

# TARGETED SPECIALTY DEMOS



## TARGETED SPECIALTY DEMO RATES

### FULL PAGE BLACK AND WHITE

RATE CATEGORY	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
A	\$2,650	\$2,610	\$2,540	\$2,450	\$2,420	\$2,320	\$2,300	\$2,270	\$2,260	\$2,240	\$2,210	\$2,190	\$2,160	\$2,120	\$2,090	\$2,070
B	3,170	3,080	3,010	2,970	2,850	2,760	2,730	2,710	2,700	2,680	2,650	2,620	2,580	2,540	2,500	2,490
C	4,420	4,360	4,260	4,150	4,070	3,890	3,840	3,790	3,760	3,730	3,700	3,640	3,580	3,540	3,490	3,470
D	5,120	5,060	4,930	4,830	4,730	4,540	4,450	4,390	4,370	4,310	4,260	4,220	4,160	4,110	4,070	4,040

### ADDITIONAL HALF PAGE BLACK AND WHITE\*

RATE CATEGORY	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
A	\$1,580	\$1,530	\$1,510	\$1,450	\$1,430	\$1,380	\$1,350	\$1,330	\$1,310	\$1,300	\$1,290	\$1,270	\$1,250	\$1,240	\$1,230	\$1,220
B	1,860	1,810	1,780	1,750	1,690	1,640	1,600	1,580	1,570	1,560	1,530	1,520	1,500	1,480	1,470	1,460
C	2,620	2,560	2,500	2,460	2,420	2,300	2,260	2,220	2,210	2,180	2,160	2,120	2,100	2,080	2,060	2,050
D	3,020	2,970	2,930	2,840	2,800	2,680	2,640	2,590	2,580	2,540	2,490	2,470	2,440	2,420	2,390	2,380

### SPECIALTY DEMO CIRCULATION RATE CATEGORIES †

A	B	C	D
up to 2,999	3,000 to 7,599	7,600 to 9,999	10,000 to 19,999

### CANCER & HIV/AIDS DEMO SPLITS

#### FULL PAGE BLACK AND WHITE (see page 13 for circulation counts)

	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
CANCER	\$4,250	\$4,190	\$4,090	\$3,990	\$3,900	\$3,740	\$3,690	\$3,640	\$3,620	\$3,580	\$3,550	\$3,510	\$3,440	\$3,390	\$3,350	\$3,330
HIV/AIDS	3,280	3,190	3,130	3,070	2,970	2,860	2,820	2,800	2,790	2,780	2,750	2,700	2,660	2,630	2,600	2,590

#### ADDITIONAL HALF PAGE BLACK AND WHITE\*

	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
CANCER	\$2,510	\$2,460	\$2,420	\$2,370	\$2,310	\$2,210	\$2,170	\$2,140	\$2,130	\$2,090	\$2,070	\$2,040	\$2,020	\$2,000	\$1,980	\$1,970
HIV/AIDS	1,940	1,900	1,850	1,800	1,740	1,700	1,670	1,650	1,620	1,610	1,590	1,580	1,560	1,530	1,520	1,500

\* Minimum ad size is full page. Half page must be run in conjunction with full page or larger.

† Rate Categories are determined by the total circulation quantity for your specialty or combination of specialties.

See page 13 for estimated quantities. Minimum circulation is 1,000. Demographic splits to circulation greater than 20,000 are limited to inserts only and will be charged the full run insert rate (see page 10).

### TARGETED SPECIALTY DEMO SPLITS

Specialty demo splits are available for any combination of specialties, geographic areas, or special list matches up to 20,000 physicians. Rates are calculated according to circulation, and pages count toward earned frequency rate as full run ad pages.

### TARGETED SPECIALTY DEMO COLOR RATES

Matched color or metallic sheen . . . . .	\$750
Four or three color . . . . .	\$1,480
Five color . . . . .	\$2,190
Bleed . . . . .	No charge



## SPECIALTY DEMO INSERT RATES

Demographic insert rates are calculated by multiplying the number of pages in the insert by the applicable black and white page rate.

## CLOSING DATES

Same as Full Run (see page 7).

## SPECIALTY DEMO SPLITS INSERT PREPARATION

Same as Full Run (see page 11).

## INSERT QUANTITY

Call the Advertising Production Department at 781-434-7036 or 781-434-7027 for insert quantities.

## APPROXIMATE COUNTS

These specialty counts are **approximations only** and should not be used to determine insert quantities. Counts are based on current paid circulation and will vary from BPA audits. For exact counts and additional specialties, please contact Advertising Production at 781-434-7036 or 781-434-7027.

## PARTIAL LISTING OF APPROXIMATE SPECIALTY COUNTS FOR PRICING

	COUNTS	DEMO RATE
Allergy and Immunology .....	1,000	A
Cardiovascular Diseases* .....	8,300	C
Emergency Medicine .....	1,900	A
Endocrinology .....	1,900	A
Gastroenterology .....	3,100	B
Hematology/Oncology* .....	2,900	A
Hem/Onc, Hematology & Oncology* ...	6,800	B
Infectious Disease* .....	3,100	A
Nephrology .....	2,500	A
Neurology .....	3,500	B
Obstetrics and Gynecology .....	2,600	A
Oncology* .....	3,100	A
Pediatrics .....	5,000	B
Pulmonary Disease .....	3,100	B
Rheumatology .....	1,300	A

*Note: Specialties or combinations of specialties that exceed 20,000 should use the full run insert rates (see page 10).*

\* Includes bonus circulation.

## CANCER & HIV/AIDS DEMO SPLITS

You can run your Cancer or HIV/AIDS related product to a special list of high-prescribing doctors, including key oncology and infectious disease physicians.

DEMO SPLIT	APPROX. COUNTS	APPROX. QUANTITY
Cancer .....	13,000	15,500
HIV/AIDS .....	6,000	9,500

## SPECIAL LIST MATCHES

NEJM accepts requests for special list matches. Contact Ad Sales at 781-434-7556 or 781-434-7025 for pricing information. Please send your file of "live" ME numbers directly to our list broker, Direct Medical Data, at least 30 days in advance of the desired issue date. Text format to: [nmargelewski@dmddata.com](mailto:nmargelewski@dmddata.com).

*Be sure to include a file layout with all formats.*

## WHERE TO SEND MATERIALS

**Direct Medical Data**  
**Attn: Nancy Margelewski**  
**2340 River Road, Suite 408**  
**Des Plaines, IL 60018**  
**Telephone: 800-733-9035, ext. 16**  
**Fax: 847-759-0987**  
**E-mail: [nmargelewski@dmddata.com](mailto:nmargelewski@dmddata.com)**

There is a one time charge of \$300 (non-commissionable) for processing the file and a \$200 handling fee (non-commissionable) each time the product is advertised with NEJM. Please call NEJM Advertising Sales at 781-434-7556 or 781-434-7025 with any questions.

## ADVERTISING POLICIES

For advertising policies see page 21.

## LOOKING TO TARGET PHYSICIANS ONLINE?

See page 16 for our new NEJM.org and JWatch.org Targeted Specialty Packs.