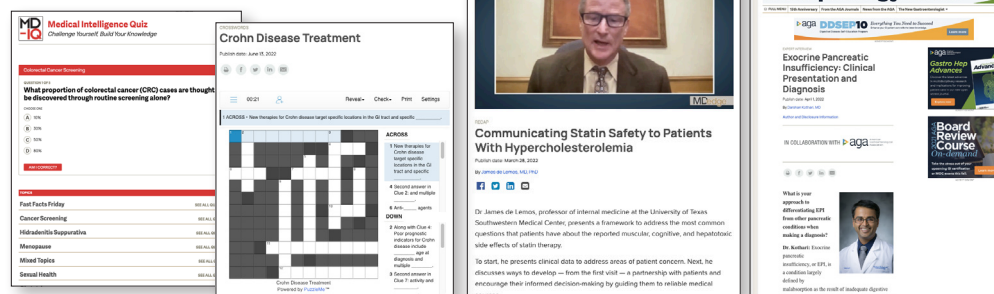
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you 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 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" 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 Sharon Finch, at sfinch@mdedge.com or call 973-206-3434.

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

Email us at sales@mdedge.com and visit www.frontlinemed.com.

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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®
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Rheumatology News®
* Online only

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