



THE JOURNAL OF

FAMILY PRACTICE®

MDedge | Family Medicine

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

The Journal of Family Practice® is a peer-reviewed and indexed journal that provides its nearly 103,000 family physician readers with timely, practical, and evidence-based information that they can immediately put into practice. Research and applied evidence articles, plus patient-oriented departments such as Practice Alert, PURLs, and Clinical Inquiries, can be found in print and at mdedge.com/familymedicine, a part of the MDedge® web portal. The website, which logs an average of nearly 150,000 users every month, also offers videos by physician specialists, Residents' Rapid Review—a 5-question quiz designed specifically for those preparing to take the family medicine (re)certification exam, and interactive features such as Photo Rounds Friday—a weekly diagnostic puzzler.

ADVERTISING/CONTRACTS/ INSERTION ORDERS/ CLASSIFIED ADS

GEOFF WATKINS
Associate Publisher
973-206-9065
CELL: 973-768-8645
gwatkins@mdedge.com

PRINT PRODUCTION

MARIA AQUINO
Production Specialist
240-221-2418
maquino@mdedge.com

FRONTLINE MEDICAL COMMUNICATIONS

273-299 MARKET STREET
(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinerrates.com

FRONTLINE
MEDICAL COMMUNICATIONS

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions of our Rate Card](#) (click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "Advertisement" in at least 10-point type at the top. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

New Product Releases: No

Ad Format and Placement Policy

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

Ad/Edit Ratio Information: 45/55

Advertiser Services

*pending live conferences

2023 BONUS DISTRIBUTION:

September issue
AAFP
Oct 26-30
American Academy of Family Physicians
Chicago, IL

2023 CONVENTION VALUE ADDED PROGRAM

Free Booth Number Ad Striping for your ad in any conference issue.

EDITORIAL

General Editorial Direction

The Journal of Family Practice®, a peer-reviewed and indexed journal, publishes evidence-based clinical information supplemented by expert commentary on timely topics relevant to family physicians. Each issue includes review articles as well as Clinical Inquiries, Priority Updates from the Research Literature (PURLS®), Photo Rounds, Case Reports, and other regularly appearing departments, such as Practice Alert and Behavioral Health Consult, that keep physicians up to date on the latest recommendations for the diagnosis and treatment of common conditions. The journal recently added a column, Dx Across the Skin Color Spectrum, which is co-published with sister publication *Cutis*.

Special Focus Issues: None

Average Issue Information (2022)

- Applied Evidence articles
- Original Research articles
- Editorials
- Regularly appearing departments (Priority Updates from the Research Literature [PURLs], Photo Rounds, Practice Alert, Case Reports, Clinical Inquiries, Behavioral Health Consult, and Dx Across the Skin Color Spectrum).

Origin of Editorial

- Solicited: 90%
- Unsolicited: 10%
- Articles or abstracts from meetings or other publications: None.
- Peer review: All articles are reviewed by experts in the field under discussion.
- **WEBSITE:** Articles, including supplements, are available on the journal's website (www.mdedge.com/familymedicine) at the beginning of the month in which the issue has mailed.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

CIRCULATION

Description of Circulation Parameters

- Office-based MDs and DOs in Family Medicine, Family Practice and General Practice.
- Hospital-based MDs and DOs in Family Medicine, Family Practice and General Practice, plus residents in the last 2 years of residency. First-year residents by request.
- Other professional activity: Teaching (inquire for counts).
- Osteopathic physicians in Cardiology and Internal Medicine.
- Demographic: Available to all or a portion of specialties listed.

Demographic Selection Criteria

- **CIRCULATION DISTRIBUTION:** Controlled: 99.3%, Paid: 0.7%.
- **FOR SUBSCRIPTION RATES CONTACT:** 800-480-4851

Circulation Verification

- **AUDIT:** BPA
- **MAILING LIST AVAILABILITY:**
For further information, please contact gwatkins@mdedge.com

COVERAGE

- Have any specialties been combined in the grid above? No.
- Date and source of breakdown: July 2022 BPA Circulation Statement.

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

CIRCULATION ANALYSIS					
	Office-based	Hospital-based ¹	Other ²	Osteopaths ³	Total
Family Practice	4	256			260
Family Medicine	67,572	13,115	1,294	18,427	100,408
General Practice	2,288	199	170	294	2,951
Cardiovascular Diseases				7	7
Internal Medicine				115	115
Total	69,864	13,570	1,464	18,843	103,741

1. Hospital category is a combination of full time hospital-based staff and residents
 2. Other category is a combination of medical teaching and other types of practice, + semi-retired
 3. Osteopaths category is a combination of office-based and hospital-based practices

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

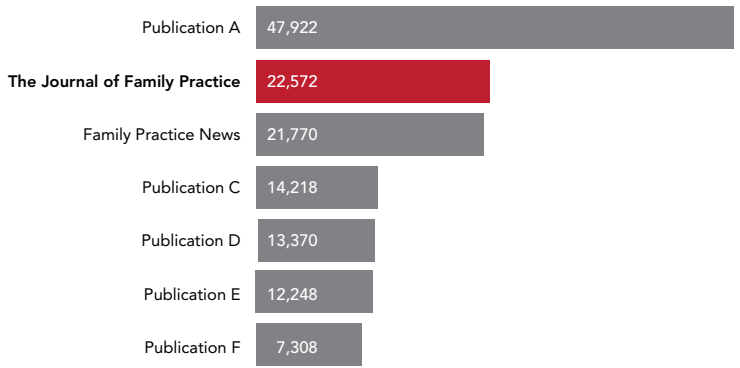
CONFERENCES

ABOUT FRONTLINE

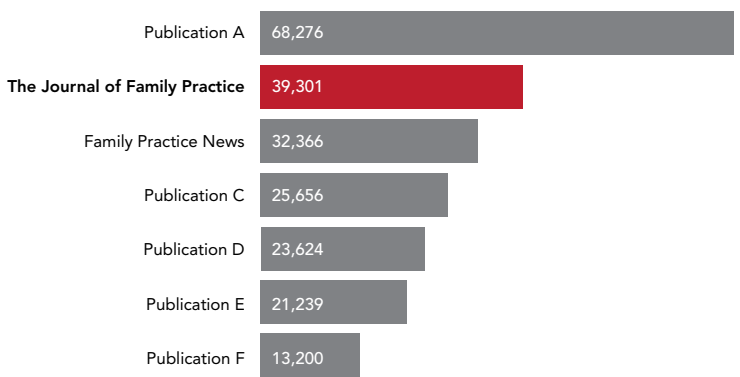
For further information, contact your sales representative.

READERSHIP

Average Page Exposures



Average Issue Readers



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

ISSUANCE & CLOSING DATES

First Issue: July 1972.

Frequency: 10 x.

Issue Date: Month of issuance.

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

Closing Dates (subject to change):

ISSUE	DISPLAY ADS FINAL CLOSING	AD MATERIAL DUE
January/February	12/27/22	1/4/23
March	2/7/23	2/13/23
April	3/8/23	3/14/23
May	4/12/23	4/18/23
June	5/15/23	5/19/23
July/August	6/16/23	6/26/23
September	8/15/23	8/21/23
October	9/12/23	9/18/23
November	10/11/23	10/17/23
December	11/6/23	11/10/23

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

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

Effective Date: January 1, 2023

- **AGENCY COMMISSION AND TERMS:** Fifteen percent of gross billings on space, color, cover, and preferred position charges to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- Rates subject to change with 90 days' notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units. Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit.
- Insertions of parent companies and subsidiaries are combined to determine the earned rate. Comarketed products may select the earned frequency discount of either company.

Incentive Programs

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN, and IMN extend to 396x.)
- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2023. Full year 2022

NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2023. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

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

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

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

- Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: DermDUO | *Cutis*®+ *Dermatology News*®, PsychDUO | *Current Psychiatry*®+ *Clinical Psychiatry News*®. In the Family MedicineDUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*®+ *Family Practice News*®. Full-run only.

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

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

- **FRONTLINE SUPERPOWERBUY™:** Gain maximum primary care reach, duplicated and unduplicated, when you surround your ad with the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use the discounted PowerBuy™ (*Family Practice News®+Internal Medicine News®*) and *The Journal of Family Practice®* (JFP), and earn 25% off the earned rate (B&W and color) in JFP. Consult your publisher or see separate rates. (Same product in the same month).

Additional journal specific discounts/incentives (Continuity or New Business/Launch, etc.) are available.

Choose either the new business/launch program OR the continuity discount when using a combination buy. See Full Advertising Rate Cards for details available at www.frontlinrates.com. Full-run only unless otherwise noted.

Choose ONE from the continuity® New Business Launch programs if using the above combination buys:

- **CONTINUITY PROGRAM:** Buy 5 ads, get the 6th at half price. Continuity program applies to 12-month period of January 2023 through December 2023 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in JFP during 2022 or new product launches, new indications, or new formulations can qualify for this program. Advertise in 5 consecutive issues and earn 25% off the first 4 ins (same size or smaller). Advertisers will be short rated if discount is not earned.
- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.
- **ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE):** 1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact your [sales representative](#) for additional details.

Split Run

- List-matching is available. Please use the following formula: % of circulation (minimum is 50%) x full-run space cost + color charges (if run-of-book) + \$1,600 mechanical charge (commissionable).
- Full-page ads only for list match
- List matches are not available on covers or in positions
- List match advertisers will not qualify for combination, continuity, or new business/launch programs.
- List match insertions do count towards earned frequency and corporate discounts do apply.
- Any regional or demographic selection that generates additional versions of the journal will be considered a list match.
- Gross charges include mechanical charges but do not include charges from list service for record tags, which are mandatory for all list match projects.
- 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.

Covers, Positions

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

Covers	
Second cover*	35% premium, ad must run 4-color
Fourth cover*	50% premium, ad must run 4-color
Positions	
Table of Contents page 1*	15% space premium, ad is preferred 4-color
Table of Contents page 2*	15% space premium, ad is preferred 4-color
Opposite Editorial	10% space premium, ad is preferred 4-color
Other Preferred Positions	10% space premium
*Premium applies to black-and-white rate of one page only	

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

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

Run-of-Book Rates

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
Full Page	\$10,940	\$10,175	\$9,780	\$9,370	\$8,995	\$8,645	\$8,315	\$8,040	\$7,880	\$7,795	\$7,730	\$7,645
1/2 Page	6,675	6,225	5,890	5,630	5,410	5,175	5,000	4,815	4,750	4,715	4,685	4,655
BRC	10,940											

BLACK-AND-WHITE + 4 COLOR RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
Full Page	\$14,175	\$13,410	\$13,015	\$12,605	\$12,230	\$11,880	\$11,550	\$11,275	\$11,115	\$11,030	\$10,965	\$10,880
1/2 Page	9,910	9,460	9,125	8,865	8,645	8,410	8,235	8,050	7,985	7,950	7,920	7,890

Color Rates

Four Color Rates	\$3,235
Five Color Rates (4C + PMS)	\$4,870

Bleed: No Charge

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	\$22,670	\$21,165	\$20,345	\$19,500	\$18,725	\$18,045	\$17,405	\$16,840	\$16,480	\$16,305	\$16,150	\$15,990
4 Page Insert	N/A	41,685	40,020	38,370	36,805	35,450	34,205	33,025	32,320	32,000	31,680	31,360
6 Page Insert	N/A	62,140	59,715	57,260	54,895	52,815	50,965	49,230	48,165	47,685	47,200	46,730
8 Page Insert	N/A	82,620	79,370	76,130	73,010	70,180	67,710	65,410	64,010	63,370	62,730	62,110
10 Page Insert	N/A	103,120	98,985	94,875	90,925	87,555	84,355	81,600	79,800	78,990	78,215	77,430

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

FAMILY MEDICINE MARKET DUO

THE JOURNAL OF FAMILY PRACTICE + FAMILY PRACTICE NEWS

Color Rates

Four Color Rates	\$5,735
Five Color Rates (4C + PMS)	\$8,750

In the Family Medicine Market DUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*® + *Family Practice News*®. Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Insertions count towards earned frequency. Full-run only.

Run-of-Book Rates

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King Size Page + A-size Page	\$25,605	\$24,295	\$23,430	\$22,535	\$21,850	\$21,125	\$20,585	\$20,065	\$19,610	\$19,380	\$19,160	\$18,900
King 3/4 Page + A-size Page	\$24,160	\$22,775	\$21,445	\$20,475	\$20,030	\$19,560	\$18,950	\$18,415	\$17,970	\$17,750	\$17,555	\$17,165
Island Page + A-size Page	\$20,725	\$19,595	\$18,855	\$18,050	\$17,550	\$16,995	\$16,530	\$16,090	\$15,725	\$15,545	\$15,370	\$15,175
King 1/2 Page + 1/2 A-size Page	\$16,985	\$16,150	\$15,470	\$14,770	\$14,445	\$13,940	\$13,475	\$13,120	\$12,805	\$12,650	\$12,525	\$12,250

Insert Rates King + A-size

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	\$52,860	\$50,225	\$48,440	\$46,585	\$45,175	\$43,725	\$42,635	\$41,585	\$40,725	\$40,145	\$39,675	\$39,135
4 Page Insert	N/A	\$99,920	\$96,305	\$92,640	\$89,805	\$86,905	\$84,755	\$82,600	\$80,925	\$79,760	\$78,815	\$77,745
6 Page Insert	N/A	\$149,545	\$144,195	\$138,710	\$134,430	\$130,050	\$126,845	\$123,635	\$121,100	\$119,375	\$117,955	\$116,355
8 Page Insert	N/A	\$199,190	\$192,035	\$184,765	\$179,100	\$173,190	\$168,920	\$164,655	\$161,295	\$158,980	\$157,110	\$154,985

Insert Rates A-size (Island) + A-size

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	\$42,810	\$40,560	\$39,010	\$37,350	\$36,305	\$35,225	\$34,275	\$33,370	\$32,685	\$32,230	\$31,845	\$31,470
4 Page Insert	N/A	\$80,565	\$77,430	\$74,165	\$72,065	\$69,905	\$68,045	\$66,200	\$64,840	\$63,955	\$63,170	\$62,410
6 Page Insert	N/A	\$120,510	\$115,900	\$110,975	\$107,835	\$104,545	\$101,775	\$99,035	\$97,000	\$95,660	\$94,480	\$93,350
8 Page Insert	N/A	\$160,485	\$154,310	\$147,785	\$143,635	\$139,185	\$135,500	\$131,850	\$129,145	\$127,375	\$125,800	\$124,305

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

FMC combinations not currently programmed can be added upon request.

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.



Gain maximum primary care reach, duplicated and unduplicated, when you surround your ad with the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use the discounted PowerBuy™ (Family Practice News® + Internal Medicine News®) and The Journal of Family Practice® (JFP), and earn 25% off the earned rate (B&W and color) in JFP. (Same product, same size ad unit in the same issue date.)

Evaluate SUPER PowerBuy in Kantar’s MARS Medical System by selecting Combination, Duplicated.

Color Rates

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

Run-of-Book Rates

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King Size Page + A-size Page	\$36,275	\$34,300	\$32,995	\$31,730	\$31,095	\$30,195	\$29,415	\$28,765	\$28,355	\$28,150	\$27,675	\$27,190
King 3/4 Page + A-size Page	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 Page + A-size Page	27,005	25,500	24,525	23,585	23,075	22,365	21,765	21,275	20,945	20,780	20,455	20,120
King 1/2 Page + 1/2 A-size Page	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 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 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 Insert	NA	NA	NA	145,240	142,095	137,760	134,180	131,170	129,425	128,085	125,955	123,995
8 Page Insert	NA	NA	NA	193,490	189,330	183,490	178,730	174,705	172,400	170,615	167,785	165,190

FMC combinations not currently programmed can be added upon request.

For Powerbuy Rates: [CLICK HERE](#)

CONTACTS

PRINT ADVERTISING

- General Information
- Editorial
- Circulation & Coverage
- Readership, Issuance & Closing Dates
- Rates, Incentives & Discounts
- Cover Tips, Outserts, & Insert Information
- Printing Specifications
- Advertorials & Reprints
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

COVER TIPS/OUTSERTS

Reach family physicians with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

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



Cover Tip Specs

Specifications	Description
Size: 7.5" (w) x 5.25" (h) Standard	Single Leaf
Non-Standard	Multiple pages

*Cost is net; non-commissionable. Quotes available upon request.

- **INSIDE OUT DUO DISCOUNT:** Run a cover tip in the same month with an ROB advertisement and earn 15% off the inside ad. This discount is applicable to the Super PowerBuy discount but supersedes the Continuity or New Business/Launch programs.
- Split Run availability. Please consult your [sales representative](#) for pricing.
- All cover tips must supply a sample accurate mock-up 3 weeks prior to materials due date.
- Printing is not included in the above rate; please contact your publisher for more information.
- Any cover tip that includes a PI must run as a multi-pager with PI glued on inside and wafer sealed.
- List matches available (50% minimum) (Pricing available upon request).
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of the cost.

Outserts

A great opportunity to capture high visibility through *The Journal of Family Practice*® that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

- Samples must be submitted for review. Availability contingent upon approval.

INSERT INFORMATION

Acceptance and Features

- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.

	PAPER STOCK	
	Maximum	Minimum
2-page (one leaf) inserts	80# coated	70# coated
4-6-8 page	80# coated	70# coated

BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$10,940

Standard Sizes and Specifications

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

Trimming

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

Insert Quantity:

112,000 full run. For demographic runs fewer than 95,000 add 5%.

Shipping

Mark all insert cartons with *The Journal of Family Practice*, month of issue, advertiser, product name, and insert quantity.

SHIP TO: FRY COMMUNICATIONS

The Journal of Family Practice®/ISSUE DATE

Building 2 - 800 West Church Road

Mechanicsburg, PA 17055

Attn: Cory Eisenhower

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

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

Bleed Ads	Width/Depth	
	Bleed Sizes	Trim
2 page spread	16.25 x 11	16 x 10.75
1 page	8.125 x 11	7.875 x 10.75
Non-Bleed Ads	Ad Sizes	
2 page spread	14.875 x 10	
1 page	7 x 10	
1/2 page (h)	5 x 7	
1/2 page (v)	3.5 x 10	

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

Paper Stock

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

Type of Binding: Perfect-bound.

Reproduction Requirements

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

Materials Accepted:

PDF x1a and PDF.

Send materials via email to:

Mike Wendt, Director - Journal Manufacturing Services,
mwendt@mdedge.com, 973-206-8010

Digital contract proof accepted but not required. Ship proofs only to:

Fry Communications

Bldg. #3 - 15 Pleasant View Drive

Mechanicsburg, PA 17050

Attn: Cory Eisenhower /JFP proof

Materials Policy:

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

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your 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 journal's editorial content. The point size should be at least 14 pt

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

Additional Notes:

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

Neither the Editorial Advisory Board of *The Journal of Family Practice* nor the publication's reporting or editing staff contributed to this content.

REPRINTS/EPRINTS

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

For USA & CANADA ONLY:

Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
Cell: 832-515-1736
Email: frontline@wrightsmedia.com

ALL OTHER CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St., Suite 102
Doylestown, PA 18901
Phone: 267-895-1758; Cell: 215-933-8484
Skype: raythibodeau1
Email: ray.thibodeau@contentednet.com
Web site: www.contentednet.com

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.

UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print and on-line, these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *The Journal of Family Practice* audience as well.

- Special issue supplements polybag and mail with regular issues of *The Journal of Family Practice*
- Special issue supplements are posted online in the education center of <https://www.mdedge.com/familymedicine/supplements>
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing:

Please consult with the sales representative on advertising rates for each special issue. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

Cancellation Policy:

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

Closing Dates, Inserts, and Specifications:

Please consult the sales representative for closing dates, insert quantity and print/digital advertising specs.



CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your 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 [Frontlinerate.com](https://www.frontlinerate.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

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.



An HCP Trusted Source for News and Clinical Content

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®

Ob.Gyn. News® *

Pediatric News®

Physicians' Travel & Meeting Guide®*

Rheumatology News®

* Online only

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation & Coverage

Readership, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Printing Specifications

Advertorials & Reprints

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your sales representative.