



**MDedge** | ObGyn

# 2023 ADVERTISING RATE CARD

## PUBLISHER'S STATEMENT

For 34 years now OBG MANAGEMENT® has been a proven, long-time leader in delivering expert, relevant, evidence-based, and award-winning clinical content, as well as timely practice management information to engage women's health care specialists in print, online, and on mobile devices with the content they need to care for the next woman who walks into their practice. OBG MANAGEMENT® is led by a select Editorial Board who represent all areas of obstetrics and gynecology, and Editor-in-Chief Robert L. Barbieri, MD, Kate Macy Ladd Distinguished Professor of Obstetrics, Gynecology and Reproductive Biology, at Harvard Medical School in Boston. Through its award-winning website, [www.mdedge.com/obgyn](http://www.mdedge.com/obgyn) (part of the MDedge® web portal), articles appearing in OBG MANAGEMENT® are interactively reinforced with complementary and stand-alone surgical technique videos. Web exclusives also include latest news, conference coverage, polls, quizzes, and Q&A articles.

A consistent leader in delivering readership and exposures over its history, OBG MANAGEMENT ranks #1 in APEX, high readers, and average page exposures, outperforming all other journals in the specialty.\* Further, readers tell Kantar Media that OBG MANAGEMENT® is a publication they like spending time with.

\*May 2022 Medical/Surgical Media Measurement Study, Obstetrics/Gynecology.

## ADVERTISING/CONTRACTS/ INSERTION ORDERS/ CLASSIFIED ADS

**DIANNE REYNOLDS**  
Group Publisher  
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CELL: 917-880-9545  
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## PRINT PRODUCTION

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## CONTACTS

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For further information, contact the sales representative.

## GENERAL INFORMATION

### Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions](#) of our Rate Card – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date

for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

**New Product Releases:** Yes.

**Editorial Research:** Conducted on a routine basis. Consult sales representative for details.

### Ad Format and Placement Policy

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

**Ad/Edit Information:** 55:45

## EDITORIAL

### General Editorial Direction

OBG MANAGEMENT is a monthly peer-reviewed clinical journal offering scientifically sound best practices that equip ObGyns, as well as primary care physicians and nurse practitioners in women's health, to provide optimal patient care. Editorial is dedicated to the professional development of these clinicians with peer reviewed, evidence-based, relevant, easy-to-read, practical information in a graphically stimulating environment. Topics include clinical reviews, surgical and diagnostic techniques, standards of care, new technologies, medical legal liability, reimbursement, practice management, and more.

### Average Issue Information (2022)

- Average number of feature articles per issue: 4.
- Average article length: 6 pages.
- Editorial departments:
  - Dr. Arnold Advincula's Video Series
  - Dr. Barbieri's Editorial
  - Comment & Controversy
  - Examining the Evidence
  - Infectious Disease Consult
  - Break This Practice Habit
  - Practice Management
  - Surgical Techniques
  - Society of Gynecologic Surgeons Video Series
  - Trends in ObGyn
  - What's the Verdict?

### Special "Update" Topics

- **JANUARY:** Obstetrics
- **FEBRUARY:** Fertility
- **MARCH:** Cancer
- **APRIL:** Genetic Testing
- **MAY:** Cervical Disease
- **JUNE:** Menopause
- **JULY:** Abnormal Uterine Bleeding
- **AUGUST:** Female Sexual Dysfunction
- **SEPTEMBER:** Pelvic Floor Dysfunction
- **OCTOBER:** Contraception
- **NOVEMBER:** Minimally Invasive Surgery
- **DECEMBER:** Osteoporosis

### Origin of Content

- **STAFF WRITTEN:** 5% (Q and A articles, Product Update, sidebars).
- **INVITED:** 98% of feature articles.
- **UNSOLICITED:** 2% of review articles.
- **REJECTION RATE OF UNSOLICITED ARTICLES:** 95%.
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS:** Occasionally, from other FMC publications.
- **PEER REVIEW:** All clinical review articles undergo review by the physician Editor-in-Chief, members of the Board of Editors, or other physicians who have pertinent expertise.

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## AD PLANNER

Maximize marketing effectiveness and extend the reach of your promotional campaign by using this handy table to locate critical dates and implement key programs to increase awareness and bolster your brand's perception and recognition. Don't forget about using the Product Launch Incentive Program!

Issue	Bonus distribution	Convention Value-Added Program	Special Focus Issues
January			Obstetrics
February	SGS	SGS	Fertility
March	ACOG SGS	ACOG SGS	Cancer
April	ACOG	ACOG	Genetic Testing
May			Cervical Disease
June			Menopause
July			Abnormal Uterine Bleeding
August			Female Sexual Dysfunction
September	AAGL	AAGL	Pelvic Floor Dysfunction
October	AAGL	AAGL	Contraception
November			Minimally Invasive Surgery
December			Osteoporosis

See closing dates table on page 5.

- **PRODUCT PERCEPTION STUDY:** Free to qualified advertisers. Find out what women's health specialists think about your product through a survey with your product's name to a random sample of ObGyns, primary care physicians and nurse practitioners in women's health, upon request.
- **2023 CONVENTION VALUE ADDED PROGRAM:** Free Booth Number Ad Stripping for your ad and Convention Index Listing in the:
  - February and March issues bonus distributed at the Society of Gynecologic Surgeons
  - March and April issues bonus distributed at the American Congress of Obstetricians and Gynecologists Annual Meeting
  - September and October issues bonus distributed at the AAGL clinical congress

### Convention Meeting Dates

- **ADVERTISING SERVICE**
  - a. Convention Bonus Distribution:
    - \*pending live conferences
- **SGS:** Society of Gynecologic Surgeons, Tuscon, AZ; March 19-23, 2023
- **ACOG:** 70th American College of Obstetricians and Gynecologists Annual Meeting, Baltimore, MD; May 19-21, 2023
- **AAGL:** 50th Global Congress of Minimally Invasive Gynecology, Nashville, TN; November 5-9, 2023

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# CIRCULATION

## Description of Circulation Parameters

- **OFFICE-BASED:** Obstetrics and Gynecology, Gynecology, Reproductive Endocrinology, Gynecologic Oncology, Obstetrics, Maternal-Fetal Medicine, NPs and PCPs in women’s health.
- **HOSPITAL-BASED RESIDENTS:** Obstetrics and Gynecology, NPs and PCPs in women’s health.
- **OTHER PROFESSIONAL ACTIVITY:** Teaching.
- **MILITARY:** None.
- **OSTEOPATHIC SPECIALTIES:** Coverage includes all office-based and hospital osteopaths practicing Obstetrics and Gynecology. Hospital-based coverage is limited to those specializing in Obstetrics and Gynecology, Reproductive Endocrinology, Gynecological Oncology, Maternal-Fetal Medicine, and PCPs in women’s health.
- **DEMOGRAPHIC:** Circulation to physicians (both MDs and DOs) with a primary specialty in Obstetrics and Gynecology, both office- and hospital-based, including first-, second-, third-, and fourth-year

residents, as well as physicians with the subspecialties listed in the table below.

- **OTHER HEALTHCARE PROFESSIONALS:** Nurse Practitioners & Physician Assistants in women’s health.

## Demographic Selection Criteria

- **CIRCULATION DISTRIBUTION:** Controlled: 99.9%. Paid: 0.1%.
- **BACK ISSUES:** U.S.: \$27.00 per issue. Outside U.S.: \$33.00 per issue; Other: \$38.00.
- **FOR SUBSCRIPTION RATES:** contact 800-480-4851.

## Circulation Verification

- **AUDIT:** BPA.
- **MAILING LIST AVAILABILITY:** Contact the [Sales Representative](#)

# CIRCULATION

- **DATE AND SOURCE OF BREAKDOWN:** July 2022 BPA Circulation Statement

CIRCULATION ANALYSIS							
	Office-based	Residents	Hospital Staff	Semi-Retired	Other Professional Activity	Osteopathy	TOTAL
Female Pelvic Medicine & Reconstructive Surgery	221	157	27	—	4	—	409
Gynecological Oncology	182	3	58	6	9	1	259
Gynecology	1,331	—	116	103	17	91	1,658
Maternal & Fetal Medicine	281	14	94	7	19	5	420
Obstetrics	95	—	20	4	3	13	135
Obstetrics and Gynecology	28,784	5,167	3,342	299	271	3,020	40,883
Reproductive Endocrinology	363	4	20	14	17	3	421
Other Physician Specialties	388	7	87	12	21	3	518
NPs/PAs Women’s Health	—	—	—	—	—	—	2,997
Certified Nurse Midwives	—	—	—	—	—	—	44
<b>TOTAL</b>	<b>31,645</b>	<b>5,352</b>	<b>3,764</b>	<b>445</b>	<b>361</b>	<b>3,136</b>	<b>47,744</b>

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

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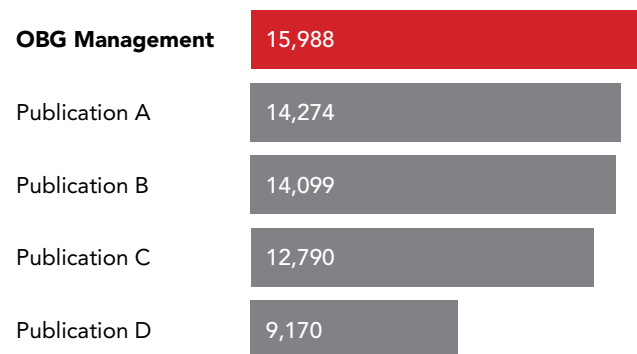
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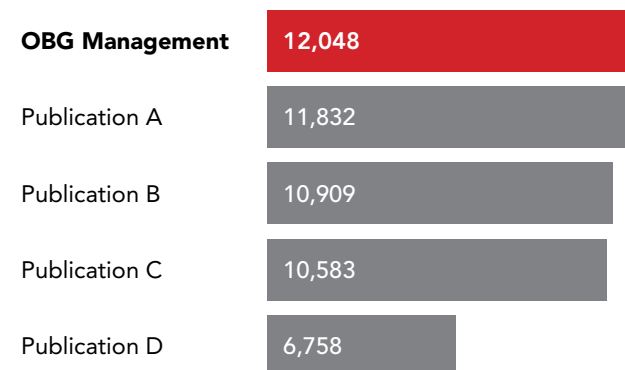
For further information, contact the sales representative.

## READERSHIP

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2022 Media Measurement Study © Copyright 2022 Kantar

PLEASE NOTE: We may not mention other publication names in the rate cards. Non-FMC publications should be referred to as "Publication A, Publication B, Publication C.

## ISSUANCE & CLOSING DATES

**First Issue:** September 1989.

**Frequency:** Monthly.

**Mailing Date and Class:** 15th of each month.

Periodicals class.

**Closing Dates (subject to change):**

Issue Date	Space Close	Materials Due
January	12/12/22	12/16/22
February	10-Jan	17-Jan
March	13-Feb	17-Feb
April	13-Mar	17-Mar
May	10-Apr	14-Apr
June	10-May	18-May
July	7-Jun	14-Jun
August	11-Jul	17-Jul
September	14-Aug	18-Aug
October	12-Sep	18-Sep
November	10-Oct	17-Oct
December	7-Nov	14-Nov

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## ADVERTISING INCENTIVE PROGRAMS

# FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNTS AND COMBINATION RATES

Effective Date: January 1, 2023

- 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 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:

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%

- 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*®; 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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## ADVERTISING INCENTIVE PROGRAMS

### FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNTS AND COMBINATION RATES (CONTINUED)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. See Full Integrated Media Kit and Rate Cards available at [www.frontlinerrates.com](http://www.frontlinerrates.com). Full-run only. Choose either the continuity or new business/launch program (if not using a combination discount):

- **CONTINUITY DISCOUNT:** Buy 5 ads, get 6th at half price; OR buy 12 ads, and take 8.3% off each (B&W and color). Continuity program applies to 12-month period of January 2023 through December 2023 (or 12-month fiscal year where applicable). Advertisers will be short rated if discount is not earned.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in OBG Management during 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.
- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.
- **ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE):** 1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact Dianne Reynolds, Group Publisher, Tel: (973) 206-8014, E-mail: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com) for additional details.

#### Split Run

Advertisers will not qualify for combination, continuity or new business/launch programs. Split run insertions do count towards earned frequency, and corporate discounts do apply. The Sales Representative (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

- **RUN-OF-BOOK:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum of 50%) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,550 for one full page, \$2,100 for 2 full pages and \$2,800 for 3 or 4 pages.
- **INSERTS:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 50% for 2- or 4-page units and 40% for 6+-page units) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,300.

#### Covers, Positions

- Sold annually on a contract basis. Space premiums are charged on the black-and-white earned rate.
- Premium position advertisers cannot be guaranteed more than 2 pages of separation from a competitor.
- Cancellations of less than 60 days' written notice will incur a fee equal to the cost of the premium for 1 month.

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# ADVERTISING RATES

## Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$7,765	\$7,710	\$7,525	\$7,385	\$7,185	\$6,870	\$6,700	\$6,295	\$6,180	\$6,070
1/2 Page	\$5,545	\$5,505	\$5,355	\$5,265	\$5,130	\$4,965	\$4,770	\$4,490	\$4,430	\$4,370
BRC	7,765									

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$11,770	\$11,715	\$11,530	\$11,390	\$11,190	\$10,875	\$10,705	\$10,300	\$10,185	\$10,075
1/2 Page	9,550	9,510	9,360	9,270	9,135	8,970	8,775	8,495	8,435	8,375

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four Color Rates	\$4,005
Five Color Rates (4C + PMS)	\$6,075

SPECIAL POSITIONS	
2nd Cover	40% premium above earned B&W rate, plus 4-color charges
3rd Cover	15% premium above earned B&W rate, plus color charges
4th Cover	60% premium above earned B&W rate, plus 4-color charges
Opp T of C	15% premium above earned B&W rate, plus color charges
Opp Editorial	15% premium above earned B&W rate, plus color charges
Opp Masthead	15% premium above earned B&W rate, plus color charges
Consecutive Right Hand Pages	15% premium above earned B&W rate, plus color charges
Other Preferred Pos	10% premium above earned B&W rate, plus color charges

## Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$15,535	\$15,425	\$15,030	\$14,745	\$14,415	\$13,825	\$13,480	\$12,680	\$12,485	\$12,240
4 Page Insert	N/A	\$30,245	\$29,500	\$28,885	\$28,235	\$27,045	\$26,400	\$24,820	\$24,380	\$23,900
6 Page Insert	N/A	\$45,045	\$43,935	\$43,035	\$42,035	\$40,275	\$39,250	\$36,790	\$36,280	\$35,550
8 Page Insert	N/A	\$59,640	\$58,135	\$56,930	\$55,640	\$53,250	\$51,925	\$48,650	\$47,940	\$46,975
10 Page Insert	N/A	\$74,040	\$72,165	\$70,710	\$69,055	\$66,100	\$62,655	\$60,370	\$59,470	\$58,280

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## COVER TIPS / OUTSERTS

Cover Tips are cost-effective methods to capture immediate exposure and to get your message to an engaged audience of ObGyns, PCPs and NPs/PAs with the brand they trust most. Count on prime exposure when you use a cover tip for:

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



### Cover Tip Specs

- **SIZE:** 7 1/2" (w) x 5 1/4" (h), 80# stock, No UV coating, 1/4" bleed, Keep all live matter 3/8" from final trim
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of space cost
- Contact Dianne Reynolds for rates and availability  
Tel: 973-206-8014, E-mail: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com)

### Outserts

Outserts are a great opportunity to capture high visibility through OBG MANAGEMENT that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability and pricing contingent upon approval.

## INSERT INFORMATION

Availability and Acceptance

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

### BRCs

- Accepted if accompanied by a full-page ad. Must meet postal regulations.
- **BRC RATE:** \$7,765

### Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb; maximum micrometer readings: 0.004".

### Trimming

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 7/8" x 10 3/4".

### Insert Quantity

56,000. For demographic runs fewer than 55,000, add 5%.

### Shipping

Inserts should be clearly marked with publication name, issue date, and quantity.

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

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the sales representative's discretion.

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## PRINTING SPECIFICATIONS

### Ad Sizes and Bleed Sizes

Bleed Ads				
	Ad sizes		Bleed sizes	
	Width	Depth	Width	Depth
Spread	16"	10.75"	16.25"	11"
1 page	7.875"	10.75"	8.125"	11"
Non-Bleed Ads				
1 page	7"		10"	
Spread	14.875"		10"	
Half page (horizontal)	5"		7"	
Half page (vertical)	3.5"		10"	

- Hold all live matter in .375" from trim on all sides.
- Trim size of journals: 7.875" x 10.75".

### Paper Stock

- **INSIDE PAGES:** 45# No. 5 coated.
- **COVERS:** 70# No. 3 coated.

Type of Binding: Perfect-bound.

### Reproduction Requirements

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

### Materials Accepted:

PDF x1a and PDF.

Send via email to Donna Pituras, Production Manager, [dpituras@mdedge.com](mailto:dpituras@mdedge.com), 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 / OBG M proof

### 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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## ADVERTORIALS

### The advertorial must include the following:

“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the journal's editorial content. The point size should be at least 14 pt

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

### Additional Notes:

If the advertorial contains a sponsorship line, the client must also add the following disclaimer:

Neither the Editorial Advisory Board of OBG MANAGEMENT nor the publication's reporting or editing staff contributed to this content.

## REPRINTS / ePRINTS

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

### For USA & CANADA ONLY CONTACT:

Wright's Media  
2407 Timberloch Place, Suite B  
The Woodlands, TX 77380  
Toll Free: 877-652-5295  
Cell: 832-515-1736  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
Website: [www.wrightsmidia.com](http://www.wrightsmidia.com)

### ALL OTHER CONTACT:

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

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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 the *OBG Management* audience as well.

- Special issue supplements polybag and mail with regular issues of *OBG Management*
- Special issue supplements are posted online in the education center of [www.mdedge.com/obgyn/supplements](http://www.mdedge.com/obgyn/supplements)
- 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 [Frontlinrates.com](http://Frontlinrates.com).

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

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

### Digital Advertising



### Custom Programs



## 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.frontlinrates.com](http://www.frontlinrates.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinmedcom.com](http://www.frontlinmedcom.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®
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