



ENDOCRINE NEWS

- US Circulation includes the universe of endocrinologists and 6,125 High Rx PCPs
- The most efficient publication in the diabetes/endocrinology market
- **#1 in Total Readers***

*Source: Kantar, May 2020, Tables 119+219 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2021 PRINT RATES & DATA

Editorial

Editor-in-Chief:

Mark A. Newman, Endocrine Society

Established: 2004

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Interspersed

Circulation

Total Circulation: 26,225

Circulation Breakdown:

22,552 US; 3,673 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

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John Alberto

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Advertising Information

Earned Rates: Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

Agency Commission: 15%

Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,500	\$2,000	\$1,200
6x	\$3,450	\$1,950	\$1,100
12x	\$3,400	\$1,900	\$1,050
24x	\$3,350	\$1,850	\$1,000
48x	\$3,300	\$1,800	\$950
72x	\$3,250	\$1,750	\$900
96x	\$3,150	\$1,700	\$850

Color Rates (in addition to B/W rates):

Standard Color:	\$ 800
Matched Color:	\$1,150
3/or 4/Color:	\$2,200

Preferred Position Premiums:

Cover 2:	35%
Cover 4:	50%
All Others:	15%

Inserts: Charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Covertips and Outserts: Available; contact your sales representative for more information.

Advertising Incentive Continuity Program:

Place 6 insertions for the same product in *Endocrine News* during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

Combination Incentive Program: Place an ad in *JCEM* and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January 2021	Dec 10	Dec 17	Dec 23
February 2021	Jan 11	Jan 18	Jan 25
March 2021	Feb 10	Feb 17	Feb 24
April 2021	Mar 10	Mar 17	Mar 24
May 2021	Apr 9	Apr 16	Apr 23
June 2021	May 10	May 17	May 24
July 2021	Jun 10	Jun 17	Jun 24
August 2021	Jul 9	Jul 16	Jul 23
September 2021	Aug 10	Aug 17	Aug 24
October 2021	Sep 10	Sep 17	Sep 24
November 2021	Oct 11	Oct 18	Oct 25
December 2021	Nov 10	Nov 17	Nov 24

Bonus Distribution Issues:

March	ENDO 2021
April	AACE
May	American Diabetes Association
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 100 lb coated;

Interior, 60 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
½ page horizontal	7"	5"	8.375"	5.5"
½ page vertical	3.5"	10"	4.125"	11.125"
¼ page	3.5"	5"		

Reproduction Requirements (ROB):

Digital Files Required

Preferred Format: PDF/X-1a

Checklist Before Submission:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area
- Email final pdf file to shouston@pminy.com

Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Delivered Size: 8.375" x 11.125"

Trim: 1/8" from all four sides; jogs to head

Stock: 70lb minimum; 100lb maximum

Quantity: 26,500 US; 28,000 Full Run

Packing: Carton packing preferred with quantity, publication, and month clearly indicated.

Ship Inserts and Covertips to:

Endocrine News
 Sheridan NH
 Attn: Donna Hendee
 69 Lyme Road
 Hanover, NH 03755
 Phone: 603.653.7208

Send All Insertion Orders and PDF Files to:

Shemika Houston
 Pharmaceutical Media, Inc.
 Email: shouston@pminy.com
 Phone: 212-904-0367