



THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- #1 clinical endocrinology publication in average issue readers and total readers*
- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 5,244 3rd party verified by specialty

*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 AND DATA

Editorial

Editor-in-Chief:

Paul M. Stewart, FRCP, F. Med. Sci., University of Leeds, UK

Established: 1941

Origin of Editorial: 100% submitted

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

Ad Placement: Stacked

2019 Impact Factor: 5.399

Circulation

Total Circulation: 5,244

Circulation Breakdown:

4,816 US; 428 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	\$3,150	\$2,000	\$1,450
6x	\$3,100	\$1,950	\$1,400
12x	\$3,050	\$1,900	\$1,350
24x	\$3,000	\$1,850	\$1,300
48x	\$2,950	\$1,800	\$1,250
72x	\$2,900	\$1,750	\$1,200
96x	\$2,850	\$1,700	\$1,150

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

Standard Color: \$1,100

Matched Color: \$1,450

3/ or 4/Color: \$2,400

Preferred Position Premiums:

Cover 2: 35%

Cover 4: 50%

All Others: 15%

Inserts: Inserts are 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 JCEM 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 1	Dec 3	Dec 9
February 2021	Jan 4	Jan 5	Jan 8
March 2021	Feb 2	Feb 4	Feb 9
April 2021	Mar 1	Mar 3	Mar 8
May 2021	Mar 29	Mar 30	Apr 7
June 2021	May 3	May 5	May 10
July 2021	Jun 1	Jun 4	Jun 9
August 2021	Jul 1	Jul 6	Jul 9
September 2021	Aug 1	Aug 5	Aug 10
October 2021	Aug 30	Sept 1	Sep 7
November 2021	Oct 1	Oct 5	Oct 8
December 2021	Nov 1	Nov 2	Nov 9

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: 8.25" x 10.875"

Live Area: 7.75" x 10.375"

Binding: Perfect

Paper Stock: Covers, 80 lb coated;
Interior, 40 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
1/2 page vertical	3.375"	10"	4.375"	11.125"
1/4 page	3.375"	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

Insert Requirements

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

Delivered Size: 8.5" x 11.125"

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

Stock: 70 lb minimum; 80 lb maximum

Quantity: 7,500 US; 8,000 Full Run

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

Ship Inserts and Covertips to:

JCEM
Sheridan NH
Attn: Donna Hendee
69 Lyme Road
Hanover, NH 03755
Ph: 603.653.7208

Send All Insertion Orders and PDF Files to:

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