Endocrine News

One of the Top Three Publications in Exposures* Among Endocrinology Publications

Endocrine News spans the discipline of endocrinology, bringing practicing endocrinologists the latest information about new drugs and therapies in a concise reader-friendly format. Maximize your campaign’s awareness with endocrinologists.

KEY FACTS

Established: 2004

Frequency: Monthly

Circulation: 23,861 (controlled)

Managing Editor
Mark A. Newman, Endocrine Society

Reaching Thought Leaders & Practitioners

• Recipients include all members of the Endocrine Society, as well as over 7,000 physicians, researchers, and allied healthcare professionals with an interest in endocrinology.

• The primary professional activity of Endocrine News readers is patient care, and over 25% also conduct clinical research.

Applicable to Daily Practice

• Articles explain how the latest research impacts clinical practice—and how to use this new information to improve patient care.

• Spotlight on Policy keeps physicians up-to-date on healthcare reform and other critical issues.

• Practice Resources provides brief, practical information on patient care and practice management.

Advertiser Friendly

• Ads fully interspersed with 4/color editorial.

• High pass-along readership.

• THE ENDO COMBO—earn a 10% discount in JCEM when advertising the same product in the same month in Endocrine News.

* Source: Kantar, June 2014

2015 Editorial Calendar

Jan  Hypoparathyroidism, Treating diabetes in drug addicts
Feb  Inherited Endocrine Disorders
Mar  Why Endocrinology?, Laureate Awards
Apr  Fracking & EDCs, Turner Syndrome
May  Pediatric Perspectives: Insulin Pumps & Artificial Pancreas, ENDO 2015 Review
Jun  Bariatric Surgery Emergencies, Stem Cell Tourism
Jul  Clinical Trials, Endocrine Nursing
Aug  Hypophosphatosis, Endocrinology in the War Zone
Sep  Treating Diabetes & AIDS/HIV
Oct  New Technology, Obesity, EHR
Nov  Aging and the Endocrine System
Dec  Artificial Pancreas: New research, developments, future directions

Consistent, Excellent Readership and Ad Exposures

FOR MORE INFORMATION
Joe Schuldner | Pharmaceutical Media, Inc. | 212-904-0377 | jschuldner@pminy.com
John Alberto | Pharmaceutical Media, Inc. | 212-904-0364 | jalberto@pminy.com
**2015 Adverting 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:**

<table>
<thead>
<tr>
<th>Frequency</th>
<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: $800
- Matched Color: $1,150
- 3/C or 4/Color: $1,800

**Preferred Positions Premiums:**

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

**Inserts:** Earned page rate plus $500 non-commission-able 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.

**Issuance and Closing Dates:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Commitment</th>
<th>ROB Materials</th>
<th>Insert Delivery</th>
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<tbody>
<tr>
<td>January</td>
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<td>Dec 5</td>
<td>Dec 15</td>
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<tr>
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<tr>
<td>December</td>
<td>Nov 2</td>
<td>Nov 5</td>
<td>Nov 16</td>
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**Mechanical Specifications**

- **Trim Size:** 8.125" x 10.875"
- **Live Area:** 7.625" x 10.375"
- **Binding:** Saddle stitch
- **Paper Stock:** 60 lb gloss web; self-cover.
- **Halftone Screen:** 150

**Ad Sizes:**

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<tr>
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<tr>
<td>¼ page</td>
<td>3.5&quot;</td>
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</table>

**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 News folder and send notification to kclark@pminy.com

**Insert Requirements**

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

- **Trim:** 1/8" from head, foot, and face sides; jogs to head.

**Delivered Size:**

- 2-page Insert: 8.375" x 11.125" with a 3/8" binding lip
- 4-page Insert: 16.75" x 11.125" with a 4-inch binding lip on the high-folio side

**Stock:** 40 lb minimum; 80 lb maximum

**Quantity:** 25,000

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

**Ship to:**

- Cenveo
- Insert Storage
- Attn: Elizabeth Jones
- 2901 Byrdhill Road, Richmond, VA, 23228
- Tel: 804-515-5126

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

- Kathy Clark: kclark@pminy.com
- phone: 212-904-0365
- fax: 212-685-6126
- Pharmaceutical Media, Inc.
- 30 East 33rd Street, 4th floor, NY, NY 10016