



cutis[®]

MDedge[®] | Dermatology

2024 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cutis[®] is a monthly peer-reviewed journal referenced in *Index Medicus*/MEDLINE focusing on the practical side of dermatology. An educational resource for 59 years, dermatologists incorporate the diagnosis and treatment information presented in *Cutis* articles into patient care. Readers also become aware of new products and services through case reports, original research, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists. According to a survey,* 72% of respondents indicated that content from an indexed publication (*Index Medicus*/PubMed) is more credible than from a non-indexed publication.

Cutis is partners with the Association of Military Dermatologists (AMD), Association of Professors of Dermatology Residency Program Directors Section, Skin of Color Society, and Society of Dermatology Hospitalists, and their content helps *Cutis* readers understand the specific needs of these patient populations.

The MDedge Dermatology web site, part of the MDedge[®] web portal, features an extensive archive of quality clinical content from *Cutis* that provides readers with tools for point of care. Image-based quizzes are published weekly. Online content for residents to aid dermatologists in-training include monthly resident columns and quizzes.

*Source: *Cutis* Reader Input and Evaluation Study (July 2017)



ADVERTISING / CONTRACTS / INSERTION ORDERS

SHARON FINCH

Senior Vice President/
Group Publisher

Cell: 201-463-0166

sfinch@mdedge.com

PRINT PRODUCTION

DONNA PITURAS

Production Manager

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Frontline Medical Communications

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Newark, NJ 07102

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GENERAL INFORMATION

Requirements for Advertising Acceptance

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

Advertiser Services

BONUS DISTRIBUTION:

- **JANUARY ISSUE:**
HDS Hawaii Dermatology Seminar 2024
Feb 18-22, 2024
- **FEBRUARY ISSUE:**
AAD American Academy of Dermatology Spring
San Diego, CA; **March 8-12, 2024**
- **APRIL ISSUE:**
WPD Women's & Pediatric Dermatology Seminar (MEDSCAPELIVE)
Washington, DC; **TBD**
- **OCTOBER ISSUE:**
LVD Innovations in Derm Fall Conference: Las Vegas Derm Seminar
Las Vegas, NV; **TBD**

EDITORIAL

General Editorial Direction

A clinical dermatology journal of 59 years, *Cutis*® is peer reviewed and referenced in Index Medicus. It is respected and enjoyed by dermatologists, enabling its readers to get what they need quickly and efficiently. It covers a broad range of pertinent and timely topics and is written and edited by industry leaders.

Special Focus Issues

- **FEBRUARY:** AAD Issue (Bonus Distribution); Focus on Psoriasis
- **MAY:** Focus on Skin Cancer
- **JULY:** Focus on Acne and Rosacea

Average Issue Information (2022)

- An average of 5 of the following original articles are included in each issue: Case Report, Clinical Review, Original Research, Pearls.
- Average article length: 4 pages (2600 words).
- Departments: An average of 6 of the following features are included in each issue:
 - Close Encounters With the Environment
 - Coding Consultant
 - Commentary
 - Cosmetic Dermatology
 - Dermatopathology Diagnosis (now eligible for MOC self-assessment credit from the American Board of Dermatology)
 - Drug Therapy Topics
 - Dx Across the Skin Color Spectrum
 - Editorial
 - Final Interpretation
 - Food for Thought
 - Hospital Consult (in partnership with the Society of Dermatology Hospitalists)
 - Letter to the Editor
 - Military Dermatology (in partnership with the Association of Military Dermatologists)
 - Pediatric Dermatology
 - Photo Challenge (now eligible for MOC self-assessment credit from the American Board of Dermatology)
 - Residency Roundup (in partnership with the Association of Professors of Dermatology Residency Program Directors Section)
 - Skin of Color (in collaboration with the Skin of Color Society)
 - Therapeutics for the Clinician

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MDEDGE DERMATOLOGY

- **ONLINE-ONLY CONTENT:** An average of 12 of the following Web exclusives are included online each month:
 - Case Letters/Case Reports
 - Commentary
 - News
 - Photo Challenges
 - Resident Corner
 - Research Letter

Origin of Editorial

- **STAFF WRITTEN:** 2% of articles.
- **SOLICITED:** 4% of articles.
- **SUBMITTED:** 94% of articles.
- **PEER REVIEW:** All articles submitted are reviewed by 2 Editorial Board members. Rejection rate is 60%.
- **SUBMISSIONS:** All articles must conform to the Information for Authors, which is found on our website at www.mdedge.com/dermatology/page/information-authors. For industry-sponsored original research as part of our Therapeutics for the Clinician department, the word count limit is 3900 words (6 pages in print). We may accommodate longer research articles at a per-page cost. For more information, please contact Group Editor Melissa Sears (msears@mdedge.com).
- **WEBSITE:** Full-text articles, including supplements (unless otherwise indicated), are available on the *Cutis*® website mdedge.com/dermatology in coordination with mailing of the print issue. The site also features online exclusives (see above).
- **NEW PRODUCT RELEASES:** Accepted for Product News.
- **EDITORIAL RESEARCH:** Issues are post-tested periodically to measure readership response to the editorial package.

Ad Format and Placement Policy

- **FORMAT:**
 - Between articles? Yes
 - Welled? No
 - Stacked? No
 - Within articles? Rarely
- **ARE ADS ROTATED?** Yes

Ad/Edit Ratio Information

Ad/edit ratio: 40/60

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CIRCULATION

Description of Circulation Parameters

Sent on a controlled circulation basis to all dermatologists, including all residents. Dermatologic PAs and NPs are invited to receive the journal on a request basis.

Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **CIRCULATION DISTRIBUTION:** Controlled 99% (59.6% request rate), paid 1%.
- **FOR SUBSCRIPTION RATES CONTACT:** 1-800-480-4851.

Circulation Verification:

- **AUDIT:** AMA.
- **MAILING LIST AVAILABILITY:** Contact sales representative.

CIRCULATION ANALYSIS							
	Office-based	Residents	Hospital Staff	Semi-Retired	Other	Osteopathy	TOTAL
Dermatology	9,709	1,392	713	188	90	678	12,770
Dermatopathology	462	67	40	2	37	4	612
Pediatric Dermatology	15	12	7	-	-	-	34
Procedural Dermatology	467	67	15	-	9	2	560
Dermatologic Surgery	122	-	7	1	-	-	130
Dermatology Physician Assistants (PAs)	-	-	-	-	-	-	1,014
Dermatology Nurse Practitioners (NPs)	-	-	-	-	-	-	136
Assn of Military Dermatologists Members	-	-	-	-	-	-	101
Total Qualified Circulation	10,775	1,538	782	191	136	684	15,357
Date and source of breakdown: July 2023 AAM Circulation Statement.							

Coverage

- Have any specialties been combined in the grid above? Yes.

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

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ISSUANCE & CLOSING

First Issue: February 1965.
 Frequency: Monthly.
 Issue Date: Month of issuance.
 Mailing Date and Class: 15th of each month. Periodicals class.
 Closing Dates: (subject to change):

ISSUE	SPACE CLOSE	MATERIALS DUE
January	12/7/23	12/13/23
February	01/9/24	01/16/24
March	02/13/24	02/20/24
April	03/13/24	03/19/24
May	04/10/24	04/16/24
June	05/13/24	05/17/24
July	06/10/24	06/14/24
August	07/17/24	07/23/24
September	08/12/24	08/16/24
October	09/11/24	09/17/24
November	10/15/24	10/21/24
December	11/7/24	11/14/24

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

Effective Date: January 1, 2024

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid 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.

Discount Programs

- **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 DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2024. Full year 2023 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2024. 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 Ad Discounts). Spend levels and associated discounts are:

2023 NET SPENDING	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2024 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- **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.
- **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.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in *Cutis*® during 2023 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2024, and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2024 through December 2024.
- **CONTINUITY DISCOUNT PROGRAM**
Please select one program. (Programs cannot be combined.)
 - a. Run an ad for the same product in six (6) issues of *Cutis*® 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.
 - b. Run an ad for the same product in every issue (12) of *Cutis*® during 2024 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.

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

- **SKIN COMBINATION DISCOUNTS**

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

- **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 Sharon Finch, Senior Vice President/Group Publisher, Cell: 201-463-0166, for additional details.

Split Run

Advertisers will not qualify for combination, continuity, or new business/launch program. Split run insertions do count towards earned frequency, and corporate discounts do apply.

- Demographic/Split Run rates: Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical change (commissionable). If ROB add \$1,520; if insert add \$1,300.

Covers, Positions

- Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days' written notice will incur a fee equal to the cost of the premium for 1 month.**

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Run-of-Book Rates										
BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$3,865	\$3,750	\$3,705	\$3,575	\$3,475	\$3,365	\$3,195	\$2,950	\$2,875	\$2,815
1/2 Page	\$2,765	\$2,685	\$2,605	\$2,455	\$2,345	\$2,240	\$2,080	\$1,895	\$1,880	\$1,220

BLACK-AND-WHITE + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$5,680	\$5,565	\$5,520	\$5,390	\$5,290	\$5,180	\$5,010	\$4,765	\$4,690	\$4,630
1/2 Page	4,580	4,500	4,420	4,270	4,160	4,055	3,895	3,710	3,695	3,035

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four Color Rates	\$1,815
Five Color Rates (4C + PMS)	\$2,805

POSITIONS	
2ND COVER	B&W earned rate plus 30%, add color charges
3RD COVER	B&W earned rate plus 20%, add color charges
4TH COVER	B&W earned rate plus 50%, add color charges (4/c only)
OPP OTHER FEATURES	B&W earned rate plus 10%, add color charges
OPP T OF C	B&W earned rate plus 10%, add color charges

Insert Rates										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$7,715	\$7,505	\$7,395	\$7,130	\$6,935	\$6,710	\$6,370	\$5,900	\$5,755	\$5,635
4 Page Insert	N/A	\$15,015	\$14,815	\$14,285	\$13,910	\$13,430	\$12,750	\$11,800	\$11,525	\$11,295
6 Page Insert	N/A	N/A	\$22,225	\$21,430	\$20,845	\$20,175	\$19,125	\$17,695	\$17,275	\$16,935
8 Page Insert	N/A	N/A	\$29,635	\$28,570	\$27,795	\$26,905	\$25,495	\$23,590	\$23,030	\$22,580
10 Page Insert	N/A	N/A	\$37,045	\$35,705	\$34,720	\$33,620	\$31,880	\$29,490	\$28,795	\$28,220
12 Page Insert	N/A	N/A	N/A	\$42,860	\$41,670	\$40,335	\$38,240	\$35,380	\$34,545	\$33,855
16 Page Insert	N/A	N/A	N/A	\$57,145	\$55,570	\$53,780	\$50,985	\$47,190	\$46,075	\$45,155

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DERMATOLOGY MARKET DUO

CUTIS + DERMATOLOGY NEWS

7.5% off each publication—Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Insertions count towards earned frequency.

Run-of-Book Rates										
BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$7,910	\$7,655	\$7,550	\$7,330	\$7,145	\$6,940	\$6,730	\$6,395	\$6,270	\$6,135
King 3/4 page + A-size page	\$7,590	\$7,285	\$7,100	\$6,940	\$6,835	\$6,715	\$6,435	\$6,185	\$5,855	\$5,765
Island page + A-size page	\$6,935	\$6,635	\$6,535	\$6,350	\$6,195	\$6,010	\$5,820	\$5,535	\$5,410	\$5,305
King 1/2 page + 1/2 A-size page	\$5,780	\$5,520	\$5,320	\$5,115	\$4,975	\$4,795	\$4,555	\$4,340	\$4,260	\$3,625

Insert Rates (King+A-size)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$15,405	\$15,160	\$14,725	\$14,350	\$13,945	\$13,505	\$12,865	\$12,610	\$12,365
4 page insert	NA	\$30,820	\$30,350	\$29,495	\$28,750	\$27,910	\$27,030	\$25,735	\$25,250	\$24,740
6 page insert	NA	NA	\$45,540	\$44,245	\$43,100	\$41,885	\$40,545	\$38,580	\$37,865	\$37,105
8 page insert	NA	NA	\$60,720	\$58,990	\$57,480	\$55,855	\$54,055	\$51,440	\$50,480	\$49,465

Insert Rates (A-size (island)+A-size)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$13,350	\$13,100	\$12,750	\$12,430	\$12,060	\$11,680	\$11,130	\$10,870	\$10,670
4 page island insert	NA	\$26,725	\$26,225	\$25,515	\$24,890	\$24,135	\$23,350	\$22,245	\$21,775	\$21,365
6 page island insert	NA	NA	\$39,340	\$38,265	\$37,325	\$36,225	\$35,020	\$33,370	\$32,645	\$32,035
8 page island insert	NA	NA	\$52,465	\$51,030	\$49,775	\$48,295	\$46,705	\$44,490	\$43,515	\$42,705

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Four Color Rates	\$3,815
Five Color Rates (4C + PMS)	\$6,115

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

BLEED: No charge

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COVER TIPS/BELLY TIPS/OUTSERTS

Cover tips and polybagging are a cost-effective method to capture immediate exposure and to get your message to an engaged audience with a brand they trust. Count on prime exposure when you use a cover tip for:

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



Cover Tip Rates*

SPECIFICATIONS	DESCRIPTION	TOTAL NET COST
Size: 7 1/2" (w) x 5 1/4" (h) Print on 80# stock	Single-leaf	Please consult the publisher.
	Annual AAD Convention single-leaf	Please consult the publisher.
	Multiple leaf or pita pocket	Please consult the publisher.

*Please consult Publisher for pricing, which includes placement and polybag only. The cost for cover tips is net and non-commissionable. Clients must supply a sample of the cover tip or accurate mock-up three weeks prior to materials' due date if cover tip is not single leaf. Any cover tip that includes a folded PI:

- Must run as a 4 pager with PI glued on inside and wafer sealed

Cancellations of less than 60 days' written notice will incur a fee equal to 50% of the cost.

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher
Cell: 201-463-0166, E-mail: sfinch@mdedge.com

Outserts

- Print outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by more than 14,000 dermatologists, physician assistants, and dermatology nurses. Outserts are placed with a current issue of *Cutis*® and polybagged for outstanding exposure.
- For pricing based on your provided specifications, please contact Sharon Finch.
- Samples must be submitted for review. Availability contingent upon approval.

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher
Cell: 201-463-0166, E-mail: sfinch@mdedge.com

INSERT INFORMATION

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

Ship inserts to:

CUTIS/ISSUE DATE

Attn: Cory Eisenhower

Fry Communications

Building 2 - 800 West Church Road

Mechanicsburg, PA 17055

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

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.
- **CHARGES:** See rates #4.
- **BRCS:** Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,865

Standard Sizes and Specifications

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

Trimming

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

Insert Quantity:

- 18,000.

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Ad Sizes and Bleed Sizes

BLEED ADS

	Bleed	Trim
1 page	8.125" x 11"	7.875" x 10.75"
Spread	16.25" x 11"	16 x 10.75"

NON-BLEED ADS

1 page	7" x 10"
Spread	14.875" x 10"
Half Vertical	3.5" x 10"
Half Horizontal	5" x 7"

- **TRIM SIZE OF JOURNALS:** 7.875" X 10.75".
- **HOLD ALL LIVE MATTER:** .375" from trim.

Paper Stock

- **INSIDE PAGES:** 45 lb coated text.
- **COVERS:** 70 lb coated text.
- **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 via email to
Donna Pituras, Production Manager
E-MAIL: dpituras@mdedge.com
mdproduction@mdedge.com

TEL: 973-206-8011

Digital contract color proofs accepted but not required.

Ship to:

Fry Communications
Bldg #3 - 15 Pleasant View Drive
Mechanicsburg, PA 17050

ATTN: Cory Eisenhower / Cutis proof

Materials Policy:

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

REPRINTS

Reprints of articles and supplements 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. Reprints are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints help our sales force speak to clinicians with knowledge and relevance.

We can also recommend related articles to create a comprehensive review package for your customers.

FOR US & CANADA ONLY

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

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher
Cell: 201-463-0166, E-mail: sfinch@mdedge.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 dermatology audience as well.

- Special issue supplements polybag and mail with regular issues of *Cutis*®
- Special issue supplements are posted online in the education center of www.mdedge.com/dermatology
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing:

Please consult with Sharon Finch at sfinch@mdedge.com 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 Sharon Finch 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.

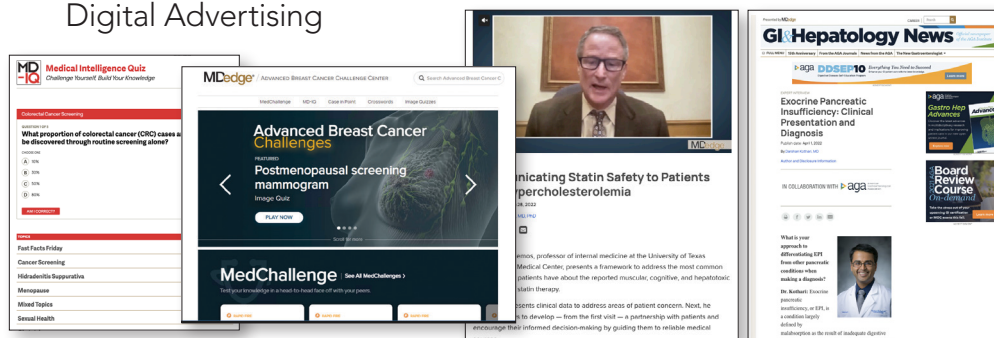
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key health care decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you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



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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 20+ 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 Sharon Finch, at sfinch@mdedge.com or call Cell: 201-463-0166.

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

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

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