PUBLISHER’S STATEMENT

For 48 years, *Family Practice News*® has been the leading independent newspaper for the family physician. For more than 50 years, *Internal Medicine News*® has been the leading independent newspaper for internal medicine. Readers rely on *Family Practice News* and *Internal Medicine News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Published twelve times per year, the newspapers circulate to nearly 219,000 physicians. All articles are researched, written, and produced by professional medical journalists.

The online destinations of *Family Practice News* and *Internal Medicine News* can be found at www.mdedge.com/familymedicine and www.mdedge.com/internalmedicine, part of the MDedge™ web portal. Both sites are updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. The sites also feature commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are 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. *Family Practice News* and *Internal Medicine News* are the best way for physicians to stay up-to-date, save time, and gain perspective.

ADVERTISING

GINA BENNICASA
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Frontline Medical Communications
7 CENTURY DRIVE, SUITE 302
PARSIPPANY, NJ 07054
973-206-3434
www.frontlinerates.com

For further information, contact the publisher.
GENERAL INFORMATION

Internal Medicine News and Family Practice News are published by Frontline Medical Communications.

Issuance: Monthly

Established
Family Practice News was established in 1971. Internal Medicine News was established in 1968.

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: The Power-Buy—Family Practice News and Internal Medicine News—reaches nearly 213,000 patient-care family physicians, general practitioners, osteopathic physicians, internists, cardiologists, gastroenterologists, pulmonologists, nephrologists, rheumatologists, endocrinologists, and diabetologists.

Editorial: The Power-Buy—Family Practice News and Internal Medicine News, through their e-newsletters and print publications, provide 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 family medicine and internal medicine. Our business of medicine coverage includes regulatory, specialty, and health care reform issues that affect both family physicians’ and 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

Contact 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 which, in FMC’s opinion, resembles editorial material.
e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
g. Rates are subject to change with 90 days’ notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

Advertisers’ Index
Back-of-book

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.

Click here for Standard Terms and Conditions for Advertising
CIRCULATION

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total Qualified</th>
<th>Office Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>Other Professional</th>
<th>Osteopaths</th>
<th>Semi-Retired</th>
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<td>Family Practice</td>
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<td>5,919</td>
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<td>12,577</td>
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<td>9,033</td>
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<td>41</td>
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<td>-</td>
<td>3</td>
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<td>23</td>
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<td>Nephrology</td>
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<td>Rheumatology</td>
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<td>25</td>
<td>4</td>
<td>10</td>
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<tr>
<td>Internal Medicine, Geriatrics</td>
<td>3,500</td>
<td>2,757</td>
<td>168</td>
<td>471</td>
<td>-</td>
<td>104</td>
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<tr>
<td><strong>Total Qualified Distribution</strong></td>
<td><strong>218,812</strong></td>
<td><strong>149,866</strong></td>
<td><strong>20,429</strong></td>
<td><strong>19,133</strong></td>
<td><strong>443</strong></td>
<td><strong>28,445</strong></td>
<td><strong>496</strong></td>
</tr>
</tbody>
</table>

Source: July 2018 BPA.
For more detailed BPA circulation information, [CLICK HERE](#).

THE POWERBUY™ READERSHIP SCORES

**Projected Average Page Exposures**

<table>
<thead>
<tr>
<th>Publication</th>
<th>PowerBuy</th>
<th>Publication</th>
</tr>
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<tbody>
<tr>
<td>A</td>
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<tr>
<td>B</td>
<td>59,951</td>
<td>47,840</td>
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<td>C</td>
<td>47,840</td>
<td>40,919</td>
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<tr>
<td>D</td>
<td>40,919</td>
<td>37,235</td>
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<tr>
<td>E</td>
<td>37,235</td>
<td>28,401</td>
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</table>

Source: Kantar Media, Medical/Surgical June 2018 - Readership Summary Primary Care Office & Hospital, Combo/NonDup

**Projected Average Issue Readers**

<table>
<thead>
<tr>
<th>Publication</th>
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<td>A</td>
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<tr>
<td>B</td>
<td>100,325</td>
</tr>
<tr>
<td>C</td>
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<td>D</td>
<td>81,037</td>
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<tr>
<td>E</td>
<td>66,814</td>
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<tr>
<td>F</td>
<td>54,601</td>
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</table>

Source: Kantar Media, Medical/Surgical June 2018 - Readership Summary Primary Care Office & Hospital, Combo/NonDup
## ISSUE AND CLOSING DATES

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<tr>
<th>Issue Dates</th>
<th>Space Close</th>
<th>Materials Due</th>
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<tr>
<td>January</td>
<td>December 17, 2018</td>
<td>January 2, 2019</td>
</tr>
<tr>
<td>February</td>
<td>January 24, 2019</td>
<td>January 31</td>
</tr>
<tr>
<td>March</td>
<td>February 21</td>
<td>February 28</td>
</tr>
<tr>
<td>April</td>
<td>March 22</td>
<td>March 29</td>
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<td>May</td>
<td>April 23</td>
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<td>May 31</td>
</tr>
<tr>
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<td>July 1</td>
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<tr>
<td>August</td>
<td>July 24</td>
<td>July 31</td>
</tr>
<tr>
<td>September</td>
<td>August 22</td>
<td>August 29</td>
</tr>
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<td>November</td>
<td>October 23</td>
<td>October 31</td>
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<tr>
<td>December</td>
<td>November 19</td>
<td>November 26</td>
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Stated Date of Mailing and Class: 15th of publication month. Periodicals class.
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.

Black & White Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
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</thead>
<tbody>
<tr>
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<td>$23,245</td>
<td>$22,370</td>
<td>$21,530</td>
<td>$21,225</td>
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<td>$20,200</td>
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<td>$19,560</td>
<td>$19,440</td>
<td>$19,070</td>
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<td>16,355</td>
</tr>
<tr>
<td>1/2 Page</td>
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<td>12,825</td>
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Black & White (ROB) + 4-Color Rates

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<th>48x</th>
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<th>396x</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>$28,495</td>
<td>$27,275</td>
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<td>$25,560</td>
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<td>16,570</td>
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<tr>
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</table>

Color Rates (In addition to black & white rates)

| Metallic ink       | $285 |
| Four Color rates   | $4,030 |
| Five Color rates (4C + PMS) | $7,030 |

Special Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Page 3 – Earned king rate + 30% (plus color)</td>
<td>Full-page bleed or gutter bleed (accepted for spreads only): no charge.</td>
</tr>
<tr>
<td>Fourth Cover – Earned king rate + 60% (plus color)</td>
<td></td>
</tr>
<tr>
<td>Center Spread – Earned king rate + 25% (plus color)</td>
<td></td>
</tr>
</tbody>
</table>
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.

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.
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 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 listed in the graphic on the right.

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

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

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™ 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.

FRONTLINE POWERBUY2™
Brings together the #1 clinical, peer-reviewed, indexed primary care journals, The Journal of Family Practice® (JFP) and Cleveland Clinic Journal of Medicine® (CCJM). JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency. Buy both and earn a 15% discount off earned page rates in each. Consult your publisher or see separate rates.

FRONTLINE SUPERPOWERBUY™
Gain maximum primary care reach, duplicated and unduplicated, when you use the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use PowerBuy™ (Family Practice News® + Internal Medicine News®) and add PowerBuy2™ (The Journal of Family Practice® + Cleveland Clinic Journal of Medicine®) and earn an additional 10% discount off PowerBuy2™. Consult your publisher or see separate rates.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at www.frontlinerates.com.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.

<table>
<thead>
<tr>
<th>2018 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
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<tbody>
<tr>
<td>Earned 2019 Discount</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

For further information, contact the publisher.
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

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
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<td>126,795</td>
<td>124,755</td>
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NEW PRODUCT LAUNCH PROGRAM
Place your new product launch unit in six (6) consecutive issues of The PowerBuy (Family Practice News & Internal Medicine News) and get the sixth (6th) 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 ads count towards earned frequency. 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
The PowerBuy (Family Practice News & Internal Medicine News) offers a continuity discount for all products advertising during calendar year 2019 based on the following levels:
• 11 insertions: 12th insertion FREE

PowerBuy Insertion = ad unit running in both Family Practice News & Internal Medicine News.

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 ads count towards earned frequency. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Full run only. Full-cost split-run insertions qualify. ROB production charges apply.
COVER TIPS

- Cost includes FMC printing of your creative provided to specifications (one-sided, 4-color)
- Issue polybagged per postal regulations
- Cost is net non-commissionable
- PowerBuy, PowerBuy2, and Super Power-Buy advertisers earn additional discounts. Quotes available upon request.

PRICING
Please consult your publisher.

SPACE RESERVATIONS
Available on a first-come, first-served basis. Please consult your 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.

SHIPPING INSTRUCTIONS
Deliver electronic files and color proof to:
Production Department
FAMILY PRACTICE NEWS & 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”
OUTSERTS

Outserts are a great opportunity to capture high visibility through Internal Medicine News and Family Practice 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.

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, leaflets, 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:
Brett Petillo, Sales Manager
Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
Email: frontline@wrightsmedia.com
website: www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:
Ray Thibodeau, Executive Vice President
Content Ed Net
350 South Main St., Suite 113B
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
website: www.contentednet.com

OUTSERTS

Contact your publisher for details and pricing.

REPRINTS/EPRINTS

The MedJobNetwork consists of an interactive recruitment portal (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 and Family Practice News’s online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card here.

CONTACTS:

Tim LaPella
Senior Sales Director
Tel: 484-921-5001
tlapella@mdedge.com

Heather Gonroski
Classified Advertising Account Manager
Tel: 973-290-8259
hgonroski@mdedge.com

OUTSERTS

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

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: 8” x 11”) 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 5/8” x 13 1/4”, must come with bleed (head, face and foot only); these will trim with publication
- “A-size”: approximately 8” x 11”, 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
Family Practice News
ISSUE DATE
Publishers Press / LSC
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Tammy Baugh

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
Family Practice News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
joanfriedman@mdedge.com

Send digital files and proofs to:
Internal Medicine News
Family Practice News
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@mdedge.com

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

King-size Page
- Bleed Size: 10 ¾” x 13 ¼”
- Trim Size: 10 ½” x 13”

King-size Spread
- Bleed Size: 21 ¼” x 13 ¾”
- Trim Size: 21” x 13”

3/4 Vertical Spread
- Ad Size: 14 ¾” x 11 ¾”

3/4 Vertical
- Ad Size: 7 ¾” x 11 ½”

Island Page
- Ad Size: 7 ¾” x 10”

Island Spread
- Ad Size: 14 ¾” x 10”

- Ad Size: 17 ½” x 10”

1/4 Page Vertical
- Ad Size: 4 ½” x 5 ¾”

1/4 Page Horizontal
- Ad Size: 6 ½” x 4 ½”

Island Spread + Island Page
- Ad Size: 14 ¾” x 10”

3/4 Horizontal
- Ad Size: 9 ½” x 10”

3/4 Horizontal Spread
- Ad Size: 20” x 10”

1/2 Page Horizontal
- Ad Size: 9 ½” x 5 ¾”

1/2 Horizontal Spread
- Ad Size: 20” x 5 ¾”

1/2 Page Vertical
- Ad Size: 4 ½” x 11 ¾”

1/4 Page Column
- Ad Size: 2 ½” x 11 ¾”

Journal Trim Size: 10 ½” x 13”
Live matter: Allow ¼” safety from all trim edges
Type of Binding: Saddle Stitch

CONTACTS

PRINT ADVERTISING
- Circulation & Readership Scores
- Issue & Closing Dates
- Advertising Rates
- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
- 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 Internal Medicine News and Family Practice News audience as well.

- Supplements polybag and mail with regular issues of Internal Medicine News and Family Practice News
- Supplements are posted online in the education center of www.mdedge.com/internalmedicine and mdedge.com/familymedicine
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING
Please consult with publisher 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 publisher for closing dates, insert quantity and print/digital advertising specs.
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 Frontlinerates.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

Medical Conferences
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 **publisher** 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**

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<th>Publication</th>
<th>Program</th>
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<tr>
<td>Cardiology News®</td>
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<td>Internal Medicine News®</td>
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<td>Clinical Endocrinology News®</td>
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<td>IDPractitioner®</td>
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<td>Rheumatology News®</td>
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<td>The Sarcoma Journal™</td>
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<td>Vascular Specialist®</td>
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FAMILY PRACTICE NEWS
www.medge.com/familymedicine