



ENDOCRINE NEWS

- Circulation includes the universe of endocrinologist and pediatric endocrinologist in the U.S.
- The most efficient publication in the diabetes/endocrinology market

*Source: Kantar, March 2023, Tables 402+403 Dia/Endo, O+H

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

2024 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: 19,500

Circulation Breakdown:

16,500 US; 3,000 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 **E:** jschuldner@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	\$3,700	\$2,050	\$1,350
6x	\$3,650	\$2,000	\$1,250
12x	\$3,600	\$1,950	\$1,150
24x	\$3,550	\$1,850	\$1,050
48x	\$3,500	\$1,750	\$950
72x	\$3,450	\$1,650	\$850
96x	\$3,400	\$1,550	\$750

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

Standard Color:	\$ 800
Matched Color:	\$1,150
3/or 4/Color:	\$2,250

Preferred Position Premiums:

Cover 2:	50%
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 2024	Dec 18	Dec 22	Dec 29
February 2024	Jan 18	Jan 24	Jan 25
March 2024	Feb 15	Feb 21	Feb 23
April 2024	Mar 18	Mar 22	Mar 27
May 2024	Apr 15	Apr 19	Apr 24
June 2024	May 15	May 20	May 24
July 2024	Jun 17	Jun 20	Jun 26
August 2024	Jul 17	Jul 22	Jul 24
September 2024	Aug 15	Aug 21	Aug 26
October 2024	Sep 16	Sep 20	Sep 25
November 2024	Oct 16	Oct 21	Oct 25
December 2024	Nov 15	Nov 19	Nov 22

Bonus Distribution Issues*:

May ENDO 2024

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 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
- Email final pdf file to PMcCormack@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: 70 lb minimum; 100 lb maximum

Quantity: 18,200 US; 21,500 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:

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