

# MDedge™

# OBG MANAGEMENT

## 2019 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

For more than 30 years now OBG MANAGEMENT® has been a proven, long-time leader in delivering expert, relevant, evidence-based, and award-winning clinical content, as well as timely practice management information to engage women's health care specialists in print, online, and on mobile devices with the content they need to care for the next woman who walks into their practice. OBG MANAGEMENT® is led by a select Editorial Board, elite professionals representing all areas of obstetrics and gynecology, and Editor-in-Chief Robert L. Barbieri, MD, Kate Macy Ladd Professor of Obstetrics, Gynecology and Reproductive Biology, at Harvard Medical School in Boston. Through its award-winning website, [www.mdedge.com/obgyn](http://www.mdedge.com/obgyn) (part of the MDedge™ web portal), articles appearing in OBG MANAGEMENT® are interactively reinforced with complementary and stand-alone surgical technique videos. Web exclusives also include expert audio commentaries, news for your practice, polls, quizzes, and recent research summaries. A consistent leader in delivering readership and exposures over its 31-year history, OBG MANAGEMENT® ranks #1 in APEX and average page exposures, outperforming all other journals in the specialty.\* Further, readers tell Kantar Media that OBG MANAGEMENT® is a publication they like spending time with.

\*June 2018 Medical/Surgical Readership Study, Obstetrics/Gynecology. © 2018 Kantar Media.



### ADVERTISING

#### DIANNE REYNOLDS

Group Publisher  
TEL: 973-206-8014 Fax: 973-206-9378  
E-MAIL: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com)

#### JUDY M. HARWAY

Account Manager, West  
13577 Country Heights Drive  
Penn Valley, CA 95946  
TEL: 530-575-2472 E-fax: 877-832-2612  
E-MAIL: [judy@harwaycorp.com](mailto:judy@harwaycorp.com)

#### AMANDA SMITH

Digital Account Manager  
TEL: 973-206-2321  
E-MAIL: [asmith@mdedge.com](mailto:asmith@mdedge.com)

### CONTRACTS / INSERTION ORDERS

#### SHERI WILLIAMS

Advertising/Billing Coordinator  
TEL: 973-206-8022 Fax: 973-206-9378  
E-FAX: 1-800-847-0451  
E-MAIL: [swilliams@mdedge.com](mailto:swilliams@mdedge.com)

### EVENTS

#### GUY PAWLAK

Conference Sales Manager  
TEL: 973-206-2328  
E-MAIL: [g.pawlak@globalacademycme.com](mailto:g.pawlak@globalacademycme.com)

### PRINT PRODUCTION

#### DONNA PITURAS

Production Manager  
TEL: 973-206-8011 Fax: 973-206-9535  
E-MAIL: [dpituras@mdedge.com](mailto:dpituras@mdedge.com)

### CLASSIFIEDS / RECRUITMENT

#### DREW ENDY

Classified Advertising Account Manager  
TEL: 215-657-2319  
E-MAIL: [dendy@mdedge.com](mailto:dendy@mdedge.com)

### Frontline Medical Communications

7 CENTURY DRIVE, SUITE 302

PARSIPPANY, NJ 07054

973-206-3434

[www.frontlinerrates.com](http://www.frontlinerrates.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

### CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## PRINT ADVERTISING

### RATES & DISCOUNTS

Effective Date: January 1, 2019

- 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, IMN, and CCJM extend to 396x.)

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2019. Full year 2018 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2019. 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:

2018 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2019 Discount	0.50%	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™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News® + Internal Medicine News®*) and PowerBuy2™ (*The Journal of Family Practice® + Cleveland Clinic Journal of Medicine®*) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, 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: *The Journal of Family Practice®+ Family Practice News®; Cutis®+ Dermatology News®; OBG Management®+Ob.Gyn. News®; Current Psychiatry®+Clinical Psychiatry News®.* Full-run only.

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## RATES & DISCOUNTS (CONTINUED)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. See Full Integrated Media Kit and Rate Cards available at [www.frontlinrates.com](http://www.frontlinrates.com). Full-run only.

Choose either the continuity or new business/launch program (if not using a combination discount):

- **CONTINUITY DISCOUNT:** Buy 5 ads, get 6th at half price; OR buy 12 ads, and take 8.3% off each (B&W and color). Continuity program applies to 12-month period of January 2019 through December 2019 (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 OBG Management during 2018 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2019 and receive 50% off the 4th insertion, 50% off the 8th insertion, and 50% off the 12th insertion within the calendar year of January 2019 through December 2019.
- **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 Dianne Reynolds, Group Publisher, Tel: (973) 206-8014, E-mail: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com) for additional details.

### 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 OBG Management's online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact:  
Drew Endy, Classified Advertising Account Manager  
Tel: (215) 657-2319, E-mail: [dendy@mdedge.com](mailto:dendy@mdedge.com)

### Split Run

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

- **RUN-OF-BOOK:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum of 50%) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,550 for one full page, \$2,100 for 2 full pages and \$2,800 for 3 or 4 pages.
- **INSERTS:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 50% for 2- or 4-page units and 40% for 6+-page units) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,300.

### 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.

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

# RATES & DISCOUNTS (CONTINUED)

## Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$6,835	\$6,785	\$6,620	\$6,500	\$6,325	\$6,050	\$5,900	\$5,540	\$5,440	\$5,340
2/3 Page	6,110	6,050	5,945	5,800	5,705	5,515	5,350	4,980	4,885	4,805
1/2 Page	4,880	4,845	4,715	4,635	4,515	4,370	4,205	3,950	3,900	3,845
1/3 Page	3,625	3,595	3,490	3,420	3,325	3,210	3,145	2,920	2,880	2,830
1/4 Page	2,815	2,790	2,725	2,655	2,565	2,485	2,440	2,270	2,250	2,190

BLACK-AND-WHITE + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$10,540	\$10,490	\$10,325	\$10,205	\$10,030	\$9,755	\$9,605	\$9,245	\$9,145	\$9,045
2/3 Page	9,815	9,755	9,650	9,505	9,410	9,220	9,055	8,685	8,590	8,510
1/2 Page	8,585	8,550	8,420	8,340	8,220	8,075	7,910	7,655	7,605	7,550
1/3 Page	7,330	7,300	7,195	7,125	7,030	6,915	6,850	6,625	6,585	6,535
1/4 Page	6,520	6,495	6,430	6,360	6,270	6,190	6,145	5,975	5,955	5,895

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)	
Metallic ink	\$2,625
Four color rates	\$3,705
Five color rates (4C + PMS)	\$5,620
Six color rates	\$7,540

SPECIAL POSITIONS	
2nd Cover	40% premium above earned B&W rate, plus 4-color charges
3rd Cover	15% premium above earned B&W rate, plus color charges
4th Cover	60% premium above earned B&W rate, plus 4-color charges
Opp T of C	15% premium above earned B&W rate, plus color charges
Opp Editorial	15% premium above earned B&W rate, plus color charges
Opp Masthead	15% premium above earned B&W rate, plus color charges
Cons Right Hand Pgs	15% premium above earned B&W rate, plus color charges
Other Preferred Pos	10% premium above earned B&W rate, plus color charges

## Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$13,675	\$13,575	\$13,230	\$12,980	\$12,690	\$12,165	\$11,865	\$11,160	\$10,990	\$10,770
4 Page Insert	N/A	26,615	25,960	25,420	24,850	23,800	23,240	21,845	21,460	21,030
6 Page Insert	N/A	39,645	38,670	37,875	37,000	35,445	34,545	32,385	31,925	31,285
8 Page Insert	N/A	52,490	51,160	50,105	48,965	46,870	45,700	42,820	42,190	41,345
10 Page Insert	N/A	65,165	63,515	62,240	60,775	58,170	55,140	53,130	52,340	51,295

### CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## OB. GYN. MARKET DUO

### OBG MANAGEMENT + OB.GYN. NEWS Combination Rates

7.5% off each journal—Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Full-run only. 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	\$15,170	\$14,595	\$14,275	\$13,980	\$13,750	\$13,380	\$12,960	\$12,310	\$11,845	\$11,560
King 3/4 page + A-size page	14,370	13,820	13,480	13,255	13,060	12,720	12,400	11,755	11,045	10,840
Island page + A-size page	12,915	12,325	12,010	11,805	11,590	11,225	10,865	10,290	9,930	9,710
King 1/2 page + 1/2 A-size page	10,970	10,510	10,210	9,975	9,820	9,625	9,255	8,800	8,365	8,250

### Insert Rates (King+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$29,705	\$29,035	\$28,410	\$28,000	\$27,280	\$26,440	\$25,135	\$24,205	\$23,600
4 page insert	NA	NA	57,595	56,330	55,520	54,075	52,415	49,820	47,920	46,735
6 page insert	NA	NA	86,140	84,250	83,020	80,870	78,345	74,380	71,640	69,855
8 page insert	NA	NA	NA	111,965	110,360	107,475	104,115	98,840	95,170	92,795

### Insert Rates (A-size (island)+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$25,015	\$24,360	\$23,940	\$23,555	\$22,855	\$22,110	\$20,970	\$20,250	\$19,785
4 page island insert	NA	NA	48,255	47,390	46,620	45,225	43,775	41,500	40,030	39,095
6 page island insert	NA	NA	72,115	70,835	69,670	67,595	65,375	61,895	59,795	58,405
8 page island insert	NA	NA	NA	94,080	92,555	89,760	86,835	82,195	79,385	77,530

COLOR RATES	
Metallic ink	\$2,600
Four color	\$6,925
Five color (4C + PMS)	\$10,255

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

## CONTACTS

## PRINT ADVERTISING

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

## INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

## ABOUT FRONTLINE

For further information, contact the publisher.

## CIRCULATION

### Description of Circulation Parameters

- **OFFICE-BASED:** Obstetrics and Gynecology, Gynecology, Reproductive Endocrinology, Gynecologic Oncology, Obstetrics, Maternal-Fetal Medicine, and PCPs in women's health.
- **HOSPITAL-BASED RESIDENTS:** Obstetrics and Gynecology, and PCPs in women's health.
- **OTHER PROFESSIONAL ACTIVITY:** Teaching.
- **MILITARY:** None.
- **OSTEOPATHIC SPECIALTIES:** Coverage includes all office-based and hospital osteopaths practicing Obstetrics and Gynecology. Hospital-based coverage is limited to those specializing in Obstetrics and Gynecology, Reproductive Endocrinology, Gynecological Oncology, Maternal-Fetal Medicine, and PCPs in women's health.
- **DEMOGRAPHIC:** Circulation to physicians (both MDs and DOs) with a primary specialty in Obstetrics and Gynecology, both office- and hospital-based, including first-, second-, third-, and fourth-year residents, as well as physicians with the subspecialties listed in the table on page 7.
- **OTHER HEALTHCARE PROFESSIONALS:** Nurse practitioners in women's health.

### Demographic Selection Criteria

- **CIRCULATION DISTRIBUTION:** Controlled: 99.9%. Paid: 0.1%.
- **BACK ISSUES:** U.S.: \$27.00 per issue. Outside U.S.: \$33.00 per issue; Other: \$38.00.
- **FOR SUBSCRIPTION RATES:** contact 800-480-4851.

### Circulation Verification

- **AUDIT:** BPA.
- **MAILING LIST AVAILABILITY:** Contact the [Publisher](#)

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

## ABOUT FRONTLINE

For further information, contact the publisher.

## CIRCULATION

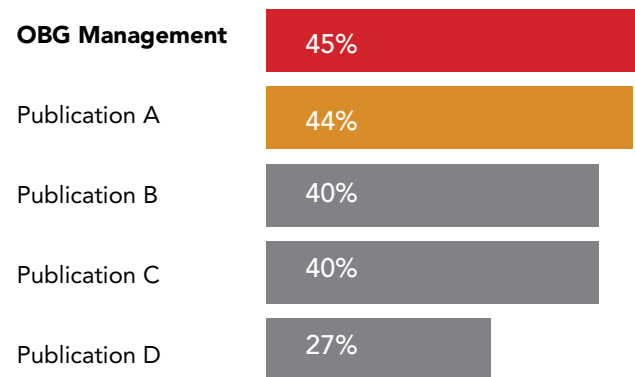
• **DATE AND SOURCE OF BREAKDOWN:** July 2018 BPA Circulation Statement

2018 CIRCULATION ANALYSIS						
	Office-based	Residents	Hospital	Other Professional Activity	Osteopathy	TOTAL
Obstetrics	117	—	20	6	15	158
Gynecological Oncology	168	25	51	12	6	262
Gynecology	1,669	—	146	136	101	2,052
Obstetrics and Gynecology	29,118	4,500	3,321	539	3,093	40,571
Reproductive Endocrinology	369	19	34	27	12	461
Maternal & Fetal Medicine	252	59	89	23	36	459
Female Pelvic Medicine & Reconstructive Surgery	133	122	18	12	—	285
FP/FM, GP, IM, Women's Health	301	11	54	30	25	421
NPs/PAs Women's Health	3,025	—	—	—	—	3,025
<b>TOTAL</b>	<b>35,152</b>	<b>4,736</b>	<b>3,733</b>	<b>785</b>	<b>3,288</b>	<b>47,694</b>

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

## READERSHIP

Average Page Exposures



Source: Kantar Media, Medical/Surgical Readership Study: June 2018, Obstetrics/Gynecology, Office & Hospital, Table 126

### CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## INSERT INFORMATION

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 (e.g., paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.
- **CHARGES:** See rates.

### BRCs

- Accepted if accompanied by a full-page ad. Must meet postal regulations.
- **BRC RATE:** \$6,835

### 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

59,000. For demographic runs fewer than 55,000, add 5%.

### Shipping

Inserts should be clearly marked with publication name, issue date, and quantity.

**SHIP TO:** Publishers Press  
 ATTN: Tammy Cristobal  
 TITLE NAME/ISSUE DATE  
 13487 South Preston Highway  
 Lebanon Junction, KY 40150  
 Tel: 800-627-5801

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.

## ISSUANCE & CLOSING DATES

First Issue: September 1989.

Frequency: Monthly.

Mailing Date and Class: 5th of each month. Periodicals class.

Closing Dates (subject to change):

	SPACE	MATERIAL	INSERTS
Issue	Reservation	Due	Due
January	12/17/2018	12/26/2018	1/2/2019
February	1/17/2019	1/25/2019	1/31/2019
March	2/14/2019	2/22/2019	2/28/2019
April	3/15/2019	3/22/2019	3/28/2019
May	4/15/2019	4/22/2019	4/26/2019
June	5/15/2019	5/22/2019	5/29/2019
July	6/12/2019	6/19/2019	6/25/2019
August	7/19/2019	7/26/2019	8/1/2019
September	8/15/2019	8/22/2019	8/28/2019
October	9/13/2019	9/20/2019	9/26/2019
November	10/11/2019	10/18/2019	10/20/2019
December	11/8/2019	11/15/2019	11/22/2019

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS

- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.



## COVER TIPS / OUTSERTS

Cover Tips are cost-effective methods to capture immediate exposure and to get your message to an engaged audience of ObGyns, PCPs and NPs with the brand they trust most. 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

- **SIZE:** 7 1/2" (w) x 5 1/4" (h), 80# stock, No UV coating, 1/4" bleed, Keep all live matter 3/8" from final trim
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of space cost
- Contact Dianne Reynolds for rates and availability  
Tel: 973-206-8014, E-mail: [dreynolds@mdedge.com](mailto:dreynolds@mdedge.com)

### Outserts

Outserts are a great opportunity to capture high visibility through OBG MANAGEMENT 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. Samples must be submitted for review. Availability and pricing contingent upon approval.

## 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 reprints are available.

*For USA & CANADA ONLY CONTACT:*

Brett Petillo, Sales Manager  
Wright's Media  
2407 Timberloch Place, Suite B  
The Woodlands, TX 77380  
Office: 281-419-5725  
Toll Free: 877-652-5295  
Cell: 832-458-9467  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
Website: [www.wrightsmedia.com](http://www.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](mailto:ray.thibodeau@contentednet.com)  
Website: [www.contentednet.com](http://www.contentednet.com)

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## EDITORIAL

### General Editorial Direction

OBG MANAGEMENT is a monthly peer-reviewed clinical journal offering scientifically sound best practices that equip ObGyns, as well as primary care physicians and nurse practitioners in women's health, to provide optimal patient care. Editorial is dedicated to the professional development of these clinicians with peer reviewed, evidence-based, relevant, easy-to-read, practical information in a graphically stimulating environment. Topics include clinical reviews, surgical and diagnostic techniques, standards of care, new technologies, medical legal liability, reimbursement, practice management, and more. Interactive articles appearing in print are visually reinforced with technique and expert commentary videos and audio interviews at [www.mdedge.com/obgyn](http://www.mdedge.com/obgyn).

### Special "Update" Topics

- **JANUARY:** Obstetrics
- **FEBRUARY:** Fertility
- **MARCH:** Cancer
- **APRIL:** Genetic Testing
- **MAY:** Cervical Disease
- **JUNE:** Menopause
- **JULY:** Abnormal Uterine Bleeding
- **AUGUST:** Female Sexual Dysfunction
- **SEPTEMBER:** Pelvic Floor Dysfunction
- **OCTOBER:** Contraception
- **NOVEMBER:** Minimally Invasive Surgery
- **DECEMBER:** Osteoporosis

### Average Issue Information (2018)

- Average number of feature articles per issue: 4.
- Average article length: 6 pages.
- Editorial departments:
  - Dr. Arnold Advincula's Video Series
  - Dr. Barbieri's Editorial
  - Business of Medicine
  - Comment & Controversy
  - Examining the Evidence
  - GYN Image Quiz
  - Medical Verdicts
- Professional Liability
- Practice Management
- Surgical Techniques
- Society of Gynecologic Surgeons Video Series
- What's the Verdict

### Origin of Content

- **STAFF WRITTEN:** 10% (Q and A articles, Medical Verdicts, news, analysis, sidebars).
- **INVITED:** 98% of feature articles.
- **UNSOLICITED:** 2% of review articles.
- **REJECTION RATE OF UNSOLICITED ARTICLES:** 95%.
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS:** Occasionally, from other FMC publications.
- **PEER REVIEW:** All articles undergo review by the physician Editor-in-Chief, members of the Board of Editors, and other physicians who have pertinent expertise.

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## 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

## PRINTING SPECIFICATIONS

### Ad Sizes and Bleed Sizes

	Ad sizes		Bleed sizes	
	Width	Depth	Width	Depth
2 facing pages	15"	10"	16 ¼"	11"
1 page	7"	10"	8 ⅛"	11"
½ page (horizontal)	7"	4 7/8"	8 ⅛"	5 ½"
2/3 page (vertical)	4 3/8"	10"	4 5/8"	11"
½ page (vertical)	3 3/8"	10"	4"	11"
1/3 page (vertical)	2 ¼"	10"	2 7/8"	11"
¼ page	3 3/8"	4 7/8"	4"	5 ½"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

### Paper Stock

- **INSIDE PAGES:** 40# No. 5 coated.
- **COVERS:** 80# No. 3 coated.

Type of Binding: Perfect-bound.

### Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.

and is assessed as administrative and production charges incurred by the publisher.

New Product Releases: Yes.

Editorial Research: Conducted on a routine basis.  
Consult publisher for details.

### Ad Format and Placement Policy

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

Ad/Edit Information: 55:45

- **4-COLOR:** 133 line.
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

### Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

### Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.  
Send reproduction materials to:  
OBG MANAGEMENT®  
Frontline Medical Communications Inc.  
7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
Attn: Donna Pituras  
Production Manager  
Tel: 973-206-8011 Fax: 973-206-9535  
E-mail: [dpituras@mdedge.com](mailto:dpituras@mdedge.com)

### Materials Policy:

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## AD PLANNER

Maximize marketing effectiveness and extend the reach of your promotional campaign by using this handy table to locate critical dates and implement key programs to increase awareness and bolster your brand's perception and recognition. Don't forget about using the Product Launch Incentive Program!

Issue	Closing date	Bonus distribution	Convention Value-Added Program	Special Focus Issues
January	12/11/2017			Obstetrics
February	1/16/2018	SGS	SGS	Fertility
March	2/9/2018	ACOG SGS	ACOG SGS	Cancer
April	3/16/2018	ACOG	ACOG	Genetic Testing
May	4/12/2018			Cervical Disease
June	5/10/2018			Menopause
July	6/12/2018			Infectious Disease
August	7/13/2018	NAMS	NAMS	Abnormal Uterine Bleeding
September	8/14/2018	NAMS AAGL	NAMS AAGL	Contraception
October	9/11/2018	AAGL	AAGL	Pelvic Floor Dysfunction
November	10/12/2018	PAGS		Minimally Invasive Surgery
December	11/12/2018	PAGS		Osteoporosis

- **PRODUCT PERCEPTION STUDY:** Free to qualified advertisers. Find out what women's health specialists think about your product through a survey with your product's name to a random sample of ObGyns, primary care physicians and nurse practitioners in women's health, upon request.
- **2019 CONVENTION VALUE ADDED PROGRAM:** Free Booth Number Ad Stripping for your ad and Convention Index Listing in the:
  - February and March issues bonus distributed at the Society of Gynecologic Surgeons
  - March and April issues bonus distributed at the American Congress of Obstetricians and Gynecologists Annual Meeting
  - August and September issues bonus distributed at NAMS
  - September and October issues bonus distributed at the AAGL clinical congress
  - November and December issues bonus distributed at PAGS

### Convention Meeting Dates

- **SGS:** Society of Gynecologic Surgeons, Tucson, AZ; March 31-April 3, 2019
- **ACOG:** American Congress of Obstetricians and Gynecologists Annual Meeting, Nashville, TN; May 3-6, 2019
- **NAMS:** North American Menopause Society, Chicago, IL; September 25-28, 2019
- **AAGL:** Global Congress of Minimally Invasive Gynecology, Vancouver, Canada; November 9-13, 2019
- **PAGS:** Pelvic Anatomy and Gynecologic Surgery, Las Vegas, NV, December 12-14, 2019

## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## UNIQUE OPPORTUNITIES

### Multi-sponsored Supplements / Special Issues:

Multisponsored print and digital supplements and/or 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.

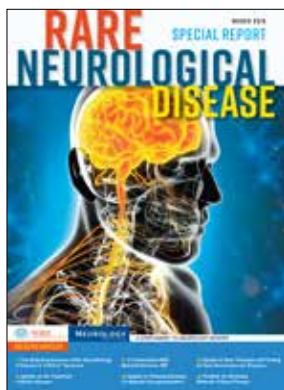
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *OBG Management* audience as well.

- Supplements polybag and mail with regular issues of *OBG Management*
- Supplements are posted online in the education center of [mdedge.com/obgyn](http://mdedge.com/obgyn)
- Print supplements receive Bonus Distribution at various medical meetings and events.

**PRICING:** Please consult with Publisher/Account Manager on advertising rates for each supplement or to request the multi-sponsored rate card. 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.



## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

For further information, contact the publisher.

## INTEGRATED MEDIA OPPORTUNITIES

### Awareness | Education | Targeted/Expanded Reach | Frequency

Identify your objectives and work with our 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 25 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](#).



## CONTACTS

### PRINT ADVERTISING

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

### INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

### ABOUT FRONTLINE

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 ranks 1st in combined web and print engagements and leads in HCP-level targeting. With MDedge™, our 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 through superior reach, optimal sponsorship opportunities, and multi-faceted, multi-channel advertising programs.

- MDedge™, our integrated web portal, features personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, and more.
- Our portfolio of 30+ print and digital publications in 20+ distinct market segments, surpasses circulation to 740,000 HCPs.
- Access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.
- 21 live events offering clinicians CME/CE credits
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge™ | FMC delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2019 discount programs: corporate level discounts and earned frequencies; new business/launch programs; and continuity discounts. For details:

Contact your [account manager](#) directly or call 973-206-3434.

Visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

Access all rate cards and our integrated media kit (an extensive array of MDedge digital advertising and custom opportunities) at [www.frontlinerates.com](http://www.frontlinerates.com).

Email us at [sales@mdedge.com](mailto:sales@mdedge.com).

**MDedge™**  
**True HCP Engagement**  
**In Every Way, On Every Day**

<i>Cardiology News®</i>	<i>IDPractitioner®</i>
<i>CHEST® Physician</i>	<i>Internal Medicine News®</i>
<i>Clinical Endocrinology News®</i>	<i>Journal of Clinical Outcomes Management®</i>
<i>Clinical Neurology News®</i>	<i>The Journal of Family Practice®</i>
<i>Clinical Psychiatry News®</i>	<i>Journal of Hospital Medicine®</i>
<i>Clinician Reviews®</i>	<i>Neurology Reviews®</i>
<i>Cosmetic Dermatology®</i>	<i>OBG Management®</i>
<i>Current Psychiatry®</i>	<i>Ob.Gyn. News®</i>
<i>Cutis®</i>	<i>OncologyPractice™</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>Vascular Specialist®</i>
<i>Hematology Times™</i>	
<i>The Hospitalist®</i>	
<i>Hematology-Oncology Board Review</i>	

**CONTACTS**

**PRINT ADVERTISING**

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

**INTEGRATED MEDIA OPPORTUNITIES**

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

**ABOUT FRONTLINE**

For further information, contact the publisher.