



Dermatology News®

MDedge® | Dermatology

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For over 50 years, *Dermatology News*® has been the leading independent newspaper for medical, surgical, and aesthetic dermatology. Readers rely on *Dermatology News* for specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format that can be used daily in practice. *Dermatology News* is published monthly and circulates to more than 16,000 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and dermatology physician assistants. All articles are researched, written and reported by professional medical journalists.

Daily news updates and commentary from *Dermatology News* can be found online at www.mdedge.com/dermatology, part of the MDedge® web portal. This site provides even more specialty-specific news and views organized by clinical "specialty focus" topics in a timely and interactive format. Award-winning daily news coverage, columns, and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Dermatologists can join the conversation by sharing articles via social media, including Facebook and Twitter. *Dermatology News* is the best way for dermatology specialists to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS CLASSIFIED / RECRUITMENT

CHERYL WALL

Director of Business Development
978-356-0032
cwall@mdedge.com



PRINT PRODUCTION

REBECCA SLEBODNIK

Director of Production/
Manufacturing
240-221-2417
rslebodnik@mdedge.com

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



CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives &
Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1970
- **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 web site 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*

March Issue:

- American Academy of Dermatology (Spring)
New Orleans, LA; Mar 17-21, 2023

August Issue:

- American Academy of Dermatology
Innovation Academy (Summer)
Tampa, FL; Aug 10-13, 2023

Select issues will be distributed at MedscapeLive Dermatology conferences in 2023; pending live meetings and confirmed dates. Please consult with Publisher for more information.

- 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-cancelable within 60 days of the issue's closing date.

- **EDITORIAL:** MDedge Dermatology website, e-newsletters, and the *Dermatology News* print publication provide practicing dermatologists timely and relevant news from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include "Make the Diagnosis" quizzes and commentaries from leaders in the field who add perspective about how the news matters to clinical practice. Columnists offer insights on issues in dermatology. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect dermatologist's pocketbooks and how they manage their practices. All articles are researched, written, produced, and reported by professional medical journalists.

- **EDITORIAL/ADVERTISING RATIO**
55% editorial/45% advertising

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

EDITORIAL MEETING CALENDAR

2023 Dermatology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
ODAC Dermatology, Aesthetic, and Surgical Conference	01/13/23	March 2023
Hawaii Dermatology (MedscapeLive)	02/19/23	April 2023
Skin of Color Society Scientific Symposium	03/16/23	May 2023
American Contact Dermatitis Society Annual Meeting	03/16/23	May 2023
American Academy of Dermatology (AAD) Annual Meeting	03/17/23	May 2023
American Society for Laser Medicine and Surgery (ASLMS)	04/12/23	June 2023
American Association for Cancer Research (AACR)	04/14/23	May 2023
American Academy of Allergy, Asthma, & Immunology (AAAAI)	04/24/23	June 2023
Pediatric Academic Societies (PAS)	04/26/23	June 2023
American College of Mohs Surgery Annual Meeting	05/04/23	July 2023
Society For Investigative Dermatology Annual Meeting	05/11/23	July 2023
EULAR (European League Against Rheumatism) 2023 Congress	05/31/23	July 2023
American Society of Clinical Oncology (ASCO)	06/02/23	August 2023
Women's and Pediatric Dermatology Seminar	06/03/23	August 2023
Society For Pediatric Dermatology (SPD) Annual Meeting	07/13/23	September 2023
Group for Research and Assessment of Psoriasis and PsA	07/13/23	September 2023
Pacific Dermatological Association Annual Meeting	07/27/23	September 2023
American Academy of Dermatology (AAD): Innovation Academy	08/10/23	September 2023
Skin of Color Update (SanovaWorks)	09/09/23	November 2023
American Academy of Pediatrics (AAP) National Conference	10/07/23	December 2023
European Academy of Dermatology & Venereology (EADV)	10/11/23	December 2023
American Society for Dermatologic Surgery	11/02/23	January 2024
Innovations in Dermatology Fall/Las Vegas	11/10/23	January 2024
Masters of Aesthetics Annual Symposium	12/09/23	January 2024

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

CIRCULATION

Dermatology News reaches over 16,000 dermatologists, procedural dermatologists, dermatologic surgeons, as well as physician assistants and nurse practitioners specializing in dermatology.

CIRCULATION ANALYSIS						
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	TOTAL QUALIFIED
Dermatology	9,568	1,508	547	200	675	12,698
Dermatology Physician Assistant	-	-	-	-	-	2,182
Dermatology Nurse Practitioner	-	-	-	-	-	666
Procedural Dermatology	524	81	24	8	5	642
Dermatologic Surgery	125	-	6	-	-	132
IM-Dermatology	40	34	4	1	-	80
Pediatric Dermatology	19	2	8	1	-	30
Total Distribution	10,276	1,625	589	210	680	16,430

Source: July 2022 BPA Circulation Statement

For more detailed BPA circulation information, [click here](#).

*NOTE: 202 semi-retired dermatologists included in total, but not in breakout.

ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 2, 2022	December 9, 2022
February	January 9	January 17
March	February 6	February 13
April	March 10	March 17
May	April 7	April 14
June	May 5	May 12
July	June 8	June 15
August	July 10	July 17
September	August 10	August 17
October	September 8	September 15
November	October 10	October 17
December	November 3	November 13

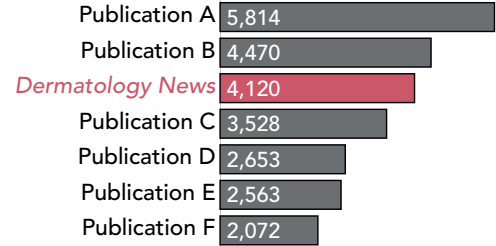
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High Readers



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

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Information
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.

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.

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

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. Discount only applicable on run of book and inserts. Discount not available for cover tips.

Evaluate FMC cross market combinations by Media Group in Kantar's MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request.

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

Cutis®+ *Dermatology News*®; ObGynDUO | OBG Management®+Ob.Gyn. News®; PsychDUO | *Current Psychiatry*®+ *Clinical Psychiatry News*®. In the Family MedicineDUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*®+ *Family Practice News*®. Full-run only.

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 frontlinerrates.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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.

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 *Dermatology 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 *Dermatology 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 *Dermatology 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 *Dermatology 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.

Skin Combination Discounts

Advertise the same product in the same issue dates of *Dermatology News* and *Cutis*, and receive 7.5% off your black-and-white and color rates in both publications.

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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.

ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,550	\$4,395	\$4,325	\$4,225	\$4,125	\$4,020	\$3,960	\$3,850	\$3,790	\$3,710
3/4 Page	4,215	4,005	3,855	3,815	3,800	3,780	3,650	3,625	3,355	3,315
Island Page	3,525	3,325	3,260	3,195	3,125	3,040	3,005	2,945	2,890	2,835
1/2 Page	3,385	3,190	3,055	2,985	2,945	2,860	2,760	2,715	2,645	2,620
1/4 Page	1,715	1,600	1,550	1,505	1,480	1,440	1,395	1,380	1,340	1,325

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,795	\$6,640	\$6,570	\$6,470	\$6,370	\$6,265	\$6,205	\$6,095	\$6,035	\$5,955
3/4 Page	6,460	6,250	6,100	6,060	6,045	6,025	5,895	5,870	5,600	5,560
Island Page	5,770	5,570	5,505	5,440	5,370	5,285	5,250	5,190	5,135	5,080
1/2 Page	5,630	5,435	5,300	5,230	5,190	5,105	5,005	4,960	4,890	4,865
1/4 Page	3,960	3,845	3,795	3,750	3,725	3,685	3,640	3,625	3,585	3,570

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$2,245
Five Color Rates (4C + PMS)	\$3,695

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	\$7,130	\$6,730	\$6,570	\$6,460	\$6,315	\$6,145	\$6,075	\$5,950	\$5,820	\$5,730
2-Page King	9,200	8,885	8,735	8,535	8,330	8,120	7,990	7,775	7,650	7,510
4-Page A-size	14,255	13,470	13,140	12,915	12,620	12,290	12,130	11,895	11,665	11,455
4-Page King	18,390	17,770	17,470	17,085	16,670	16,255	15,990	15,555	15,310	15,000
6-Page A-size	21,360	20,200	19,715	19,360	18,935	18,430	18,190	17,845	17,490	17,180
6-Page King	27,595	26,650	26,220	25,630	25,000	24,375	23,985	23,315	22,970	22,505
8-Page A-size	28,480	26,915	26,295	25,825	25,255	24,570	24,265	23,790	23,315	22,905
8-Page King	36,770	35,520	34,960	34,180	33,345	32,505	31,985	31,085	30,625	29,995

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

CHILDREN'S SKIN CARE COMBINATION DISCOUNT DERMATOLOGY NEWS + PEDIATRIC NEWS

7.5% off *Dermatology News* and 10% off *Pediatric News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Dermatology News* and *Pediatric News*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$5,040
Five Color Rates (4C + PMS)	\$7,645

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,215	\$10,880	\$10,775	\$10,530	\$10,325	\$10,090	\$9,975	\$9,770	\$9,670	\$9,495
3/4 Page	10,460	10,115	9,845	9,650	9,480	9,290	9,085	8,965	8,610	8,390
Island Page	8,430	8,100	7,945	7,695	7,540	7,350	7,205	7,105	7,030	6,865
1/2 Page	8,180	7,855	7,640	7,325	7,230	7,060	6,870	6,750	6,625	6,565
1/4 Page	4,130	3,950	3,875	3,680	3,635	3,575	3,410	3,380	3,305	3,280

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$17,240	\$16,575	\$16,245	\$15,740	\$15,415	\$15,030	\$14,740	\$14,520	\$14,350	\$14,035
2-Page King	22,935	22,265	22,040	21,530	21,125	20,640	20,395	19,990	19,765	19,445
4-Page A-size	34,475	33,150	32,475	31,485	30,825	30,050	29,445	29,050	28,715	28,065
4-Page King	45,870	44,515	44,085	43,080	42,255	41,300	40,805	39,975	39,545	38,875
6-Page A-size	51,700	49,715	48,725	47,215	46,245	45,085	44,170	43,575	43,070	42,105
6-Page King	68,820	66,775	66,125	64,620	63,380	61,940	61,190	59,960	59,330	58,305
8-Page A-size	68,930	66,285	64,970	62,975	61,660	60,115	58,905	58,095	57,420	56,130
8-Page King	91,745	89,015	88,180	86,165	84,520	82,595	81,600	79,950	79,100	77,730

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.

DERMATOLOGY MARKET DUO DERMATOLOGY NEWS + CUTIS

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 *Dermatology News* and *Cutis*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$3,755
Five Color Rates (4C + PMS)	\$6,015

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 Insert	NA	\$12,965	\$12,720	\$12,375	\$12,070	\$11,710	\$11,340	\$10,805	\$10,550	\$10,360
4 page Insert	NA	25,945	25,460	24,775	24,165	23,430	22,670	21,600	21,140	20,740
6 page Insert	NA	NA	38,200	37,155	36,235	35,165	34,005	32,400	31,690	31,100
8 page Insert	NA	NA	50,935	49,550	48,320	46,890	45,340	43,195	42,250	41,465

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.

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

PowerBuy rates + 7.5% Off *Dermatology News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Dermatology 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	\$6,435
Five Color Rates (4C + PMS)	\$11,020

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$32,280	\$30,735	\$29,660	\$28,610	\$28,165	\$27,430	\$26,845	\$26,295	\$25,950	\$25,735	\$25,305	\$24,885
3/4 Page	28,980	27,535	26,430	25,605	25,280	24,820	24,295	23,865	22,970	22,610	22,400	21,830
Island Page	22,060	20,945	20,205	19,510	19,220	18,690	18,310	17,970	17,710	17,555	17,275	17,005
1/2 Page	21,720	20,665	19,860	19,160	18,870	18,455	17,915	17,460	17,230	17,140	16,830	16,655
1/4 Page	10,640	10,115	9,640	9,290	9,145	8,930	8,670	8,480	8,290	8,220	8,180	7,990

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	288x
2-Page A-size	\$45,340	\$43,050	\$41,485	\$40,075	\$39,480	\$38,405	\$37,600	\$36,915	\$36,480	\$36,075	\$35,480	\$34,955
2-Page King	66,335	63,160	60,950	58,770	57,875	56,335	55,140	54,030	53,445	52,875	52,010	51,130
4-Page A-size	90,660	86,110	82,990	80,135	78,955	76,795	75,190	73,830	72,985	72,140	70,970	69,900
4-Page King	132,670	126,335	121,910	117,560	115,780	112,700	110,280	108,065	106,905	105,750	103,995	102,255
6-Page A-size	135,980	129,155	124,480	120,205	118,440	115,200	112,780	110,750	109,480	108,210	106,445	104,835
6-Page King	199,000	189,495	182,870	176,340	173,650	169,035	165,430	162,080	160,355	158,630	156,005	153,380
8-Page A-size	181,300	172,180	165,985	160,280	157,930	153,580	150,390	147,650	145,955	144,270	141,920	139,790
8-Page King	265,320	252,640	243,825	235,125	231,545	225,395	220,580	216,100	213,800	211,495	207,995	204,500

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

COVER TIPS

- 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.
- Contact your sales representative for pricing.

Space Reservations

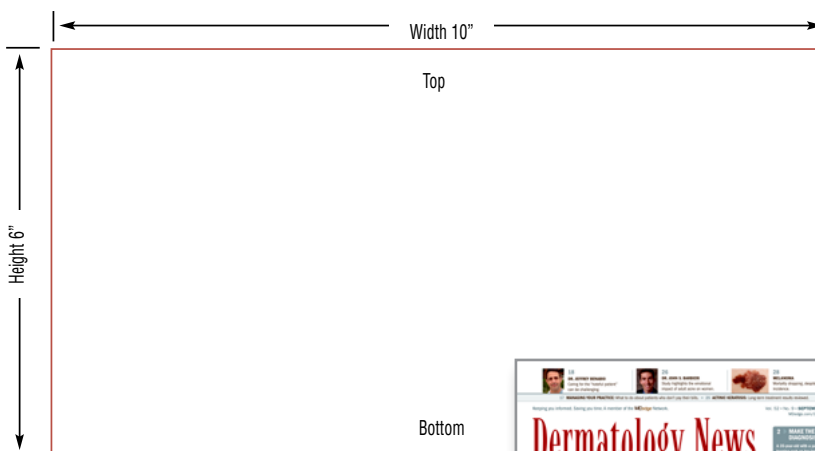
Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

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-cancelable and will be invoiced in full.

Note: Specifications not drawn to actual size



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 *Dermatology 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 Cheryl Wall at cwall@mdedge.com for details and pricing.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.

PRINTING INFORMATION

Frontline Medical Communications (FMC) 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**
Email files to mdproduction@mdedge.com.
Indicate in the body of the email:
 - Publication name,
 - Issue date,
 - Product,
 - Manufacturer,
 - Contact name, email and telephone number.

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 body of the email.

● 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:

Dermatology 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:
Dermatology News
Frontline Medical Communications
Attn: Cheryl Wall
Phone: 978-356-0032
cwall@mdedge.com

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

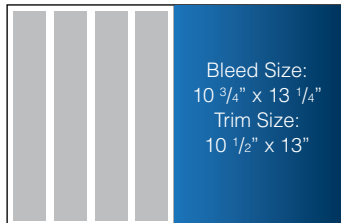
Conferences

ABOUT FRONTLINE

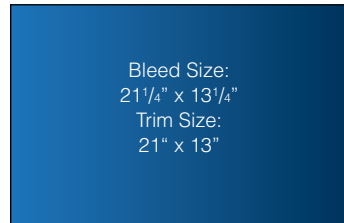
For further information,
contact the sales representative.

SPECIFICATIONS

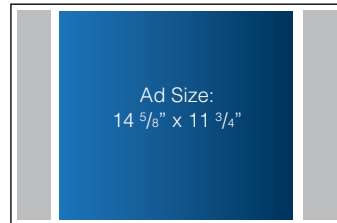
King-size Page



King-size Spread



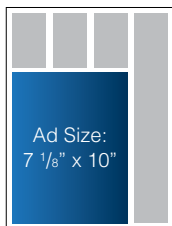
3/4 Vertical Spread



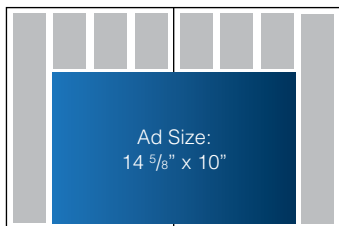
3/4 Vertical



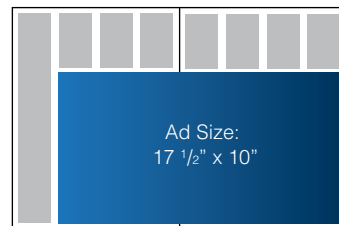
Island Page



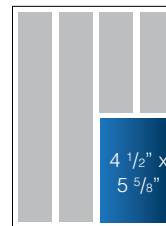
Island Spread



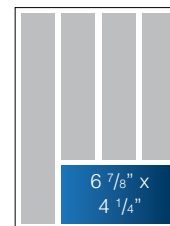
Island Page + 3/4 Page Horiz.



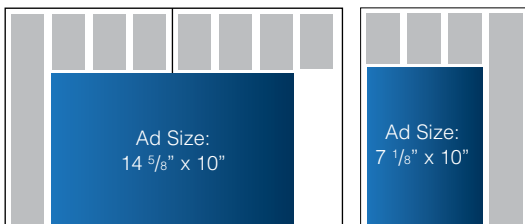
1/4 Page
Vertical



1/4 Page
Horizontal



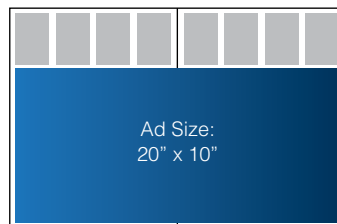
Island Spread + Island Page



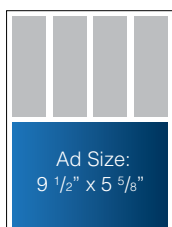
3/4 Horizontal



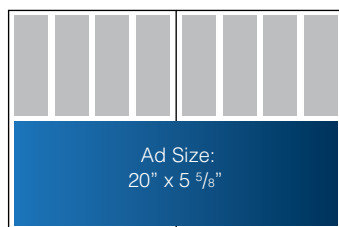
3/4 Horizontal Spread



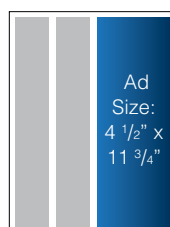
1/2 Page
Horizontal



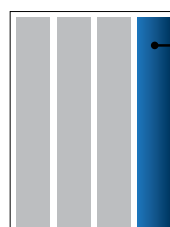
1/2 Horizontal Spread



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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives &
Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

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 newspaper’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 *Dermatology News* 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 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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
July	5/18	6/1	See page 2	Pediatric Dermatology
October	8/18	9/1	See page 2	Psoriasis and Psoriatic Arthritis
November	9/19	10/3	See page 2	Atopic Dermatitis

Supplement will polybag and mail with that month's issue.
Supplement will be posted online in the medical education library of the newspaper's website.

RATES

Special rate card is used for multi-sponsored supplements. Monthly *Dermatology News* costs provided in this media kit are not applicable to multi-sponsored supplements. Please consult with the Publisher for advertising rate card for these topic focused issues.

AD SPECIFICATIONS

- **1 PAGE**
Trim size: 7 7/8" x 10 3/4"
Bleed size: 8 1/8" x 11"
- **SPREAD:**
Trim size: 15 3/4" x 10 3/4"
Bleed size: 16" x 11"
- **Live matter:** Allow 1/4" safety all sides

RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital file will not be altered or manipulated

UPLOADING INSTRUCTIONS

Email files to mdproduction@mdedge.com.
Indicate in the body of the email:

- Publication name,
- Issue date,
- Product,
- Manufacturer,
- Contact name, email and telephone number.

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

CANCELLATION POLICY

Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancelable and will be invoiced in full.

Please consult with Publisher on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with Publisher regarding availability and costs.

Please note: All 2021 advertisers have FROR on any premium placements. For any insertion orders issued for above, please state ad is approved for both print and digital placements.

INSERTS

Please consult with [Cheryl Wall](#), for quantity and specs.



CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative.

INTEGRATED MEDIA OPPORTUNITIES

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

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

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

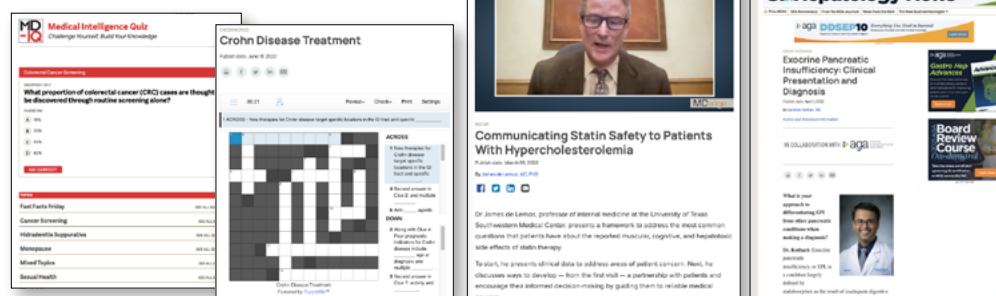
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontliners.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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.



As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events.

The Company has multichannel "scale". 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®

Pediatric News®

Physicians' Travel & Meeting Guide® *

Rheumatology News®

* Online only

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative.