



# Internal Medicine News

## 2020 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 118,000 general internists and related subspecialists. All 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, videos, podcasts, and special reports immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, 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.



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### CONTACTS

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### ABOUT FRONTLINE

For further information, contact the publisher.

## GENERAL INFORMATION

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

**Issuance:** 12 times a year

**Established:** 1968

**Organization Affiliation:** Independent; AMM; BPA Worldwide

**Circulation Summary:** *Internal Medicine News* reaches patient-care internists, cardiologists, gastroenterologists, pulmonologists, rheumatologists, nephrologists, infectious disease specialists, endocrinologists, and diabetologists.

**Editorial:** *Internal Medicine News*, through its e-newsletters, website and print publication, provides practicing physicians with timely and relevant news, from on-site 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 health care reform issues that affect internists' pocketbooks and how they manage their practice. All articles are researched, written, and produced by professional medical journalists.

**Editorial/Advertising Ratio**  
55% editorial/45% advertising

### Contract and Copy Regulations

- a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment.
- b. FMC reserves the right to inspect and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word "Advertisement" on advertising that, 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:  
**March Issue:**
  - Digestive Diseases: New Advances  
Arlington, VA; March 27-28, 2020**April Issue:**
  - American College of Physicians  
Los Angeles, CA; April 23-25, 2020**August Issue:**
  - Perspectives in Rheumatic Diseases,  
Las Vegas, NV; September 10-12,  
2020
- b. Sales force bulk subscription discount available.

### Agency Commission, Credit and Discount Terms

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

### Cancellations

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

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[Click here for Standard Terms and Conditions for Advertising](#)

For further information, contact the publisher.

# CIRCULATION

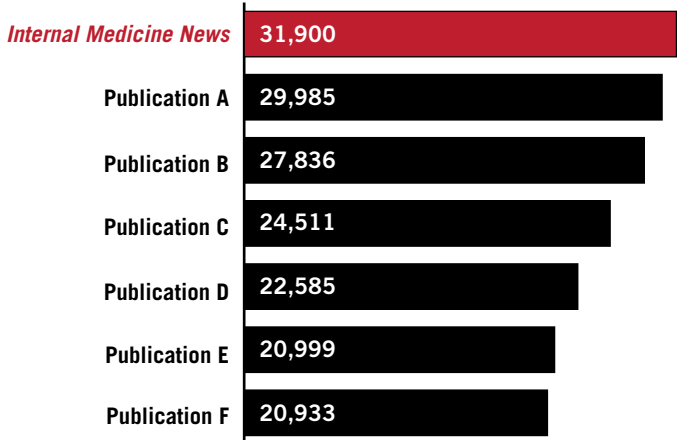
Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	Semi-Retired
Internal Medicine	107,764	71,645	13,011	13,791	-	9,317	-
Cardiovascular Diseases	2,206	1,755	83	250	32	25	61
Diabetes	21	16	-	2	3	-	-
Endocrinology	556	464	22	34	23	-	13
Gastroenterology	1,318	1,077	62	101	33	26	19
Infectious Diseases	601	453	24	89	22	3	10
Nephrology	921	763	37	62	34	3	22
Pulmonary Diseases	430	350	2	52	7	-	19
Rheumatology	721	601	16	59	30	4	11
Internal Medicine, Geriatrics	3,575	2,822	159	497	-	97	-
<b>Total Qualified Distribution</b>	<b>118,113</b>	<b>79,946</b>	<b>13,416</b>	<b>14,937</b>	<b>184</b>	<b>9,475</b>	<b>155</b>

Source: July 2019 BPA

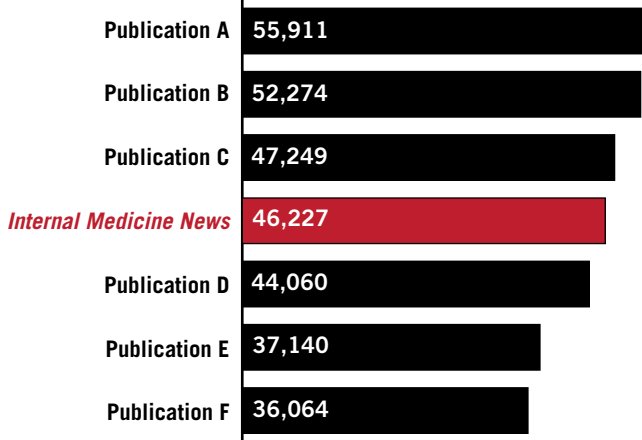
For more detailed BPA circulation information, [CLICK HERE](#).

# READERSHIP SCORES

## Projected Average Page Exposures



## Projected Average Issue Readers



Source: Kantar Media, June 2019 Medical/Surgical Media Measurement Study, Internal Medicine Office & Hospital Copyright © 2019 KANTAR.

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# ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 19, 2019	January 6, 2020
February	January 23, 2020	January 30
March	February 20	February 27
April	March 24	March 31
May	April 21	April 28
June	May 20	May 29
July	June 22	June 29
August	July 23	July 30
September	August 24	August 31
October	September 23	September 30
November	October 22	October 29
December	November 19	December 1

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

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# ADVERTISING RATES

## Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$15,905	\$15,095	\$14,075	\$13,575	\$13,415	\$13,160	\$12,765	\$12,285	\$11,735	\$11,465	\$10,775	\$9,680
3/4 Page	14,495	13,765	12,800	12,415	12,280	12,075	11,855	11,540	10,545	10,055	9,685	8,615
Island Page	11,465	10,865	10,125	9,780	9,620	9,480	9,180	8,915	8,400	8,140	7,805	7,045
1/2 Page	11,355	10,825	10,025	9,705	9,600	9,415	9,140	8,855	8,315	8,060	7,705	6,910
1/4 Page	5,815	5,525	5,120	4,955	4,895	4,790	4,665	4,490	4,185	4,040	3,895	3,480

## Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$18,815	\$18,005	\$16,985	\$16,485	\$16,325	\$16,070	\$15,675	\$15,195	\$14,645	\$14,375	\$13,685	\$12,590
3/4 Page	17,405	16,675	15,710	15,325	15,190	14,985	14,765	14,450	13,455	12,965	12,595	11,525
Island Page	14,375	13,775	13,035	12,690	12,530	12,390	12,090	11,825	11,310	11,050	10,715	9,955
1/2 Page	14,265	13,735	12,935	12,615	12,510	12,325	12,050	11,765	11,225	10,970	10,615	9,820
1/4 Page	8,725	8,435	8,030	7,865	7,805	7,700	7,575	7,400	7,095	6,950	6,805	6,390

## Color Rates (In addition to black & white rates)

Metallic ink	\$180
Four Color rates	\$2,910
Five Color rates (4C + PMS)	\$4,130

## 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.
<b>BLEED</b> Full-page bleed or gutter bleed (accepted for spreads only): no charge.

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Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$23,610	\$22,390	\$20,860	\$20,140	\$19,820	\$19,525	\$18,915	\$18,365	\$17,640	\$16,775	\$16,100	\$14,510
2-Page King	32,765	31,085	29,000	27,965	27,635	27,105	26,315	25,300	24,295	23,610	22,195	19,945
4-Page A-size	47,220	44,785	41,720	40,295	39,635	39,045	37,835	36,730	35,270	33,545	32,190	29,015
4-Page King	65,525	62,175	57,985	55,930	55,275	54,220	52,630	50,590	48,590	47,220	44,385	39,890
6-Page A-size	70,830	67,175	62,575	60,435	59,450	58,570	56,755	55,095	52,910	50,325	48,290	43,525
6-Page King	98,295	93,265	86,985	83,895	82,910	81,325	78,945	75,890	72,880	70,830	66,580	59,835
8-Page A-size	94,440	89,570	83,440	80,575	79,270	78,095	75,660	73,470	70,560	67,095	64,380	58,030
8-Page King	131,055	124,355	115,975	111,855	110,550	108,445	105,255	101,180	97,175	94,440	88,775	79,775

## ADVERTISING OPPORTUNITIES / INSERTS

### SPLIT RUNS

#### a. Specifications

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

#### b. Split-run Rates—Inserts

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

#### c. Split-run Rates—Run-of-book

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.

4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.
5. A 20% premium is required on ROB splits of 6 pages or more.

#### d. 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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# FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

## CORPORATE DISCOUNT

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2020. Full year 2019 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2020. 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:

2019 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2020 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

## 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.

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.

## 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 (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at [frontlinerrates.com](http://frontlinerrates.com). Full-run only.

## PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

## ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE)

1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

## EARNED FREQUENCY

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

## CORPORATE FREQUENCY DISCOUNT PROGRAM

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is 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.)

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# ADVERTISING INCENTIVE PROGRAMS

**King-Four Plus Discount Program** Any four-page or larger A-size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages. Rates apply to any four-page or larger king ROB unit. Four-color charges included. Five-color carries an additional charge. **Full-run only.** Refer to Specifications for production requirements.

## King Conversion

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
<b>King 4 pg</b>	\$55,680	\$53,235	\$50,215	\$48,805	\$48,155	\$47,585	\$46,360	\$45,280	\$43,175	\$42,115	\$40,750	\$37,650
<b>King 6 pg</b>	82,040	78,365	73,840	71,725	70,745	69,890	68,055	66,435	63,280	61,690	59,640	54,990
<b>King 8 pg</b>	108,395	103,500	97,460	94,645	93,340	92,200	89,750	87,585	83,385	81,265	78,530	72,330

### NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in six (6) consecutive issues of *Internal Medicine News*, and get the sixth (6<sup>th</sup>) unit FREE. Varying ad unit sizes will be averaged to determine free ad unit. Only NEW products or line extensions are eligible for this program. Pre-launch units are not eligible. All FMC combination discounts apply. Free pages do not count towards the corporate discount. Launch Program free unit may not be combined with the Continuity Discount Program. Full-run ads only. Advertiser must pay premium position charges on free ad unit.

### CONTINUITY DISCOUNT PROGRAM

*Internal Medicine News* offers a continuity discount for all products advertising during calendar year 2020 based on the following levels:

- 11 insertions: 12th insertion FREE

Insertions must be for the same product. Varying ad unit sizes will be averaged to determine free ad unit. The free insertion(s) must be taken at the end of the schedule. Free pages do not count towards the corporate discount. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Program available to full-run and full cost split-run advertisers. ROB production charges apply.

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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 *Internal Medicine News* and *Family Practice News*. **Full-run only**. Insertions count towards earned frequency.

### Color Rates (In addition to black & white rates)

<b>Metallic ink</b>	\$290
<b>Four Color rates</b>	\$4,070
<b>Five Color rates (4C + PMS)</b>	\$7,100

### Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
<b>King</b>	\$25,200	\$23,940	\$23,040	\$22,175	\$21,860	\$21,280	\$20,805	\$20,410	\$20,145	\$20,025	\$19,640	\$19,260
<b>3/4 Page</b>	22,515	21,395	20,525	19,820	19,540	19,145	18,780	18,415	17,835	17,550	17,360	16,845
<b>Island Page</b>	16,880	16,045	15,430	14,860	14,655	14,255	13,940	13,685	13,500	13,410	13,155	12,915
<b>1/2 Page</b>	16,690	15,905	15,290	14,725	14,490	14,190	13,790	13,420	13,270	13,210	12,930	12,770
<b>1/4 Page</b>	8,130	7,750	7,365	7,090	6,980	6,825	6,625	6,465	6,330	6,275	6,245	6,075

### Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
<b>2-Page A-size</b>	\$34,780	\$33,060	\$31,790	\$30,610	\$30,200	\$29,370	\$28,710	\$28,200	\$27,915	\$27,625	\$27,095	\$26,620
<b>2-Page King</b>	51,910	49,320	47,460	45,670	45,040	43,830	42,865	42,050	41,625	41,235	40,455	39,665
<b>4-Page A-size</b>	69,550	66,115	63,585	61,220	60,400	58,735	57,425	56,400	55,835	55,250	54,200	53,240
<b>4-Page King</b>	103,825	98,655	94,930	91,345	90,090	87,675	85,725	84,090	83,255	82,475	80,905	79,340
<b>6-Page A-size</b>	104,330	99,170	95,380	91,830	90,600	88,105	86,140	84,600	83,750	82,880	81,295	79,850
<b>6-Page King</b>	155,735	147,980	142,390	137,015	135,125	131,505	128,590	126,140	124,880	123,715	121,360	119,005
<b>8-Page A-size</b>	139,100	132,220	127,170	122,435	120,800	117,470	114,855	112,790	111,665	110,495	108,385	106,470
<b>8-Page King</b>	207,650	197,305	189,855	182,695	180,175	175,350	171,455	168,185	166,500	164,955	161,810	158,675

## CONTACTS

## PRINT ADVERTISING

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- Issue & Closing Dates
- Advertising Rates
- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
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## INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

## ABOUT FRONTLINE

For further information, contact the publisher.

## 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. Contact your Publisher for pricing.
- Sample of non-standard cover tips must be supplied to the production manager for approval.
- Full run only.

### 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 **Publisher**.

### COVER TIP SPECIFICATIONS

**Final Trim:** 10" x 6"

**Bleed Size:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)

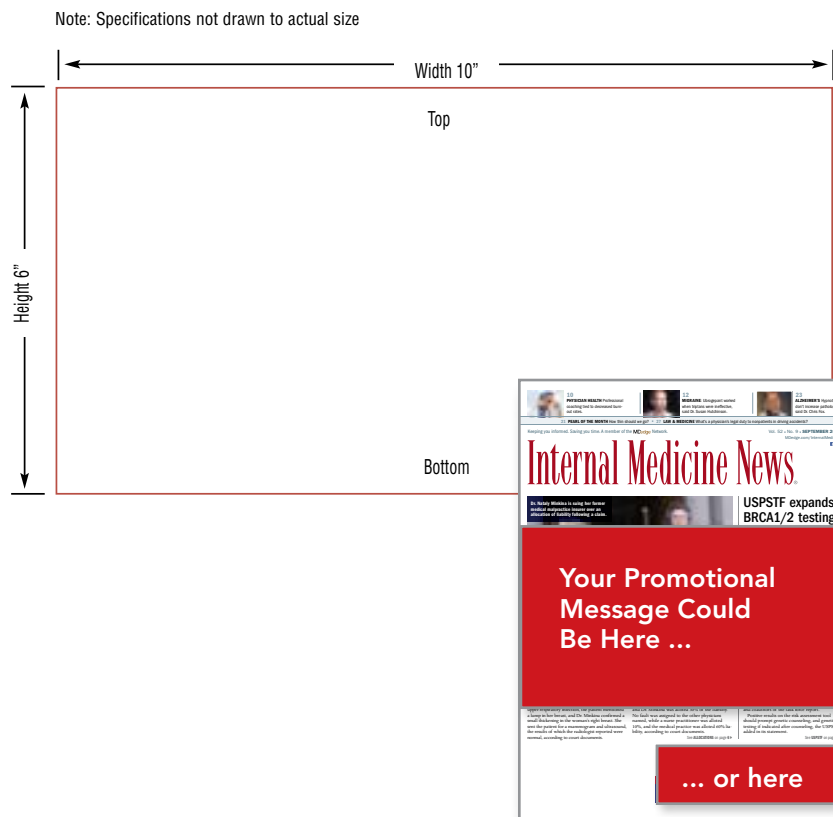
**Live Area:** 9 1/2" x 5 1/2" (1/4" on all four sides)

**Stock:** 80# Coated Text

**Ink:** CMYK

**Quantity:** As specified in contract. Check with your production manager for spoilage quantity.

**Cancellation Policy:** Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancelable and will be invoiced in full.



### SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department  
INTERNAL MEDICINE NEWS  
2275 Research Boulevard  
Suite 400  
Rockville, MD 20850  
240-221-4500

Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.

## 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"

## CONTACTS

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## 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.

### REPRINTS—USA & CANADA ONLY

#### CONTACT:

Wright's Media  
 Brett Petillo, Sales Manager  
 Office: 281-419-5725  
 Toll Free: 877-652-5295  
 Cell: 832-458-9467  
 2407 Timberloch Place, Suite B  
 The Woodlands, TX 77386  
 Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
 website: [www.wrightsmidia.com](http://www.wrightsmidia.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)  
 website: [www.contentednet.com](http://www.contentednet.com)

## 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 over 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.

**NOTE:** Samples must be submitted for review. Availability contingent upon approval.



Contact your publisher for details and pricing.

FIND YOUR NEXT JOB on the



**MEDJOBNETWORK.com**  
 Physician • NP/PA Career Center

## CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Internal Medicine News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

### CONTACTS:

#### Heather Gonroski

Classified Sales Account Manager  
 Tel: 973-290-8259  
[hgonroski@mdedge.com](mailto:hgonroski@mdedge.com)

#### Linda Wilson

Classified Advertising Account Manager  
 Tel: 973-290-8243  
[lwilson@mdedge.com](mailto:lwilson@mdedge.com)



Click here for classified rate card.

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- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

**BINDING:** Saddle Stitch

### FULL BLEEDS

- Bleed size: 10 3/4" x 13 1/4"
- Trim: 10 1/2" x 13"
- Keep live matter 1/4" from all trim edges

### HALFTONE SCREEN

- 133-line screen recommended

### RUN-OF-BOOK REPRODUCTION REQUIREMENTS

#### a. Black-and-White or Color Advertisements

- 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
- Ads can be accepted via FTP

Call Rebecca Slebodnik at 240-221-2417 for FTP instructions or e-mail at [rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

#### b. Color Proofs

- SWOP digital proof with color bars requested.

#### c. Provider Information

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name

- Contact name and phone number
- Directory of disk or CD

**DISPOSITION OF MATERIAL:** Files are held one year and then destroyed, unless instructed otherwise in writing.

### 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  
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 [publisher](#) for details.

### SHIPPING INSTRUCTIONS

#### Send contracts and insertion orders to:

*Internal Medicine News*  
Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
Attn: Tara Culleney  
Phone: 973-206-9248  
[tculleney@mdedge.com](mailto:tculleney@mdedge.com)

#### Send digital files and proofs to:

*Internal Medicine News*  
2275 Research Blvd  
Suite 400  
Rockville, MD 20850  
Attn: Advertising Production  
Phone: 240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

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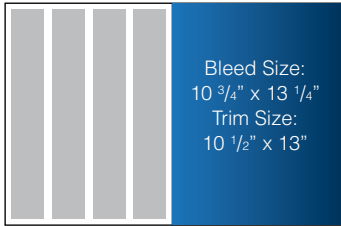
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

## ABOUT FRONTLINE

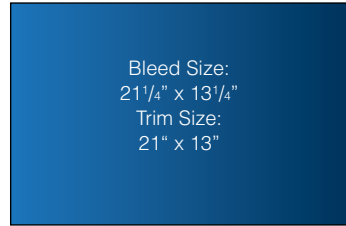
For further information, contact the publisher.

# SPECIFICATIONS

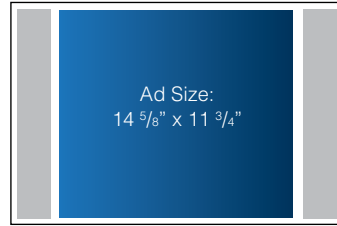
King-size Page



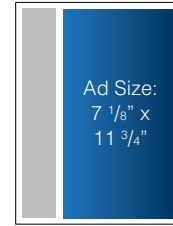
King-size Spread



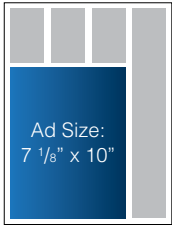
3/4 Vertical Spread



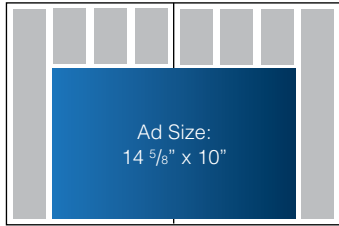
3/4 Vertical



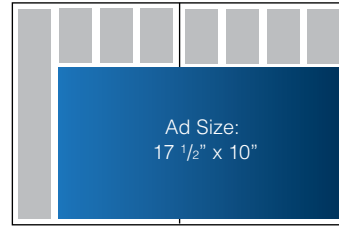
Island Page



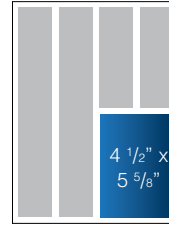
Island Spread



Island Page + 3/4 Page Horiz.



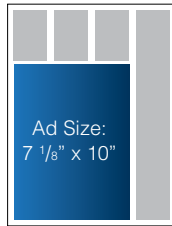
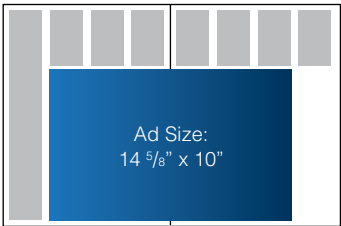
1/4 Page Vertical



1/4 Page Horizontal



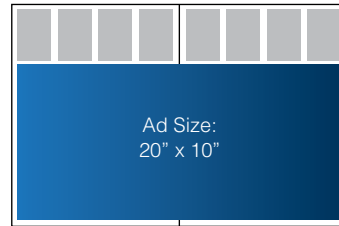
Island Spread + Island Page



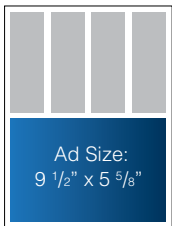
3/4 Horizontal



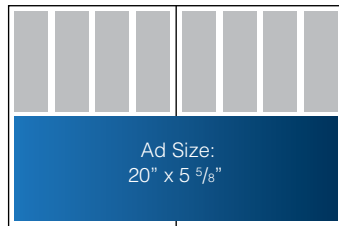
3/4 Horizontal Spread



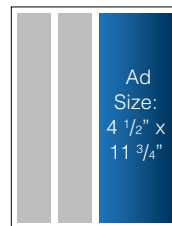
1/2 Page Horizontal



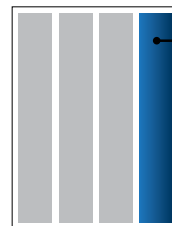
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 1/2" x 13"  
Live matter: Allow 1/4" safety from all trim edges  
Type of Binding: Saddle Stitch

## CONTACTS

## PRINT ADVERTISING

- Circulation & Readership Scores
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## ABOUT FRONTLINE

For further information, contact the publisher.

## 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, online in a digital edition, and in the app store (where available) 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.

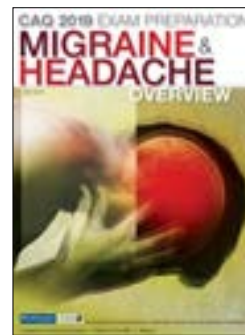
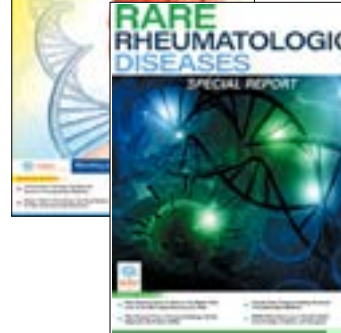
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Internal Medicine News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Internal Medicine News*
- Special issue supplements are posted online in the education center of [mdedge.com/internalmedicine](http://mdedge.com/internalmedicine)
- Print versions receive Bonus Distribution at various medical meetings and events.

**Pricing:** Please consult with Publisher/Account Manager 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 your account manager 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 30 multimedia 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 1.2M 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 [Frontlinrates.com](http://Frontlinrates.com).

**Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.**

Digital ad specifications are available [here](#).



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Medical Conferences

For further information, contact the publisher.





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" and ranks 1st in combined web and print engagements. 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 multi-channel advertising programs and multi-faceted sponsorship opportunities.

Our MDedge® integrated web portal is fueled by content from 30 FMC legacy print and digital brands in 20 markets. A single, comprehensive resource, MDedge saves HCP's 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, patient/HCP Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.2 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 more than one third of the measured physician universe an average of 6x/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
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ 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 your [account manager](#) directly or call 973-206-3434.

Access all rate cards and our integrated media kit at [www.frontlinrates.com](http://www.frontlinrates.com) for an extensive look at our multichannel/platform opportunities.

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

**MDedge®**  
A Unified Multichannel Platform Built on Brand Equity

- |                                     |                                                 |
|-------------------------------------|-------------------------------------------------|
| <i>Cardiology News®</i>             | <i>Hematology-Oncology Board Review</i>         |
| <i>CHEST® Physician</i>             | <i>IDPractitioner®</i>                          |
| <i>Clinical Endocrinology News®</i> | <i>Internal Medicine News®</i>                  |
| <i>Clinical Neurology News®</i>     | <i>Journal of Clinical Outcomes Management®</i> |
| <i>Clinical Psychiatry News®</i>    | <i>The Journal of Family Practice®</i>          |
| <i>Clinician Reviews®</i>           | <i>Journal of Hospital Medicine®</i>            |
| <i>Cosmetic Dermatology®</i>        | <i>Neurology Reviews®</i>                       |
| <i>Current Psychiatry®</i>          | <i>OBG Management®</i>                          |
| <i>Cutis®</i>                       | <i>Ob.Gyn. News®</i>                            |
| <i>Dermatology News®</i>            | <i>Pediatric News®</i>                          |
| <i>Family Practice News®</i>        | <i>Physicians' Travel &amp; Meeting Guide®</i>  |
| <i>Federal Practitioner®</i>        | <i>Rheumatology News®</i>                       |
| <i>GI &amp; Hepatology News®</i>    | <i>The Sarcoma Journal®</i>                     |
| <i>Hematology News®</i>             |                                                 |
| <i>The Hospitalist®</i>             |                                                 |

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