



2012 INTERNATIONAL RATES, SPECIFICATIONS & GENERAL INFORMATION



The NEW ENGLAND JOURNAL of MEDICINE

NEJM.ORG



JournalWATCH MEDICINE THAT MATTERS

JWatch.org

Effective January 1, 2012

Influential physicians around the world depend on the *New England Journal of Medicine* to keep current in their fields.

Week after week, they rely on NEJM for breakthrough research at the intersection of biomedical science and clinical practice.

To help you reach these important physicians, NEJM publishes print editions for the United States, Japan and Canada, as well as an International Edition that serves 26,700 physicians worldwide.

The editorial content of all four editions is identical.

A European demographic edition is available within the International Edition if you want to reach physicians in Europe only.

If your product calls for **broad exposure**, you can advertise in multiple editions at a discounted rate, which is detailed in the box below.

MULTIPLE EDITION DISCOUNTS

Two editions	3% discount
Three editions	4% discount
Four editions	5% discount

NEJM AT A GLANCE

Founded	1812
Frequency	WEEKLY
Editorial	PEER-REVIEWED
Impact Factor*	53.48
Total Print Circulation	149,900
United States	115,000
International	26,700
Canada	4,000
Japan	4,200

*Institute for Scientific Investigation, 2011

And if you're interested in an **online presence**, NEJM.org, offers expanded editorial content, interactive features, and opportunities to target individual specialties.

For medical marketers worldwide, advertising in the *New England Journal of Medicine* provides the assurance that your message will be seen, read...and acted on.



Effective January 1, 2012

ISSUE DATE	CLOSING DATE FULL PAGE+	FRACT. ADS & MATERIALS DUE	ISSUE DATE	CLOSING DATE FULL PAGE+	FRACT. ADS & MATERIALS DUE
Jan. 5	Dec. 5	Dec. 9*	July 5	June 5	June 11
Jan. 12	Dec. 12	Dec. 16*	July 12	June 12	June 18
Jan. 19	Dec. 19	Dec. 23*	July 19	June 19	June 25
Jan. 26	Dec. 27*	Dec. 30*	July 26	June 26	July 2
Feb. 2	Jan. 3*	Jan. 9	Aug. 2	July 2	July 9
Feb. 9	Jan. 9	Jan. 16	Aug. 9	July 9	July 16
Feb. 16	Jan. 16	Jan. 23	Aug. 16	July 16	July 23
Feb. 23	Jan. 23	Jan. 30	Aug. 23	July 23	July 30
			Aug. 30	July 30	Aug. 6
March 1	Feb. 1	Feb. 6	Sept. 6	Aug. 6	Aug. 13
March 8	Feb. 8	Feb. 13	Sept. 13	Aug. 13	Aug. 20
March 15	Feb. 15	Feb. 20	Sept. 20	Aug. 20	Aug. 27
March 22	Feb. 22	Feb. 27	Sept. 27	Aug. 27	Sept. 3
March 29	Feb. 29	March 5			
April 5	March 5	March 12	Oct. 4	Sept. 4	Sept. 10
April 12	March 12	March 19	Oct. 11	Sept. 11	Sept. 17
April 19	March 19	March 26	Oct. 18	Sept. 18	Sept. 24
April 26	March 26	April 2	Oct. 25	Sept. 25	Oct. 1
May 3	April 3	April 9	Nov. 1	Oct. 1	Oct. 8
May 10	April 10	April 16	Nov. 8	Oct. 8	Oct. 15
May 17	April 17	April 23	Nov. 15	Oct. 15	Oct. 22
May 24	April 24	April 30	Nov. 22	Oct. 22	Oct. 29
May 31	May 1	May 7	Nov. 29	Oct. 29	Nov. 5
June 7	May 7	May 14	Dec. 6	Nov. 6	Nov. 12
June 14	May 14	May 21	Dec. 13	Nov. 13	Nov. 19
June 21	May 21	May 28	Dec. 20	Nov. 20	Nov. 26
June 28	May 28	June 4	Dec. 27	Nov. 27	Dec. 3

The *New England Journal of Medicine* is published every Thursday by the Massachusetts Medical Society. Full page run-of-book ads close one month prior to publication date. For fractional units, closing is 24 days prior to issue date.

* Special closing date



2012 NEJM RUN-OF-BOOK RATES

Black and White (Rates are in US dollars)									
PAGE SIZE	1x	6x	12x	24x	52x	78x	104x	130x	156x
FULL	\$3,293	\$3,194	\$3,065	\$2,935	\$2,798	\$2,663	\$2,535	\$2,403	\$2,298
HALF	1,989	1,921	1,855	1,737	1,674	1,674	1,674	1,674	1,674
QUARTER	1,124	1,087	1,038	1,013	963	963	963	963	963
EIGHTH	655	643	611	587	544	544	544	544	544

COLOUR RATES: FULL PAGE

Matched colours	\$799
Four colours	\$1,097

PREFERRED POSITION RATES*

Second cover	25%
Facing second cover	25%
Facing “Perspective”	25%
Facing last text	25%
Third cover	25%
Fourth cover	50%

Only four-colour ads will be accepted for Preferred Positions.

* Premiums on black and white rates only.

PRODUCTION CHARGES TYPESETTING

Full page	\$230
1/2 page	\$165
1/4 page	\$115
1/8 page	\$90
Press stop	\$420
Plate change (per colour)	\$200
Bindery stop	\$250

BUY 3...GET 1 FREE DISCOUNT

Advertise in the International edition of NEJM three times in any month and get a fourth insertion free. All of your ads (including your free ad) must...

- be for the same product
- run in the same month
- be a full page unit or larger
- run in the full international edition (discount not applicable for region or country splits)

The least expensive ad unit qualifies as your free ad. Contact your local sales representative for more information.

NEJM REPRINTS

Order reprints of NEJM articles for distribution to your target audience on sales calls or at medical conventions. Reprints (sized 216 mm x 280 mm) are available in any language and quantity (English – min. 100 / Translated – min. 500). For countries not listed on pages 8 and 9 please contact the Reprints Department at +1 781 434 7379 or email reprints@nejm.org. For your convenience, quote and order forms are available at nejm.org/page/about-nejm/reprints.

ARTICLE PLUS

Add value to your reprint purchase with Article Plus, the new online option that delivers PowerPoint article slide sets, full-text PDFs, PDA downloads, and available audio/video supplements in addition to paper reprints. For more information, see articleplus.NEJM.org or contact Patrice Costa at +1 781 434 7380.

LIST RENTAL

The NEJM international subscriber list is available for direct mail campaigns on a preapproved basis. Please contact Mike Miles at Direct Media, +1 203 532 3851, or send your request to mmiles@directmedia.com.



FILE FORMATS

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop and Apago PDF/X Check-Up.

FILE FORMAT REQUIREMENTS

All file types should be composite CMYK with 8-bit images.

PAGE FORMAT

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size needs to be 15 mm larger than final trim size on all four sides and include bleed, crop marks, and colour bar. Image needs to be centered within file page area.

MINIMUM SIZE OF LINEWORK

- Single colour line: 0.10 mm
- Composite colour line: 0.20 mm
- Positive text single colour: 6 pt; composite colour: 9 pt
- Negative text san serif: 9 pt bold; serif: 12 pt bold

BACKGROUND TINTS

- Maximum CMYK tint value is 240%
- Black backgrounds for full-colour production should preferably be composed of black (100%) and cyan (50%)

CMYK LAYOUT

- The maximum CMYK tint value is 300%
- The maximum tint value of black is 95%
- Cut-out images: tint value at the edge to be at least 5%
- Images sensitive to register should be composed of the minimum possible number of separations – e.g., herringbone suits in single black
- For images with delicate details in the dark parts, the use of GCR with 40% UCA and a light curve for black is recommended, e.g., black clothing, audio equipment

MEDIA

Mac CD preferred for all size ads.

DIGITAL PROOFING

Proofs should be produced from the supplied file and should depict the name of the applied colour profile and a colour control bar.

DISK DELIVERY

- Information with disc: repro house initials, file system specifications, disk contents
- Closed data: all files in root directory
- Open data to be subdivided into: documents folder, images folder, fonts folder

MEDIA LABELING REQUIREMENTS

- Issue date
- Advertiser
- Agency name
- Contact person

DISPOSITION OF AD MATERIALS

Furnished digital files will be held for one year after insertion and will then be destroyed unless otherwise notified.

TRIM SIZE

Trim size of publication:
200 x 267 mm (7-7/8" x 10-1/2")

Journal Watch specialty-specific literature review newsletters help physicians and healthcare professionals keep up with the latest developments in their fields.

Sponsoring a Journal Watch newsletter offers you the chance to target the specialists of your choice in an uncluttered advertising environment...and in a vehicle physicians find valuable and timely.

These monthly newsletters come in convenient 8-, 12- or 16-page formats that feature between 12 and 45 research summaries from leading medical journals. Every Journal Watch publication has an editorial board composed of leading specialists.

Journal Watch newsletters are available for sponsorship in 13 key specialties for 6 or 12 month consecutive periods.

Journal Watch quarterly reprints -- topic-specific collections of research summaries reprinted from Journal Watch newsletters - offer a similar opportunity to target the specialists of your choice.

JW NEWSLETTERS & REPRINTS

- Cardiology
- Dermatology
- Emergency Medicine
- Gastroenterology
- General Medicine
- HIV/AIDS Clinical Care
- Hospital Medicine
- Infectious Diseases
- Neurology
- Oncology & Hematology
- Pediatrics & Adolescent Medicine
- Psychiatry
- Women's Health

Journal Watch Topical Reprints Series:

- Arthritis & Rheumatology
- Breast Cancer
- Dementia & Cognitive Disorders
- Depression & Anxiety
- Diabetes
- Gynecology
- Hepatitis & Hepatology
- Hypertension
- Lipid Management & Heart Disease Prevention
- Respiratory Infections
- Stroke



YOUR SPONSORSHIP INCLUDES

- Front-page corporate identification (banner)
- Two- or four-page advertising insert
- Optional Welcome letter and envelope (First issue only)

Some restrictions apply. Contact your [International Sales Representative](#) for more information.



1. All advertisements are subject to approval of the *New England Journal of Medicine* and *Journal Watch* (Publisher), which reserves the right to reject or cancel any ad at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
4. Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines contact your Sales Director or visit NEJMadsales.org.
7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher's written approval for such use.
8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.
14. All advertisements must be clearly germane to the practice of medicine.
15. Advertiser represents and warrants that all advertisements and pharmaceutical products they advertise are compliant with all applicable laws, rules, and regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to US Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
16. RECRUITMENT ADS: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status or physical handicap will not be accepted. Non-US recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
17. ONLINE ADS ON NEJM.ORG AND JWATCH.ORG: Any use of NEJM trademarks or copyrighted material for links to and from Publisher's website must be approved in advance by Publisher. Any unauthorized linking is prohibited. Publisher does not endorse or support any product or organization linked to its website, nor is Publisher responsible for the content of any website promoted in an ad published in NEJM. Please visit NEJMadsales.org for further online advertising policies.

ONLINE CANCELLATION POLICIES

Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

- **Run-Of-Site Banner Programs** On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.
- **Flat Fee-based or fixed-placement programs** (including but not limited to Sponsorships, Roadblocks, Specialty Packs, NEJM eTOC, Physicians First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.



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Business hours: 8:00 am to 4:00 pm EST

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