



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.

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

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.