



2022 RATES AND DATA PRINT AND DIGITAL

The Journal of Clinical Endocrinology & Metabolism

The Most Essential Journal for Thought Leaders and Practitioners

Endocrine News

Excellent Readership and Exposure in all Categories

Endocrine Reviews

One of the Most Referenced Journals in the Field

endocrine.org/journals

Advertising Representatives

Pharmaceutical Media, Inc.
4 South Orange Avenue, #504
South Orange, NJ 07079
pminy.com

Joe Schuldner
212.904.0377
jschuldner@pminy.com

John Alberto
212.904.0364
jalberto@pminy.com



THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- #1 clinical endocrinology publication in average issue readers, average page exposure and total readers*
- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 5,850

*Source: Kantar, May 2021, Tables 402+403 Dia/Endo, O+H

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

2022 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

2020 Impact Factor: 5.958

Circulation

Total Circulation: 5,850

Circulation Breakdown:

5,332 US; 518 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 E: jschuldner@pminy.com

John Alberto

P: 212.904.0364 E: jalberto@pminy.com

Reprints: LaNedra Lee, E: lanedra.lee@oup.com

Supplements: Andrew Hill, E: andrew.hill@oup.com

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 2022	Nov 29	Dec 3	Dec 7
February 2022	Dec 27	Dec 31	Jan 4
March 2022	Jan 31	Feb 4	Feb 8
April 2022	Feb 28	Mar 4	Mar 7
May 2022	Mar 28	Apr 1	Apr 5
June 2022	Apr 27	May 2	May 6
July 2022	May 30	Jun 3	Jun 6
August 2022	Jun 27	Jul 1	Jul 5
September 2022	Jul 27	Aug 1	Aug 5
October 2022	Aug 29	Sept 2	Sept 6
November 2022	Sep 26	Sept 30	Oct 4
December 2022	Oct 31	Nov 4	Nov 7

Bonus Distribution Issues*:

April	AACE
May	American Diabetes Association and ENDO 2022
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

*Pending confirmation of in-person meeting

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

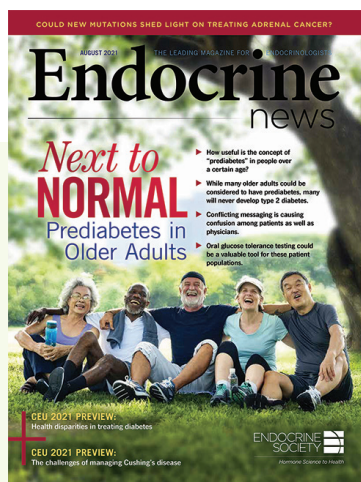
Packing: Carton packing preferred with quantity, publication, and month clearly indicated.

Ship Inserts and Covertips to:

JCEM
Sheridan NH
Attn: Kelly Nanopoulos
69 Lyme Road
Hanover, NH 03755
P: 603.653.7213

Send All Insertion Orders and PDF Files to:

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



ENDOCRINE NEWS

- US Circulation includes the universe of endocrinologists and 6,125 High Rx PCPs
 - Quintile 5 Rx: insulins, DDP4, GLP-1, SGLT2 and anti-hyperlipidemic agents
- The most efficient publication in the diabetes/endocrinology market
- #2 in High Readers*

*Source: Kantar, May 2021, Tables 402+403 Dia/Endo, O+H

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

2022 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: 25,837

Circulation Breakdown:

22,183 US; 3,654 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 E: jschuldner@pminy.com

John Alberto

P: 212.904.0364 E: jalberto@pminy.com

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 2022	Dec 10	Dec 17	Dec 22
February 2022	Jan 7	Jan 14	Jan 24
March 2022	Feb 11	Feb 18	Feb 23
April 2022	Mar 11	Mar 18	Mar 25
May 2022	Apr 11	Apr 19	Apr 25
June 2022	May 9	May 16	May 23
July 2022	Jun 10	Jun 17	Jun 24
August 2022	Jul 11	Jul 18	Jul 25
September 2022	Aug 10	Aug 17	Aug 24
October 2022	Sep 9	Sep 16	Sep 23
November 2022	Oct 7	Oct 14	Oct 24
December 2022	Nov 9	Nov 16	Nov 23

Bonus Distribution Issues*:

April	AACE
May	American Diabetes Association and ENDO 2022
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

*Pending confirmation of in-person meeting

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"
1/2 page horizontal	7"	5"	8.375"	5.5"
1/2 page vertical	3.5"	10"	4.125"	11.125"
1/4 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: Kelly Nanopoulos
69 Lyme Road
Hanover, NH 03755
P: 603.653.7213

Send All Insertion Orders and PDF Files to:

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



ENDOCRINE REVIEWS

Endocrine Reviews publishes comprehensive, authoritative, and timely review articles balancing experimental and clinical endocrinology.

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

2022 PRINT RATES AND DATA

Editorial

Editor-in-Chief:

Ashley Grossman, MD, FRCP, FMedSci
University of Oxford
Oxford, UK

Established: 1980

Origin of Editorial: 100% submitted

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

Ad Placement: Stacked

2020 Impact Factor: 19.871

Circulation

Total Circulation: 650

Circulation Breakdown:

420 US; 230 International

Circulation Basis: Paid

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 E: jschuldner@pminy.com

John Alberto

P: 212.904.0364 E: jalberto@pminy.com

Reprints: LaNedra Lee, E: lanedra.lee@oup.com

Supplements: Andrew Hill, E: andrew.hill@oup.com

Advertising Information

Position	Net
Cover 4	\$3,000
Cover 3	\$2,000
Cover 2	\$2,000
Page ROB	\$1,500

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
February 2022	Dec 7	Dec 14	Dec 30
April 2022	Feb 8	Feb 15	Feb 24
June 2022	Apr 12	Apr 19	Apr 28
August 2022	Jun 14	Jun 21	Jun 30
October 2022	Aug 16	Aug 23	Sep 1
December 2022	Oct 25	Nov 1	Nov 10

Advertising Incentive Program

Run an ad in 3 issues and 4th ad is free.

Full Year: Run an ad in 4 issues and get 2 free ads.

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	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"		

Submission of Advertising Materials:

PDF files only: PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Send All Insertion Orders and PDF Materials to:

Shemika Houston, E: shouston@pminy.com; 212-904-0367



DIGITAL ADVERTISING OPPORTUNITIES

- Endocrine Society Online Network
- Endocrine Society e-Newsletters and e-TOCs

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

Endocrine Society Online Network

The Endocrine Society Online Network is the only resource for the latest content published in *The Journal of Clinical Endocrinology & Metabolism* (JCEM), *Journal of the Endocrine Society*, *Endocrine Reviews*, *Endocrinology* and *Endocrine News*.

Network Landing Pages

endocrine.org
endocrinenews.endocrine.org
academic.oup.com/endocrinesociety
academic.oup.com/jcem
academic.oup.com/jes
academic.oup.com/edrv
academic.oup.com/endo

US Monthly Metrics

Unique Visitors	35,000
Impressions	500,000
Average CTR	0.07%

Contextual Targeting

Campaigns can be targeted to articles containing specific keywords. Call your representative for availability and pricing.

Keyword Projected Monthly Impressions (US)*:

Diabetes/Insulin	100,000	Bone/Osteoporosis	50,000
Obesity	50,000	Testosterone	70,000
Growth Hormones	10,000	Thyroid	85,000
CGM	5,000		

*Monthly avails vary based on final selected keywords

Sizes and Specifications

Leaderboard: 728 x 90

Box/MPU: 300 x 250

Mobile: 300 x 50

Half Page: 300 x 600

File Format: GIF, JPG, PNG, HTML5

Rich Media on Approval

Max File Size: 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

Banner Sizes and Specifications

Online Rates (net)

Geo-targeted ROS	\$125 CPM
Global Run of Site	\$115 CPM
Contextual Targeted	\$225 CPM



EMAIL OPPORTUNITIES

Endocrine Society eTOCs:

100% Opt-in, monthly eTOCs with direct links to articles published in:

- *Journal of Clinical Endocrinology & Metabolism (JCEM)*
- *Journal of the Endocrine Society (JES)*
- *Endocrinology*
- *Endocrine Reviews* (Even months only)

Average Drop Metrics

JCEM eTOC

Distribution (US Members)	7,075
Unique Open Rate	25.1%
Average Ad CTR	0.22%

JES eTOC

Distribution (US Members)	8,746
Unique Open Rate	29.3%
Average Ad CTR	0.35%

Endocrinology eTOC

Distribution (US Members)	1,401
Unique Open Rate	23.0%
Average Ad CTR	0.35%

Monthly eTOC Packages

Creative and Pricing

JCEM, JES, and Endocrinology plus Endocrine Reviews

- Even Months Only
- 728 x 90 Top or 300 x 250 Side
- \$4,000 net per month

JCEM or JES Single eTOC Advertiser

- 728 x 90 Top or 300 x 250 Side
- \$2,000 net per month

Endocrinology (100% SOV)

- 728 x 90 Top and 300 x 250 Side
- \$1,000 net per month

Endocrinology in the Headlines:

100% Opt-in, weekly e-newsletter for members with news aggregated from global news outlets.

Distribution (US Members)	9,132
Unique Open Rate	33.9%
Average CTR	0.32%

Endocrine e-News:

100% Opt-in, weekly e-newsletter for members with society news updates and highlights of the latest events and clinical reports published in the societies scientific publications including *Journal Content Reviews & Links*

Distribution (US Members)	8,746
Unique Open Rate	29.3%
Average CTR	0.35%

Endocrine e-News: Contextual Highlights:

100% SOV e-newsletter series on specific topics such as innovations in diabetes, thyroid, osteoporosis, lipids, etc. Excellent CTR and open rates. Single send timed around specific events, quarterly, or bi-monthly distribution.

Creative and Pricing

- **Endocrinology in the Headlines**
 - 728 x 90 Top or 300 x 250 Side
- **Endocrine e-News**
 - 300 x 250 Top or Side
- Exclusive Weekly Advertiser
 - \$4,000 net per drop
- Single Banner Advertising
 - \$2,500 net per drop
- Drops Weekly on Wednesday

Continuity Incentive: Buy 6, get 1 Free

Weekly Continuity Incentive:

Buy 3 consecutive weeks, get 4th week free

Please contact your sales representative for more information and pricing.