



# Internal Medicine News®

**MDedge®** | Internal Medicine

## 2023 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

For over 50 years, *Internal Medicine News*® has been the leading independent newspaper for internal medicine. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Internal Medicine News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Internal Medicine News* is published 12 times per year and circulates to more than 98,000 general internists and related subspecialists. All news articles are researched, written, and produced by professional medical journalists.

*Internal Medicine News* can also be found online at [www.mdedge.com/internalmedicine](http://www.mdedge.com/internalmedicine) (part of the MDedge® web portal). This site is updated throughout the day with specialty-specific news with expert clinician commentary, key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, ClinicalEdge® summaries, and special reports 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. *Internal Medicine News* is the best way for physicians to stay up-to-date, save time, and gain perspective.

### ADVERTISING / CONTRACTS / INSERTION ORDERS CLASSIFIED/RECRUITMENT

**SHARON FINCH**  
SVP, Group Publisher  
201-463-0166  
[sfinch@mdedge.com](mailto:sfinch@mdedge.com)



### PRINT PRODUCTION

**REBECCA SLEBODNIK**  
Director of Production/  
Manufacturing  
240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

Frontline Medical Communications  
283-299 MARKET ST  
(2 GATEWAY BUILDING)  
4TH FLOOR  
NEWARK, NJ 07102  
973-206-3434  
[www.frontlinerrates.com](http://www.frontlinerrates.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

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For further information,  
contact the sales representative.

# GENERAL INFORMATION

*Internal Medicine News* is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1968
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

● **CONTRACT AND COPY REGULATIONS**

- a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

● **ADVERTISERS' INDEX**

Back-of-book

● **ADVERTISING SERVICE**

- a. Convention Bonus Distribution:  
*\*pending live conferences*

**April Issue:**

- American College of Physicians (ACP)  
San Diego, CA; Apr 27-29, 2023
- Society of General Internal Medicine (SGIM)  
Aurora, CO; May 10-13, 2023

- 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**

*Internal Medicine News*, through its e-newsletters, MDedge Internal Medicine website, and the print publication, provide practicing physicians with timely and relevant news from coverage of medical conferences, journals,

guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in internal medicine. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect internists' pocketbooks and how they manage their practice. All news articles are researched, written and produced by professional medical journalists.

● **EDITORIAL/ADVERTISING RATIO**

55% editorial/45% advertising

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## EDITORIAL MEETING CALENDAR

### 2023 Internal Medicine Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Epilepsy Society (AES)	12/02/22	January 2023
San Antonio Breast Cancer Symposium (SABCS)	12/06/22	January 2023
American Society of Hematology (ASH)	12/10/22	January 2023
American Society of Clinical Oncology (ASCO-GI/GICS) Gastrointestinal Cancers Symposium	01/19/23	March 2023
International Stroke Conference	02/08/23	March 2023
American Association for Geriatric Psychiatry (AAGP) Annual Meeting	03/03/23	April 2023
American College of Cardiology/World Congress of Cardiology (ACC)	03/04/23	April 2023
American Academy of Dermatology (AAD) Annual Meeting	03/17/23	May 2023
Osteoarthritis Research Society International: OARSI 2023 World Congress	03/17/23	May 2023
American Association for Cancer Research (AACR)	04/14/23	June 2023
American Academy of Neurology (AAN)	04/23/23	June 2023
American Academy of Allergy, Asthma, & Immunology (AAAAI)	04/24/23	June 2023
American College of Physicians (ACP) Internal Medicine Meeting	04/27/23	June 2023
American Urological Association (AUA)	04/28/23	June 2023
American Association of Clinical Endocrinology (AACE)	05/03/23	June 2023
Digestive Disease Week (DDW)	05/06/23	June 2023
Society of General Internal Medicine (SGIM)	05/10/23	June 2023
American Thoracic Society (ATS): International Conference	05/19/23	July 2023
Heart Rhythm Society (HRS): Heart Rhythm 23	05/19/23	July 2023
American Psychiatric Association (APA)	05/20/23	July 2023
American Society of Clinical Psychopharmacology (ASCP)	05/30/23	July 2023
EULAR (European League Against Rheumatism Congress)	05/31/23	July 2023
American Society of Clinical Oncology (ASCO)	06/02/23	July 2023

(continued)

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ON SITE MEETING COVERAGE (continued)	COVERAGE BEGINS	PRINT EDITION
Endocrine Society: ENDO	06/15/23	August 2023
American Diabetes Association (ADA)	06/23/23	August 2023
Alzheimer's Association International Conference (AAIC)	07/16/23	September 2023
Hypertension Scientific Sessions (Hypertension 2023)	09/07/23	October 2023
American Neurological Association (ANA)	09/09/23	November 2023
North American Menopause Society (NAMS)	09/27/23	November 2023
European Association for the Study of Diabetes (EASD 2023)	10/03/23	November 2023
Heart Failure Society of America (HFSA) Annual Scientific Meeting	10/06/23	November 2023
CHEST Annual Meeting	10/08/23	November 2023
European Academy of Dermatology & Venereology (EADV)	10/11/23	November 2023
European Society for Medical Oncology (ESMO) Congress	10/20/23	December 2023
American Society of Nephrology (ASN): Kidney Week	11/02/23	December 2023
American Heart Association (AHA): Scientific Sessions 2023	11/11/23	December 2023

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## CIRCULATION

*Internal Medicine News* reaches over 98,000 patient-care internists, general practitioners, and osteopaths.

CIRCULATION ANALYSIS							
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopathic Physicians	Semi-Retired	TOTAL QUALIFIED
Cardiovascular Diseases	1,329	49	211	64	10	20	1,683
Diabetes	11	-	1	1	-	1	14
Endocrinology	355	16	25	12	-	9	417
Gastroenterology	918	51	71	28	14	14	1,096
Infectious Diseases	368	12	75	8	-	21	484
Internal Medicine	63,707	3,091	13,638	-	8,862	-	89,298
Internal Medicine, Geriatrics	2,725	105	478	-	89	-	3,397
Nephrology	648	20	58	20	3	18	767
Pulmonary Diseases	238	3	40	20	-	3	304
Rheumatology	520	7	42	17	1	8	595
<b>Total Qualified Distribution</b>	<b>70,819</b>	<b>3,354</b>	<b>14,639</b>	<b>170</b>	<b>8,979</b>	<b>94</b>	<b>98,055</b>

Source: July 2022 BPA Circulation Statement

For more detailed BPA circulation information, [CLICK HERE](#).

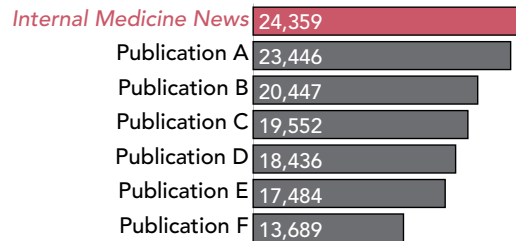
## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 12, 2022	December 19, 2022
February	January 18	January 25
March	February 14	February 22
April	March 20	March 27
May	April 17	April 24
June	May 16	May 23
July	June 16	June 26
August	July 18	July 25
September	August 18	August 25
October	September 18	September 25
November	October 18	October 25
December	November 14	November 21

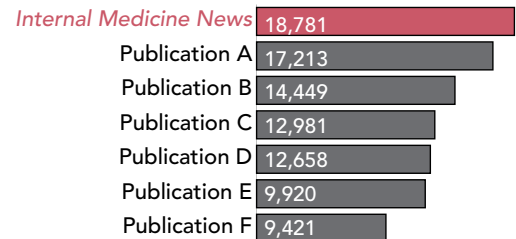
Stated Date of Mailing and Class: 15<sup>th</sup> of publication month. Periodicals class.

## READERSHIP SCORES

### Average Page Exposures



### High Readers



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

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

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

## Combination Buys And Market Duos

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

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

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

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

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at [www.frontlinerate.com](http://www.frontlinerate.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 *Internal Medicine 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 *Internal Medicine 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 *Internal Medicine 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 *Internal Medicine News* during 2023 and deduct 8.3% off each insertion throughout the year.

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

Cover tips do not get counted towards continuity discount program.

## New Advertiser Program

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

## Split Runs

### • SPECIFICATIONS

- Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
- Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
- All split-run ROB advertising units must be the same size.
- Split-run additional production charges are commissionable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
- The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

### • SPLIT-RUN RATES—INSERTS

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

### • SPLIT-RUN RATES—RUN-OF-BOOK

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

### • DISCOUNTS

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

## Business Reply Cards (BRCs)

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

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# ADVERTISING RATES

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$17,715	\$16,815	\$15,675	\$15,120	\$14,940	\$14,660	\$14,220	\$13,685	\$13,075	\$12,775	\$12,005	\$10,785
3/4 Page	16,150	15,335	14,260	13,830	13,680	13,450	13,205	12,850	11,745	11,200	10,790	9,595
Island Page	12,775	12,100	11,280	10,895	10,715	10,565	10,225	9,930	9,355	9,065	8,695	7,850
1/2 Page	12,645	12,060	11,165	10,810	10,695	10,485	10,180	9,865	9,260	8,980	8,585	7,695
1/4 Page	6,480	6,155	5,705	5,525	5,450	5,340	5,200	5,005	4,660	4,500	4,335	3,880

BLACK-AND-WHITE (ROB) + 4-COLOR RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$20,835	\$19,935	\$18,795	\$18,240	\$18,060	\$17,780	\$17,340	\$16,805	\$16,195	\$15,895	\$15,125	\$13,905
3/4 Page	19,270	18,455	17,380	16,950	16,800	16,570	16,325	15,970	14,865	14,320	13,910	12,715
Island Page	15,895	15,220	14,400	14,015	13,835	13,685	13,345	13,050	12,475	12,185	11,815	10,970
1/2 Page	15,765	15,180	14,285	13,930	13,815	13,605	13,300	12,985	12,380	12,100	11,705	10,815
1/4 Page	9,600	9,275	8,825	8,645	8,570	8,460	8,320	8,125	7,780	7,620	7,455	7,000

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$3,120
Five Color Rates (4C + PMS)	\$4,420

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	288x	396x
2-Page A-size	\$26,305	\$24,940	\$23,235	\$22,435	\$22,075	\$21,750	\$21,070	\$20,455	\$19,650	\$18,690	\$17,940	\$16,165
2-Page King	36,505	34,630	32,305	31,155	30,785	30,200	29,315	28,180	27,065	26,305	24,720	22,220
4-Page A-size	52,600	49,890	46,475	44,890	44,155	43,490	42,145	40,915	39,290	37,365	35,860	32,320
4-Page King	72,990	69,260	64,590	62,305	61,575	60,395	58,625	56,360	54,130	52,600	49,440	44,435
6-Page A-size	78,900	74,830	69,705	67,325	66,225	65,240	63,225	61,380	58,935	56,060	53,790	48,485
6-Page King	109,495	103,890	96,900	93,450	92,355	90,595	87,945	84,535	81,180	78,900	74,160	66,655
8-Page A-size	105,205	99,775	92,950	89,755	88,305	87,000	84,285	81,840	78,600	74,745	71,715	64,645
8-Page King	145,985	138,525	129,190	124,600	123,145	120,805	117,250	112,705	108,250	105,205	98,895	88,865

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# POWERBUY™

## INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *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	\$4,360
Five Color Rates (4C + PMS)	\$7,600

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$28,070	\$26,670	\$25,660	\$24,700	\$24,350	\$23,710	\$23,180	\$22,735	\$22,445	\$22,305	\$21,875	\$21,455
3/4 Page	25,080	23,830	22,865	22,075	21,765	21,325	20,920	20,510	19,865	19,545	19,335	18,765
Island Page	18,800	17,870	17,190	16,555	16,330	15,880	15,530	15,245	15,035	14,935	14,655	14,385
1/2 Page	18,590	17,715	17,035	16,400	16,145	15,810	15,360	14,950	14,785	14,715	14,405	14,230
1/4 Page	9,055	8,635	8,205	7,900	7,775	7,600	7,380	7,205	7,050	6,995	6,955	6,765

BLACK-AND-WHITE (ROB) + 4-COLOR RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$32,430	\$31,030	\$30,020	\$29,060	\$28,710	\$28,070	\$27,540	\$27,095	\$26,805	\$26,665	\$26,235	\$25,815
3/4 Page	29,440	28,190	27,225	26,435	26,125	25,685	25,280	24,870	24,225	23,905	23,695	23,125
Island Page	23,160	22,230	21,550	20,915	20,690	20,240	19,890	19,605	19,395	19,295	19,015	18,745
1/2 Page	22,950	22,075	21,395	20,760	20,505	20,170	19,720	19,310	19,145	19,075	18,765	18,590
1/4 Page	13,415	12,995	12,565	12,260	12,135	11,960	11,740	11,565	11,410	11,355	11,315	11,125

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$38,745	\$36,825	\$35,410	\$34,100	\$33,640	\$32,720	\$31,980	\$31,410	\$31,095	\$30,775	\$30,180	\$29,655
2-Page King	57,825	54,940	52,870	50,875	50,170	48,825	47,750	46,840	46,370	45,930	45,065	44,185
4-Page A-size	77,475	73,650	70,835	68,190	67,280	65,425	63,970	62,825	62,195	61,545	60,375	59,305
4-Page King	115,660	109,900	105,750	101,755	100,360	97,665	95,490	93,675	92,745	91,875	90,120	88,380
6-Page A-size	116,220	110,470	106,245	102,295	100,925	98,150	95,955	94,245	93,300	92,320	90,555	88,945
6-Page King	173,475	164,845	158,615	152,630	150,525	146,490	143,245	140,515	139,110	137,815	135,190	132,565
8-Page A-size	154,955	147,285	141,660	136,390	134,570	130,855	127,945	125,645	124,390	123,085	120,735	118,605
8-Page King	231,310	219,785	211,485	203,510	200,700	195,330	190,995	187,345	185,470	183,750	180,250	176,755

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For further information, contact the sales representative.

# SUPER POWERBUY

## INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS + JOURNAL OF FAMILY PRACTICE

### PowerBuy Rates + 25% off JFP Rates

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

**Full-run only.** Insertions count towards earned frequency.

#### COLOR RATES (In addition to black & white rates)

Four Color Rates	\$6,785
Five Color Rates (4C + PMS)	\$11,255

#### BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King + A-size	\$36,275	\$34,300	\$32,995	\$31,730	\$31,095	\$30,195	\$29,415	\$28,765	\$28,355	\$28,150	\$27,675	\$27,190
3/4 + A-size	33,285	31,460	30,200	29,105	28,510	27,810	27,155	26,540	25,775	25,390	25,135	24,500
Island + A-size	27,005	25,500	24,525	23,585	23,075	22,365	21,765	21,275	20,945	20,780	20,455	20,120
1/2 + A-size	23,595	22,385	21,455	20,625	20,205	19,690	19,110	18,560	18,350	18,250	17,920	17,720

#### INSERT RATES (KING+A-SIZE)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 page insert	NA	\$70,815	\$68,130	\$65,500	\$64,215	\$62,360	\$60,805	\$59,470	\$58,730	\$58,160	\$57,180	\$56,180
4 page insert	NA	NA	135,765	130,535	127,965	124,255	121,145	118,445	116,985	115,875	113,880	111,900
6 page insert	NA	NA	NA	195,575	191,695	186,100	181,470	177,440	175,235	173,580	170,590	167,615
8 page insert	NA	NA	NA	260,610	255,460	247,965	241,780	236,405	233,480	231,280	227,300	223,340

#### INSERT RATES (A-SIZE (ISLAND)+A-SIZE)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 page island insert	NA	\$52,700	\$50,670	\$48,725	\$47,685	\$46,255	\$45,035	\$44,040	\$43,455	\$43,005	\$42,295	\$41,650
4 page island insert	NA	NA	100,850	96,970	94,885	92,015	89,625	87,595	86,435	85,545	84,135	82,825
6 page island insert	NA	NA	NA	145,240	142,095	137,760	134,180	131,170	129,425	128,085	125,955	123,995
8 page island insert	NA	NA	NA	193,490	189,330	183,490	178,730	174,705	172,400	170,615	167,785	165,190

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For further information,  
contact the sales representative.

## COVER TIPS

FMC will print all standard cover tips. Standard adheres to specs below.

- Cost includes FMC printing of standard cover tips to specifications (one-sided, 4-color) as a value-added service. No rebates will be issued for client-supplied material.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI's, etc. These must be client supplied.
- Sample of non-standard cover tips must be supplied to the production manager for approval.
- Full run only. Continuity discounts or combination discounts are not applicable for cover tips.
- Contact your sales representative for pricing.

## Space Reservations

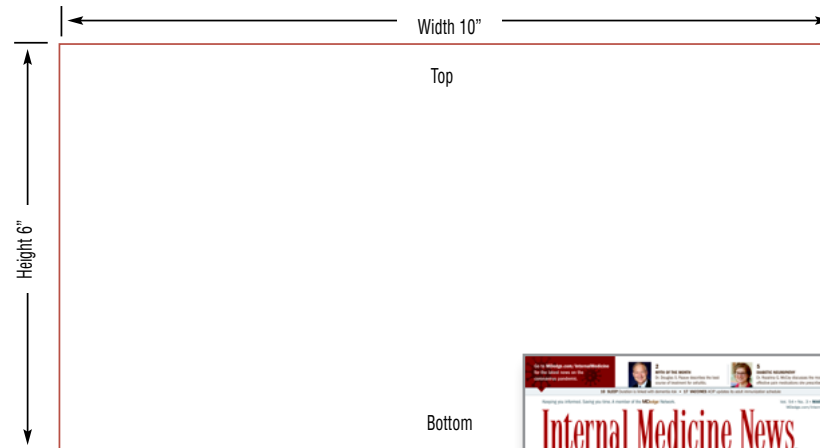
Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

## 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 *Internal Medicine 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 Sharon Finch at [sfinch@mdedge.com](mailto:sfinch@mdedge.com) for details and pricing.

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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](mailto:rslebodnik@mdedge.com)

- **FILE UPLOAD INSTRUCTIONS**  
Email files to [mdproduction@mdedge.com](mailto: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:**

*Internal Medicine 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:*

*Internal Medicine News*

Frontline Medical Communications

Attn: Sharon Finch

201-463-0166

[sfinch@mdedge.com](mailto:sfinch@mdedge.com)

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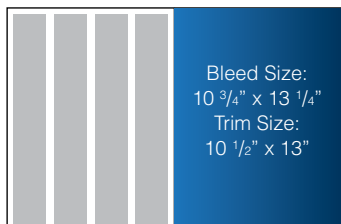
Conferences

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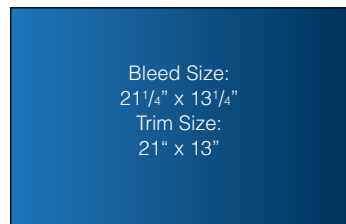
For further information,  
contact the sales representative.

## SPECIFICATIONS

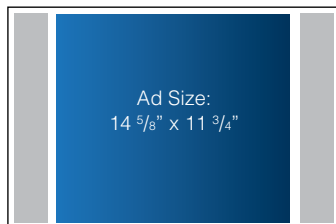
King-size Page



King-size Spread



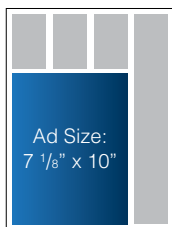
3/4 Vertical Spread



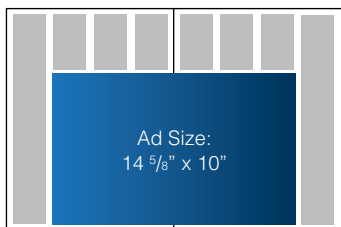
3/4 Vertical



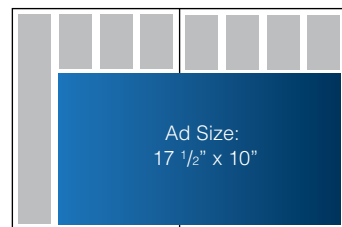
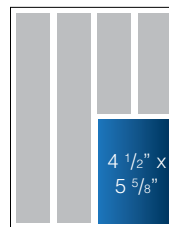
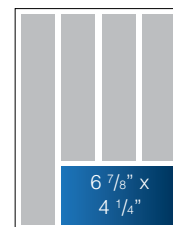
Island Page



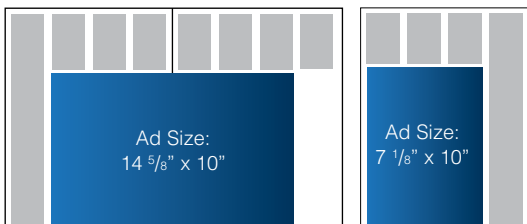
Island Spread



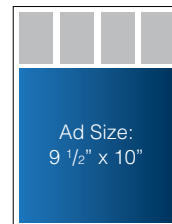
Island Page + 3/4 Page Horiz.

1/4 Page  
Vertical1/4 Page  
Horizontal

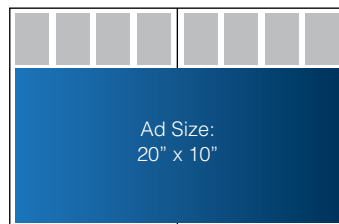
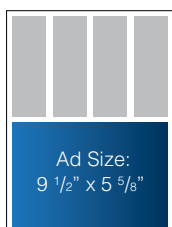
Island Spread + Island Page



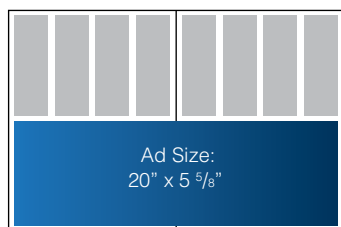
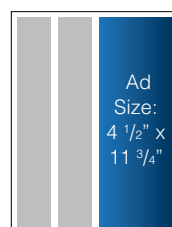
3/4 Horizontal



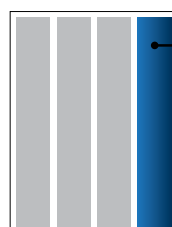
3/4 Horizontal Spread

1/2 Page  
Horizontal

1/2 Horizontal Spread

1/2 Page  
Vertical

1/4 Page Column



Journal Trim Size: 10  $\frac{1}{2}$ " x 13"

Live matter: Allow  $\frac{3}{8}$ " safety from all trim edges

Type of Binding: Saddle Stitch

Only Full Page Ads Bleed

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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 *Internal Medicine 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](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://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](mailto:Ray.Thibodeau@contentednet.com)  
[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 *Internal Medicine News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Internal Medicine News*
- Special issue supplements are posted online in the education center of [www.mdedge.com/internalmedicine](http://www.mdedge.com/internalmedicine)
- 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.

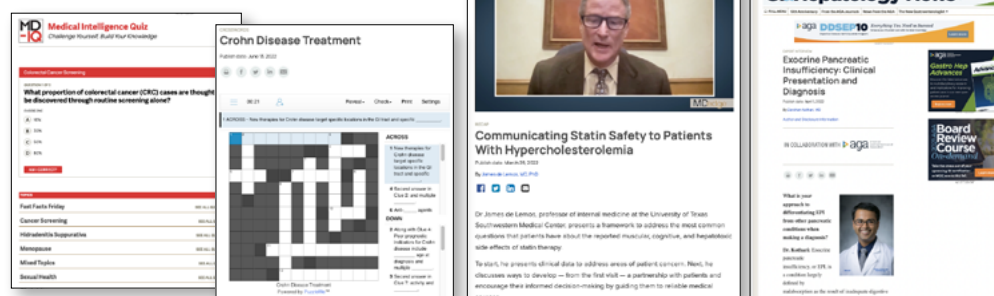
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you 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 [Frontliners.com](http://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](http://www.frontlinerrates.com) for an extensive look at our multichannel/platform opportunities.

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