



Pediatric News[®]

MDedge[®] | Pediatrics

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Launched in 1967, *Pediatric News*[®] is one of the leading independent newspapers for pediatricians. With specialty-focused news and insightful commentary – in a clear, concise, accessible format – *Pediatric News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Pediatric News* is published monthly and circulates to over 59,500 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All news articles are researched, written, and produced by professional medical journalists.

Pediatric News can be found online at www.mdedge.com/pediatrics, part of the MDedge[®] web portal. Award-winning daily news coverage, columns and commentaries, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by contacting editors and sharing articles via social media such as Facebook and Twitter. *Pediatric News* is the best way for pediatricians to stay up-to-date, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS CLASSIFIED/RECRUITMENT

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ABOUT FRONTLINE

For further information,
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GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1967
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
- **EDITORIAL/ADVERTISING RATIO**
55% editorial/45% advertising
- **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:

National Assoc of Pediatric Nurse Practitioners
Orlando, FL; March 15-18, 2023

October Issue:

American Academy of Pediatrics
Washington, DC; Oct 20-24, 2023

Bonus distribution for multi-sponsored supplements will be distributed at various meetings depending upon publication date. These can include: American Academy of Pediatrics & NapNap.

- b. Sales force bulk subscription discount available.

● AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

- a. Agency commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

● CANCELLATIONS

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are non-cancellable within 60

days of the issue's closing date.

- **EDITORIAL:** MDedge Pediatrics website, e-newsletters, and the *Pediatric News* print publication provide practicing physicians with timely and relevant news, conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice. All news articles are researched, written and produced by professional medical journalists.

News topics range from vaccinations to mental health to dermatology and many others, with commentaries from leaders in the field adding clinical perspective.

Columnists offer insights on issues in behavioral pediatrics, infectious diseases, child psychiatry, transgender health, and ethics.

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EDITORIAL MEETING CALENDAR

2023 Pediatrics Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
Innovations in Dermatology	11/03/22	January 2023
American Epilepsy Society (AES)	12/02/22	February 2023
Society for Maternal-Fetal Medicine (SMFM): The Pregnancy Meeting	02/07/23	April 2023
American Academy of Dermatology (AAD) Annual Meeting	03/18/23	May 2023
American Academy of Allergy, Asthma, & Immunology (AAAAI)	04/24/23	June 2023
American Academy of Neurology (AAN)	04/24/23	June 2023
Pediatric Academic Societies (PAS)	04/27/23	June 2023
American Urological Association (AUA)	04/28/23	June 2023
American Association of Clinical Endocrinologists (AACE)	05/03/23	June 2023
Digestive Disease Week (DDW 2023)	05/06/23	June 2023
American Psychiatric Association (APA)	05/20/23	July 2023
EULAR (European League Against Rheumatism): 2023 Congress	06/01/23	August 2023
American Society of Clinical Oncology (ASCO)	06/03/23	August 2023
Endocrine Society: ENDO 2023	06/15/23	August 2023
American Diabetes Association (ADA)	06/24/23	August 2023
American Neurological Association (ANA)	09/09/23	November 2023
European Association for the Study of Diabetes (EASD)	10/03/23	December 2023
American Academy of Pediatrics (AAP): National Conference and Exhibition	10/08/23	December 2023

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CIRCULATION

Pediatric News reaches over 59,500 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners.

CIRCULATION ANALYSIS							
Specialty	Office-Based	Residents	Hospital Staff	Semi-Retired	Osteopaths*	Other Professional Activity	TOTAL QUALIFIED
Pediatrics	41,168	5,946	5,678	298	4,020	331	57,441
Pediatrics, Infectious Disease	476	166	152	-	4	17	815
Pediatric Nurse Practitioners	-	-	-	-	-	-	1,697
Total Qualified Distribution	41,644	6,112	5,830	298	4,024	348	59,953

Source: July 2022 BPA Circulation Statement
For more detailed BPA circulation information, [click here](#).

*NOTE: Osteopaths consists of office-based, hospital-based and other practice.

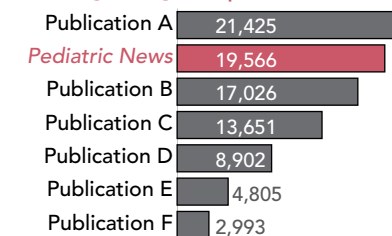
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 8, 2022	December 15, 2022
February	January 12	January 20
March	February 10	February 17
April	March 16	March 23
May	April 13	April 20
June	May 11	May 18
July	June 13	June 21
August	July 13	July 20
September	August 16	August 23
October	September 14	September 21
November	October 16	October 23
December	November 8	November 16

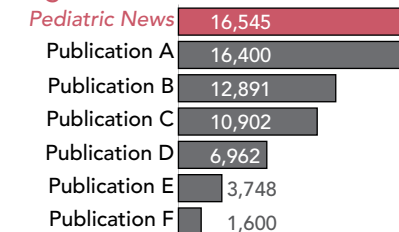
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High Readers



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

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

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2023. Full year 2022 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2023. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

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 of insertions is

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%

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 Pediatric News. 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.

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.

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

(cont'd)

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of Pediatric 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 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.)

- a. Run an ad for the same product in five (5) issues

of Pediatric News during 2023 and receive your 6th insertion at no charge. Ads do not need to run consecutively. Free ad must be same size as unit (or smaller) than previously placed space. Premium position charges still applicable on free ad. Free ads count toward earned frequency.

- b. Run an ad for the same product in every issue (12) of Pediatric News during 2023 and receive the 6th and 12th insertions at no charge. Free ad must be same size as unit (or smaller) than previously placed space. Premium position charges still applicable on free ads. Free ads count toward earned frequency.
- c. Run an ad for the same product in every issue (12) of Pediatric News during 2023 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply. Cover tips do not get counted towards continuity discount program.

New Advertiser Program

Any advertiser that has not placed space in the last 12 months earns 10% off each insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

ADVERTISING OPPORTUNITIES / INSERTS

Split Runs

• SPECIFICATIONS

1. 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.
2. Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. 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

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

SPLIT-RUN RATES—RUN-OF-BOOK

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

• DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

Business Reply Cards (BRCs)

Business reply cards (BRCs) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business Center.

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,785	\$7,570	\$7,525	\$7,355	\$7,235	\$7,080	\$7,015	\$6,900	\$6,850	\$6,735
3/4 Page	7,290	7,125	6,975	6,800	6,630	6,435	6,345	6,235	6,120	5,915
Island Page	5,745	5,580	5,475	5,265	5,165	5,040	4,915	4,870	4,840	4,715
1/2 Page	5,610	5,450	5,350	5,070	5,005	4,905	4,795	4,710	4,645	4,600
1/4 Page	2,825	2,745	2,710	2,540	2,520	2,490	2,355	2,335	2,295	2,285

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,080	\$10,865	\$10,820	\$10,650	\$10,530	\$10,375	\$10,310	\$10,195	\$10,145	\$10,030
3/4 Page	10,585	10,420	10,270	10,095	9,925	9,730	9,640	9,530	9,415	9,210
Island Page	9,040	8,875	8,770	8,560	8,460	8,335	8,210	8,165	8,135	8,010
1/2 Page	8,905	8,745	8,645	8,365	8,300	8,200	8,090	8,005	7,940	7,895
1/4 Page	6,120	6,040	6,005	5,835	5,815	5,785	5,650	5,630	5,590	5,580

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$3,295
Five Color Rates (4C + PMS)	\$4,695

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	\$11,830	\$11,500	\$11,295	\$10,850	\$10,635	\$10,385	\$10,135	\$10,020	\$9,960	\$9,705
2-Page King	16,030	15,605	15,510	15,150	14,910	14,590	14,450	14,220	14,100	13,885
4-Page A-size	23,655	22,990	22,580	21,710	21,280	20,760	20,250	20,055	19,915	19,410
4-Page King	32,065	31,200	31,030	30,305	29,815	29,180	28,905	28,430	28,205	27,775
6-Page A-size	35,490	34,480	33,875	32,565	31,920	31,150	30,385	30,075	29,880	29,125
6-Page King	48,105	46,805	46,525	45,460	44,725	43,770	43,340	42,660	42,315	41,655
8-Page A-size	47,320	45,985	45,165	43,430	42,555	41,540	40,510	40,100	39,840	38,825
8-Page King	64,145	62,400	62,045	60,610	59,640	58,365	57,795	56,885	56,415	55,540

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

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

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

PowerBuy rate and 7.5% Discount off *Pediatric News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Pediatric 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	\$7,410
Five Color Rates (4C + PMS)	\$11,945

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$35,270	\$33,670	\$32,620	\$31,505	\$31,040	\$30,260	\$29,670	\$29,120	\$28,780	\$28,535	\$28,105	\$27,685
3/4 Page	31,825	30,420	29,315	28,365	27,900	27,275	26,790	26,275	25,525	25,015	24,805	24,235
Island Page	24,115	23,030	22,255	21,425	21,110	20,540	20,075	19,750	19,510	19,295	19,015	18,745
1/2 Page	23,780	22,755	21,985	21,090	20,775	20,345	19,795	19,305	19,080	18,970	18,660	18,485
1/4 Page	11,670	11,175	10,710	10,250	10,105	9,905	9,560	9,365	9,175	9,110	9,070	8,880

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$49,690	\$47,465	\$45,860	\$44,135	\$43,475	\$42,325	\$41,355	\$40,680	\$40,310	\$39,750	\$39,155	\$38,630
2-Page King	72,655	69,375	67,215	64,890	63,960	62,320	61,115	59,995	59,415	58,775	57,910	57,030
4-Page A-size	99,355	94,915	91,720	88,270	86,965	84,630	82,700	81,375	80,615	79,500	78,330	77,260
4-Page King	145,320	138,760	134,455	129,785	127,940	124,655	122,225	119,975	118,835	117,565	115,810	114,070
6-Page A-size	149,050	142,365	137,580	132,420	130,450	126,965	124,060	122,065	120,940	119,260	117,495	115,885
6-Page King	217,970	208,140	201,650	194,680	191,895	186,975	183,335	179,975	178,250	176,345	173,720	171,095
8-Page A-size	198,725	189,820	183,440	176,565	173,935	169,280	165,415	162,740	161,240	159,000	156,650	154,520
8-Page King	290,645	277,505	268,875	259,575	255,865	249,320	244,455	239,965	237,655	235,125	231,625	228,130

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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

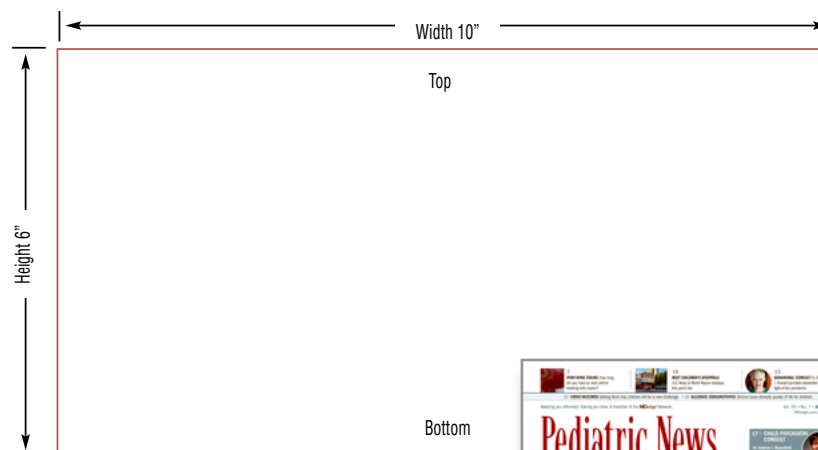
Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

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-cancellable 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 *Pediatric 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.

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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:

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

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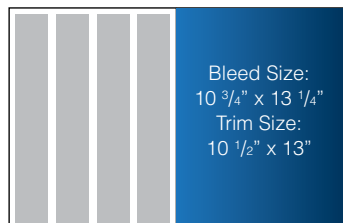
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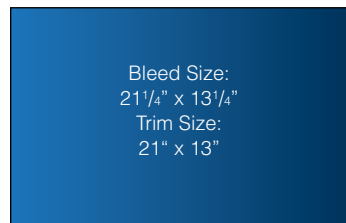
For further information,
contact the sales representative

SPECIFICATIONS

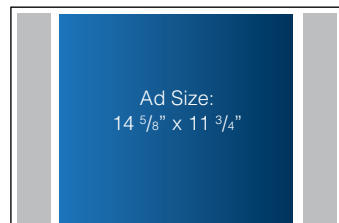
King-size Page



King-size Spread



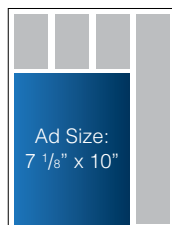
3/4 Vertical Spread



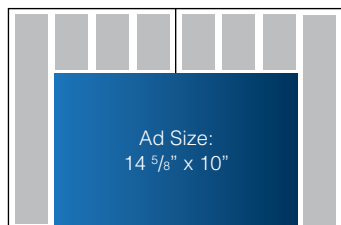
3/4 Vertical



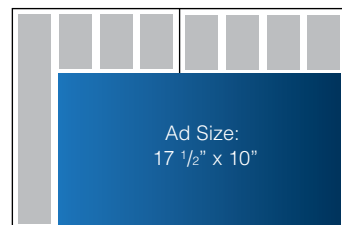
Island Page



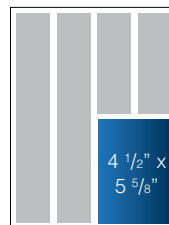
Island Spread



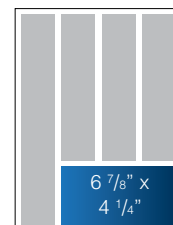
Island Page + 3/4 Page Horiz.



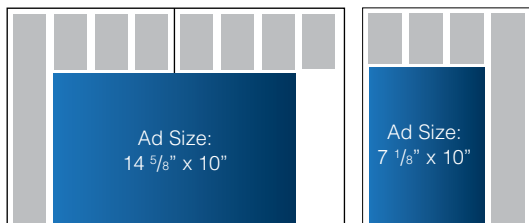
1/4 Page
Vertical



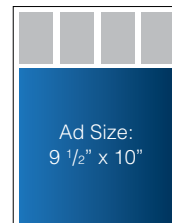
1/4 Page
Horizontal



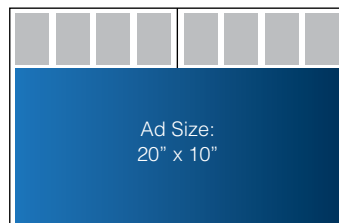
Island Spread + Island Page



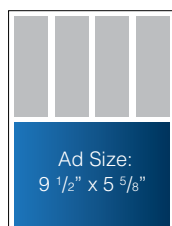
3/4 Horizontal



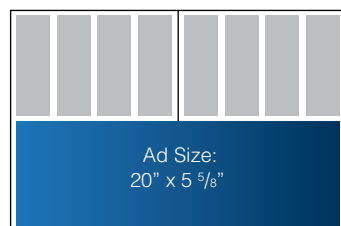
3/4 Horizontal Spread



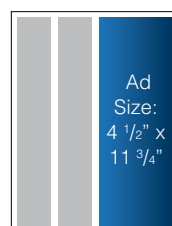
1/2 Page
Horizontal



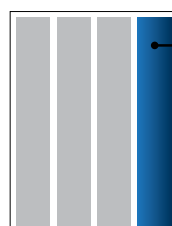
1/2 Horizontal Spread



1/2 Page
Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ³/₈" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

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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 *Pediatric 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

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MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
July	5/18	6/1	See page 2	Pediatric Dermatology
September	7/26	8/9	See page 2	Vaccines and Infectious Diseases

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 *Pediatric 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.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the body of the email.

CANCELLATION POLICY

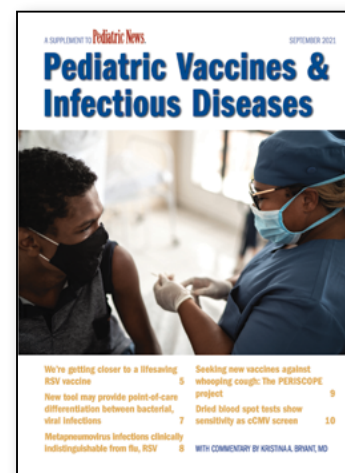
Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

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



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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.

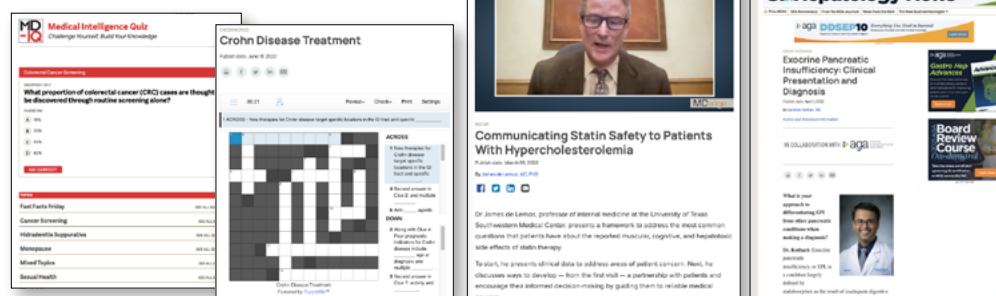
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you 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 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

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

The Company has multichannel "scale". Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multichannel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach and #2 in total combined web & print physician engagement with 26 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 25+ print and digital brands in 18+ markets. A single, comprehensive resource, MDedge saves HCPs time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, videos, resource centers, practice management, medical education, interactive challenge centers, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching nearly one third of the measured physician universe an average of 7x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally.
- We engage with key opinion leaders as authors and editorial/advisory board members.
- Partnerships with notable societies and key medical associations.
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact the sales representative directly or call 973-206-3434.

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

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

MDedge®

A Unified Multichannel Platform Built on Brand Equity

Cardiology News®

CHEST Physician®

Clinical Endocrinology News®

Clinical Psychiatry News®

Clinician Reviews® *

Current Psychiatry®

Cutis®

Dermatology News®

Family Practice News®

Federal Practitioner®

GI & Hepatology News®

MDedge.com/Hematology-Oncology*

MDedge.com/InfectiousDisease *

Internal Medicine News®

Journal of Clinical Outcomes Management®

The Journal of Family Practice®

Neurology Reviews®

OBG Management®

Pediatric News®

Physicians' Travel & Meeting Guide® *

Rheumatology News®

* Online only

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