Endocrine Reviews
The Highest Impact Journal in the Field

With its mixture of clinically relevant, translational and basic research articles, Endocrine Reviews is an essential resource for all endocrinologists.

No. 1 Impact Factor

• Again in 2011 Endocrine Reviews had the highest impact factor among all 121 endocrinology and metabolism journals ranked by Thomson Reuters.

Essential Content

• Endocrine Reviews presents in-depth reviews on a variety of clinical and research topics in endocrinology and related areas, including diabetes, thyroid disorders, pediatric endocrinology, growth factors and reproductive medicine.

• Translational Highlights summarize innovative articles from The Society's research journals with implications for both clinical practice and basic research.

Influential Readers

• 81% of readers hold an MD or MD/PhD degree.
• MD readers conduct clinical research, in addition to devoting half of their time to patient care.
• PhD readers dedicate nearly 75% of their time to clinical research, and 96% directly influence purchasing decisions.

KEY FACTS

Established: 1980
Frequency: Bi-Monthly
Subscribers: 1,144
100% Paid, in addition to Society dues.
Target Audience: Endocrinologists in clinical practice, clinical research and basic research
Peer Reviewed: Yes
Editor-in-Chief
E. Chester Ridgway, MD, University of Colorado-Denver School of Medicine
2011 Impact Factor: 19.929, top 1% of all biomedical journals

FOR MORE INFORMATION
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2013 Advertising Rates

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

**Agency Commission:** 15%

**B/W Space Charges:**

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<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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**Color Rates (in addition to B/W rates):**

- Standard Color: $1,070
- Matched Color: $1,415
- 3/C or 4/Color: $2,255

**Preferred Position Premiums:**

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

**Inserts:** Earned page rate plus $500 non-commissionable production charge. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

**Tip-on Cards and Outserts:** Available; sample must be submitted for rate quote.

**Discount Program**

Run an ad in 5 issues of *Endocrine Reviews* and get the sixth ad free.

**Issuance and Closing Dates:**

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<th>Issue</th>
<th>Space Commitment</th>
<th>ROB Materials</th>
<th>Insert Delivery</th>
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<tr>
<td>December</td>
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<td>Nov 12</td>
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**Mechanical Specifications**

- **Trim Size:** 8.125" x 10.875"
- **Live Area:** 7.625" x 10.375"
- **Binding:** Perfect
- **Paper Stock:** Covers, 80 lb coated; Interior, 40 lb coated
- **Halftone Screen:** 150

**Reproduction Requirements (ROB):**

**Digital Files Required**

- **Preferred Format:** PDF/X-1a

**Checklist Before Submission:**

- Convert all RBG 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

**FTP Delivery**

- **Address:** ftp://ftp.pminy.com
- **User Name:** pmiftpuser
- **Password:** $130Sales

Upload the file into the *Endocrine Reviews* folder and send notification to lhollis@pminy.com

**Insert Requirements**

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

- **Trim:** 1/8" from all four sides; jogs to head
- **Stock:** 40 lb minimum; 80 lb maximum
- **Delivered Size:** 8.375" x 11.125"
- **Quantity:** 2,500
- **Packing:** Carton packing preferred with quantity, publication, and monthly clearly indicated.

**Ship to:**

Cadmus Professional Communications
Insert Storage
Attn: John Ford
2901 Byrdhill Road Richmond, VA 23228
Tel: 804-515-5119

**Send All Insertion Orders and Ad Materials to:**

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