



PRINT | DIGITAL



2023 MEDA KIT

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Trusted. Relevant. Impactful.

CONTENTS

NEJM GROUP PUBLICATIONS	4
NEJM Print at a Glance	5
NEJM Print 2023 ROB Full Run Rates	6
NEJM Targeted Specialty Demos	7
NEJM Cardiology Advertising Demo	7
NEJM Endocrinology Advertising Demo	8
NEJM Infectious Diseases Advertising Demo	9
NEJM HIV/AIDS Advertising Demo	9
NEJM Nephrology Advertising Demo	10
NEJM Neurology Advertising Demo	11
NEJM Oncology/Hematology Advertising Demo	12
NEJM Pulmonary Disease and Allergy Advertising Demo	13
NEJM Rheumatology Advertising Demo	14
NEJM Other Specialty Advertising Demos	15
High-Visibility Targeted Ad Programs	16
Cover Tip Program	16
Outsert Program	17
Custom Targeted List Opportunities	18
Coverwrap Program	19
NEJM Print Special Discount Programs	20
NEJM Group Update Disease State Print Supplement Series	21
NEJM Group Conference Update eNewsletter Series	22
2023 U.S. NEJM Conference Print and Digital Offerings	23
Print Bonus Conference Distribution	23
Print Conference Discount Program	23
Additional Offerings	24
Market Research	24
Print and Digital Article Reprints	24
Recruitment Advertising	24
List Rentals	24
International Print Editions	24
NEJM Print Issue and Closing Dates	25
Print Production Information	26
ROB Production Information	26
Insert Production Information	28
Insert Guidelines	28
Specifications for Coverwraps	30
NEJM Journal Watch General Medicine Print Newsletter	32

NEJM GROUP IN DIGITAL	33
Digital Display Advertising	34
Introduction and Overview	34
Digital Advertising on NEJM.org	35
NEJM Group Digital Specialty Packs	36
Digital Specialty Pack Rates	37
<i>NEJM Evidence</i> — A Digital Journal from NEJM Group	38
Interactive NEJM.org Advertising Program	39
NEJM Email Advertising Programs	40
Email Advertising Programs	41
Specialty-Targeted Emails	41
Digital Production Information	43
NEJM, <i>NEJM Evidence</i> , and NEJM Journal Watch	43
Digital and Email Advertising Specs	44
NEJM Group Advertising Policies	45
NEJM Group Contact Information	47



TRUSTED. RELEVANT. IMPACTFUL.

Reach your **HCP audience** through the publications of **NEJM Group** to guarantee that your message is seen alongside what's new, what's groundbreaking, and what's most important to practicing physicians. Choose the most trusted,* relevant, and impactful brands because **quality matters** now more than ever before.

The **New England Journal of Medicine** keeps physicians at the leading edge of medical knowledge by publishing the world's most influential, landmark research. In **print and digital**, NEJM brings physicians current and practical medical information — anytime and anywhere — making it the cornerstone of multichannel promotion for medical marketers.

*Physicians believe that “trusted” and “credible” describe NEJM completely.**

NEJM Evidence, NEJM Group's monthly digital journal, publishes essential clinical research and helps HCPs to understand its implications on diagnostic and treatment decisions. **NEJM Evidence** focuses on transforming research into sound clinical practice; see for yourself at evidence.nejm.org.

The **NEJM Group Print Supplement Update Series** features timely, clinically important, and topic-relevant content adjacent to key specialty conferences — in a short-form, visually dynamic format.

The **NEJM Group Conference Update eNewsletter** series provide same-day coverage of relevant original content presented at the top medical specialty conferences, complete with timely analysis and video and audio interviews with leading KOLs.

NEJM Journal Watch General Medicine offers concise, easy-to-read summaries and expert commentary on important research from leading medical journals.

*Sources: Reader-Trust 360 Report, The Matalia Group, 2018.
NEJM Trust and Value Survey, July 2022.

NEJM PRINT AT A GLANCE

As the most widely read, cited, and influential general medical journal, the *New England Journal of Medicine* is committed to publishing credible and leading-edge research for a worldwide **multispecialty physician audience**.

Physicians in 12 key specialties call it one of their top essential journals.* Medical professionals rely on NEJM for its editorial independence, peer-reviewed content, and clinical relevance — and so can you!

NEJM at a Glance

Founded	1812
Print Frequency	WEEKLY
Editorial	INDEPENDENT
Impact Factor†	176.079
U.S. Print Circulation‡	108,969

NEJM: Essential in Print*

SPECIALTY	ESSENTIAL RANK
Internal Medicine	1
Cardiology	2
Endocrinology	1
Hematology	2
Hematology/Oncology	1
Hematology/Oncology and Oncology	1
Hematology, Hematology/Oncology, and Oncology	1
Infectious Diseases	1
Nephrology	3
Neurology	2
Oncology	1
Pulmonology	2
Rheumatology	2

*2021 U.S. Essential Journal Study Update.

†2021 Journal Impact Factor, *Journal Citation Reports*, Clarivate, 2022.

‡BPA, 7/22



NEJM PRINT 2023 ROB FULL RUN RATES

Full Run Circulation: **108,969**

ROB AND INSERT* FULL RUN RATES/BLACK AND WHITE

Frequency	1x	6x	12x	24x	52x	104x	156x	208x	230x	286x	364x	468x [†]
Full Page	\$14,450	\$13,070	\$13,000	\$12,780	\$12,520	\$12,370	\$12,130	\$11,620	\$11,100	\$10,630	\$10,470	\$10,320
Half	\$8,490	\$7,680	\$7,650	\$7,520	\$7,400	\$7,300	\$7,140					
Quarter	\$4,970	\$4,480	\$4,470	\$4,430	\$4,340							
Eighth	\$2,870	\$2,600	\$2,570	\$2,540	\$2,500							

*Insert minimum is two pages B&W.

[†]Higher frequency rates are available.

Color

Matched color/metallic sheen	\$1,290
Three- or four-color	\$3,100
Five-color	\$4,150
Bleed	No charge

Preferred Position Rates*

Second cover	50%
Fourth cover	100%
Facing second cover	35%
Facing first content	30%

*Premiums on black-and-white rates only.

Free insertions earned through discount programs cannot be taken as a premium position.

Earned Rates

Earned rates are based on the actual number of paid pages placed during one contract year. Full-page or fractional units count as one page. A specialty demo page counts toward your earned rate as one page. Free pages **do not** count toward your earned rate. Rates subject to change with 90 days' notice.

Closing Dates

Closing is one month prior to publication date. All ads must be approved prior to closing date.



See page 25 for full year issue and closing dates.

Commissions

- 15% to recognized agencies (including in-house agencies).
- Production charges are noncommissionable.

Insertion Orders

A written insertion order is required for each ad. Insertion orders, cancellations, and special instructions may be emailed to displayads@nejm.org.

Print Cancellations

Cancellations must be received in writing 24 days before issue date for full-page ROB ads. Fractional ads may be canceled 20 days before issue date. Late cancellations are subject to full space charges up to a four-page unit.

All cancellations or changes must be sent in writing to displayads@nejm.org.

Print Information

All advertising submitted to NEJM is subject to approval. NEJM offers a 5-page competing ad separation; some restrictions apply.



See page 20 for special discounts.

NEJM TARGETED SPECIALTY DEMOS

NEJM Cardiology Advertising Demo



Total Circulation: **10,500**

2023 **CARDIOLOGY** DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$5,880	\$5,290	\$5,190	\$5,090	\$4,990	\$4,890	\$4,790	\$4,690	\$4,600	\$4,520	\$4,420	\$4,350

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Cardiology Cover Tip Program

\$32,760 net

Cardiology Outsert Program

\$29,400 net



See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Cardiology Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for cardiologists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE



According to this study, 68% of cardiologists in this unaided recall study named the *New England Journal of Medicine* an essential journal **second** only to a specialty journal.

PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group,
2018

NEJM ranks #2 in overall trust among cardiologists who read cardiology journals.

#2

ARTICLES OF INTEREST



In 2021, NEJM published **122 articles** of interest to cardiologists, including **46 Original Articles**.

NEJM Endocrinology Advertising Demo



Total Circulation: **4,300**

2023 ENDOCRINOLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$3,970	\$3,590	\$3,520	\$3,450	\$3,380	\$3,320	\$3,270	\$3,180	\$3,110	\$3,060	\$2,990	\$2,940

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Endocrinology Cover Tip Program

\$18,375 net

Endocrinology Outsert Program

\$15,750 net



See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Endocrinology Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for endocrinologists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE



According to this study, 65% of endocrinologists in this unaided recall study named the *New England Journal of Medicine* the **#1** essential journal among all medical journals.

PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group,
2018

NEJM ranks #2 in overall trust among endocrinologists who read endocrinology journals.

#2

ARTICLES OF INTEREST



In 2021, NEJM published **45 articles** of interest to endocrinologists, including **12 Original Articles**.

NEJM Infectious Diseases Advertising Demo



Total Circulation: **6,800**

2023 INFECTIOUS DISEASES DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$4,230	\$3,860	\$3,780	\$3,700	\$3,620	\$3,550	\$3,490	\$3,430	\$3,330	\$3,280	\$3,210	\$3,150

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Infectious Diseases Cover Tip Program

\$18,900 net

Infectious Diseases Outsert Program

\$15,750 net

See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Infectious Diseases Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for infectious disease specialists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE



According to this study, 80% of infectious disease specialists in this unaided recall study named the *New England Journal of Medicine* the **#1** essential journal among all medical journals.

PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group, 2018

NEJM ranks #2 in overall trust among infectious disease specialists who read infectious disease journals.

#2

ARTICLES OF INTEREST



In 2021, NEJM published **373** articles of interest infectious disease specialists, including **83 Original Articles**.

NEJM HIV/AIDS Advertising Demo



Infectious Disease Specialists: **6,800**

Other High Prescribers of HIV Drugs: **3,300**

Total Circulation: **10,100**

2023 HIV/AIDS DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$5,270	\$4,800	\$4,690	\$4,610	\$4,440	\$4,310	\$4,200	\$4,180	\$4,030	\$3,980	\$3,950	\$3,920

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

†See pricing for color rates above. Color rates for HIV/AIDS are the same as Infectious Diseases.

Custom list of NEJM physicians who prescribe HIV/AIDS drugs. This demo includes all NEJM Infectious Diseases, key internal medicine, and other prescribers.

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

NEJM Nephrology Advertising Demo



Total Circulation: **1,800**

2023 NEPHROLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$4,050	\$3,680	\$3,570	\$3,430	\$3,380	\$3,280	\$3,200	\$3,150	\$3,090	\$3,030	\$2,990	\$2,930

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Nephrology Cover Tip Program

\$16,930 net

Nephrology Outsert Program

\$14,570 net



See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Nephrology Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for nephrologists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE

According to this study, 58% of nephrologists in this unaided recall study named the *New England Journal of Medicine* an essential journal **third** only to two specialty journals.



ARTICLES OF INTEREST

In 2021, NEJM published **58 articles** of interest to nephrologists, including **22 Original Articles**.



NEJM Neurology Advertising Demo



Total Circulation: **5,500**

2023 NEUROLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$3,470	\$3,130	\$3,080	\$3,020	\$2,970	\$2,920	\$2,850	\$2,780	\$2,740	\$2,690	\$2,640	\$2,580

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Neurology Cover Tip Program

\$18,375 net

Neurology Outsert Program

\$15,750 net

 See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Neurology Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for neurologists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE



According to this study, **39%** of neurologists in this unaided recall study named the *New England Journal of Medicine* an essential journal second only to a specialty journal.

PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group,
2018

NEJM ranks #2 in overall trust among neurologists who read neurology journals.

#2

ARTICLES OF INTEREST



In 2021, NEJM published **98 articles** of interest to neurologists, including **28 Original Articles**.

NEJM Oncology, Hematology/Oncology, and Hematology Advertising Demo



Oncology, Hematology/Oncology, and Hematology Specialists: **12,000**

Other Specialists and High Prescribers of Cancer Drugs: **5,000**

Total Circulation: **17,000**

2023 HEMATOLOGY/ONCOLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$5,100	\$4,650	\$4,560	\$4,470	\$4,380	\$4,280	\$4,210	\$4,130	\$4,030	\$3,960	\$3,890	\$3,800

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

DEMO CIRCULATION BREAKDOWN

Hem/Onc	7,700
Oncology	3,100
Hematology	1,200

OTHER NEJM ONCOLOGY SPECIALISTS (1,800)

NEJM HIGH PRESCRIBERS OF CANCER DRUGS CUSTOM LIST (3,200)

HEM/ONC TOTAL **17,000**

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Hematology/ Oncology Cover Tip Program

\$32,760 net
(12,000 hem/onc
circulation)

Hematology/ Oncology Outsert Program

\$29,400 net (12,000
hem/onc circulation)



See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Hematology/Oncology Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for hematologists and oncologists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE

According to this study, 85% of hem/oncs in this unaided recall study named the *New England Journal of Medicine* the **#1** essential journal among all medical journals.



PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group,
2018

NEJM ranks #1 in overall trust among hematologists/ oncologists who read hematology/oncology journals.

#2

ARTICLES OF INTEREST

In 2021, NEJM ran **155 articles** of interest to hematologists/oncologists, including **51 Original Articles**.



NEJM Pulmonary Disease and Allergy Advertising Demo



Total Circulation: **6,600** (Pulmonary Disease 3,000, Pulmonary Critical Care 3,000, Allergy and Immunology 600)

2023 PULMONARY DISEASE AND ALLERGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$4,150	\$3,760	\$3,700	\$3,610	\$3,540	\$3,480	\$3,420	\$3,340	\$3,270	\$3,200	\$3,140	\$3,080

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Pulmonary Disease and Allergy Cover Tip Program

\$23,230 net

Pulmonary Disease and Allergy Outsert Program

\$20,080 net

See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Pulmonary Disease and Allergy Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for pulmonary disease and allergy specialists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE



According to this study, 72% of pulmonologists in this unaided recall study named the *New England Journal of Medicine* an essential journal **second** only to a specialty journal.

PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group, 2018

NEJM ranks #2 in overall trust among pulmonologists who read pulmonology journals.

#2

ARTICLES OF INTEREST



In 2021, NEJM published **114 articles** of interest to pulmonologists, including **28 Original Articles**.

NEJM Rheumatology Advertising Demo



Total Circulation: **4,400**

2023 RHEUMATOLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	230X	286X	364X	468X*
\$3,810	\$3,470	\$3,390	\$3,340	\$3,280	\$3,210	\$3,120	\$3,070	\$3,010	\$2,960	\$2,910	\$2,840

*Higher frequency rates are available.

Half pages are 50% of above rate. Minimum ad size is full page.

COLOR RATES

Matched color or metallic sheen	\$810
Three- or four-color	\$1,700
Five-color	\$2,500
Bleed	No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Rheumatology Cover Tip Program

\$18,375 net

Rheumatology Outsert Program

\$15,750 net



See pages 16–17 for more details.

Demo Premium Position Rates

Second Cover: \$4,000

Fourth Cover: \$6,500

Facing First Content: \$2,000

Highlights of NEJM Rheumatology Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for rheumatologists.

2021 U.S. ESSENTIAL JOURNAL STUDY UPDATE



According to this study, 52% of rheumatologists in this unaided recall study named the *New England Journal of Medicine* an essential journal only **second** to a specialty journal.

PHYSICIAN TRUST IN MEDICAL JOURNALS:

The Matalia Group, 2018

NEJM ranks #2 in overall trust among rheumatologists who read rheumatology journals.

#2

ARTICLES OF INTEREST

In 2021, NEJM published **34 articles** of interest to rheumatologists, including **8 Original Articles**.



NEJM Other Specialty Advertising Demos

NEJM specialty demos are available for most single specialties, combination of specialties, or special ME number list matches up to 20,000 physicians, with a minimum of 1,000. Insertions count toward earned frequency rate as full-run ad pages. Lists must be provided 30 days in advance of issue date.

Minimum ad size is full-page. Half-page ads must run in conjunction with full-page or larger. Half-page ads for demos are 50% of full-page rates. Rate categories are determined by the total circulation quantity for your specialty or combination of specialties. [Click for quantities.](#)

Minimum demo circulation buy is 1,000. Demographic splits greater than 20,000 will be charged the full-run rate.

Please call NEJM Media Sales Solutions at (781) 434-7757, -7556, or -7025 for pricing, circulation, or other questions.

CLOSING DATES AND INSERT PREPARATION

Same as full run.

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

OTHER SPECIALTIES OR COMBINATIONS OF SPECIALTIES ARE AVAILABLE

Other specialty examples:

- Gastroenterology
- GP/FP/FM (PCP)
- Emergency Medicine
- OB/GYN
- Pediatrics

Please contact NEJM Media Sales Solutions at (781) 434-7757, -7556, or -7025 or salesupport@nejm.org for more information about these and other specialties.



See page 20 for special discounts.

HIGH-VISIBILITY TARGETED AD PROGRAMS

Cover Tip Program

A cover tip carrying your ad attached to NEJM subscriber copies is the first message your prospects see. By targeting the specialists of your choice, you get premium visibility for your product.

SPECIFICATIONS: 2-PAGE COVER TIP

Maximum size	7.5" w x 5.5" h
Minimum size	5" w x 5" h
Stock	100 lb. text
Max. weight	single sheet (2p)

For additional sizes, weights, formats, and quotes, contact your Sales Director or displayads@nejm.org.



2023 COVER TIP CIRCULATION AND RATES

Demos	Circulation	Net Price per Issue**
Cardiology	10,500	\$32,760
Endocrinology	4,300	\$18,375
Emergency Medicine	1,000	\$16,610
Gastroenterology	1,200	\$16,610
Hem/Onc, Onc, Hem	12,000	\$32,760
Infectious Diseases	6,800	\$18,900
Nephrology	1,800	\$16,930
Neurology	5,500	\$18,375
Pediatrics	1,100	\$16,610
Pulmonary and Allergy	6,600	\$23,230
Psychiatry	700	\$16,610
Rheumatology	4,400	\$18,375

**Price based on single sheet (2 pages) and includes poly bag and postage for the size and weight noted in specs above.*

For other specialties and sizes, prices may vary, contact your Sales Director.

Outsert Program

When your message appears on an outsert in a clear poly bag, you capture your prospects' attention even before they open their issues.

SPECIFICATIONS: 4-PAGE OUTSERT

Max. size folded	7.625" w x 10.25" h
Min. size folded	6" w x 8" h
Stock	120 lb. text stock
Max. weight	Two 2-sided outserts (4 pages)

Please note: 4-page and larger outserts must be delivered folded.

Contact displayads@nejm.org for minimum sizes.

2023 OUTSERT CIRCULATION AND RATES

Demos	Circulation	Net Price per Issue*
Cardiology	10,500	\$29,400
Endocrinology	4,300	\$15,750
Emergency Medicine	1,000	\$14,290
Gastroenterology	1,200	\$14,290
Hem/Onc, Onc, Hem	12,000	\$29,400
Infectious Diseases	6,800	\$15,750
Nephrology	1,800	\$14,570
Neurology	5,500	\$15,750
Pediatrics	1,100	\$14,290
Pulmonary and Allergy	6,600	\$20,080
Psychiatry	700	\$14,290
Rheumatology	4,400	\$15,750

*Price based on a 4-page sheet and includes poly bag and postage for the size and weight noted in specifications.

For other specialties and sizes, prices may vary, contact your Sales Director.

Cover tips and outserts should not be delivered shrink-wrapped.

ELIGIBILITY AND PRODUCTION REQUIREMENTS

To be eligible for either program you must run at least six print insertions or six print special programs (or a combination of ads and special programs) in NEJM during a 12-month period. Cover tip/outsert creative pages will count toward frequency rate.

Prices are based on sizes, weights, and formats noted in specifications. **Variations in size, format, or paper stock must be reviewed in advance** and are subject to additional charges. Creative with pita pockets must be wafer-sealed. Your creative and four mockups of the piece to be printed must be preapproved for content, weight, and size before printing.

Your required mockups are due **six weeks before** the Thursday issue date. Your materials are due **21 days before** the Thursday issue date.

Space reservations/IO's are due 30 days prior to issue date. Cancellations are due six weeks prior to issue date.

Cover Tip and Outsert Program Corporate Discount:
Run 6–11 programs in a calendar year, receive 5% discount; run 12+, receive 10% discount.

**Cannot be combined with other discount programs. Pages count toward frequency.*

Custom Target List Opportunities in Print

NEJM Group offers a multitude of opportunities in print for you to reach **your** target audience. Whether through a sponsored subscription or list match advertising, your target list together with the strength of the NEJM Group brand are the perfect **match** to maximize ROI.

NEJM COVERWRAPS

Boost goodwill and product recognition among your target HCPs by sending them a weekly print subscription to NEJM. Each issue includes a coverwrap that delivers your company name and advertising message to your target audience. Your coverwrap includes a custom cover and three or more full-page ads on the inside front, inside back, and back covers.



 See page 19 for more details and see pages 30–31 for production specifications.

NEJM PRINT LIST MATCH ADVERTISING

Optimize efficiency and effectiveness by targeting your print ad only to **your customer list** within the pages of NEJM. NEJM accepts special ME number list matches for both ROB and inserts. Lists for ME# match must be received 30 days prior to issue date.

 See page 29 for more details.



NEJM JOURNAL WATCH GENERAL MEDICINE PRINT NEWSLETTER OPPORTUNITIES

NEJM Journal Watch General Medicine is a review newsletter that helps busy physicians save time and keep up-to-date with concise synopses of important medical research drawn from the world's leading medical journals. Advertising in the *NEJM Journal Watch General Medicine* print newsletter offers you the chance to target HCPs of your choice.

 See page 32 for more details.



Coverwrap Program

Increase goodwill and product recognition among your target physicians by sending them a **print subscription** to NEJM.

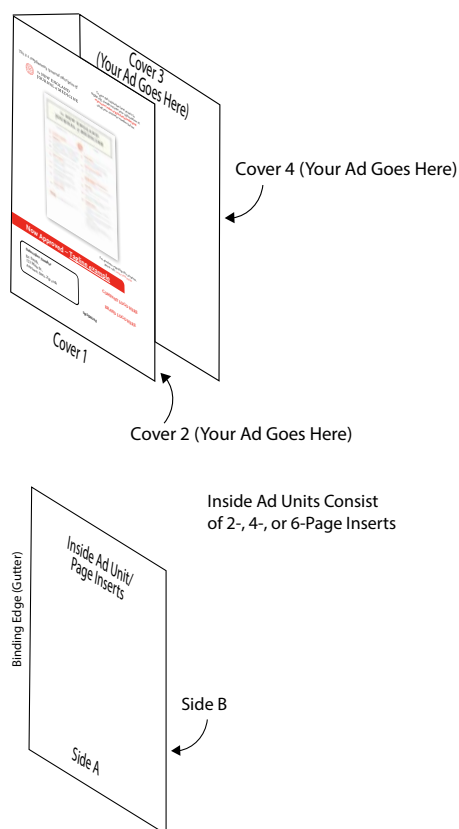
Each issue includes a coverwrap that delivers your company name and advertising message to your target audience. Your coverwrap includes a custom cover and three or more full-page ads on the inside front, inside back, and back covers.

Programs are available for 3, 6, 9, or 12 months and are limited to nonsubscribers in selected specialties.

You simply supply medical education numbers, specialties, names, and addresses, and we calculate the number of nonsubscriber physicians available for you to target.

Contact your Sales Director for more information.

NEJM COVERWRAP PROGRAM EXAMPLE



2023 COVERWRAP RATES

Duration: 3 months

Quantity	Price per Subscription			
	6–8 Pages	10 Pages	12 Pages	14 Pages
	Net	Net	Net	Net
3,000–3,999	\$76	\$78	\$88	\$92
4,000–4,999	\$57	\$59	\$67	\$76
5,000–7,499	\$52	\$54	\$58	\$68
7,500–9,999	\$47	\$48	\$51	\$60
10,000–12,499	\$44	\$45	\$49	\$58
12,500–14,999	\$42	\$48	\$45	\$51

Duration: 6 months (26 weekly issues)

Quantity	Price per Subscription			
	6–8 Pages	10 Pages	12 Pages	14 Pages
	Net	Net	Net	Net
3,000–3,999	\$75	\$80	\$87	\$89
4,000–4,999	\$70	\$75	\$77	\$79
5,000–7,499	\$65	\$70	\$75	\$77
7,500–9,999	\$60	\$65	\$70	\$72
10,000–12,499	\$55	\$60	\$65	\$67
12,500–14,999	\$50	\$55	\$60	\$62

United States only. All pricing is for three- or six-month (12- or 26-week) programs. Nine- and 12-month programs are also available. For pricing on longer durations and quantities above 15,000, contact your Sales Director.

- Optional opt-out BRC card available.
- Optional poly bag with up to a 4-page outsert in back of wrap available. Subject to approval and increased cost.

Ask about complimentary market research (minimum six-month program).



For information about list and ad creative, see pages 30–31 for ad specifications.

Coverwrap program pages do not count toward frequency.

NEJM PRINT SPECIAL DISCOUNT PROGRAMS*

There are many ways to stretch your media dollar using **NEJM print discounts**. You can combine two or three of the discount programs and save **OVER 35%** on your total print spend. Contact your NEJM Sales Director for suggestions on how to maximize your savings.

Buy 3 ... Get 1 Free

Save 25%. Run three paid insertions for the same product in the same month and receive a fourth insertion in the same month **free**. *All ads (including your free ad) must be one or more pages. The least expensive unit qualifies as the free ad.*

Two x Three

Save up to 15%. Run a paid ad insertion twice a month for the same product for three consecutive months and receive a seventh ad **free** in the third month. *All ads must be one page or larger. The least expensive ad unit qualifies as the free ad.* Can only be combined with Baker's Dozen program.

Baker's Dozen

Run **12** paid insertions for the same product in one calendar year and receive a 13th insertion for the same product **free**. Insertions can be different ad units. *For the value of your free ad when your units or placements differ, call NEJM Media Sales Solutions at (781) 434-7757, -7556, or -7025. Exceptions may be made for launches at the end of the calendar year.*

30% Savings Combo

Save up to 30%. Combine Buy 3 ... Get 1 Free and Baker's Dozen and receive the equivalent of 17 insertions for the price of 12 every four months.

20% Savings Combo

Save up to 20%. Combine Two x Three and Baker's Dozen and receive the equivalent of 15 insertions for the price of 12 every six months.

50% PI page Discount

Save up to 50%. Run three or more prescribing information (PI) pages and receive a **50% discount** on B&W page rate, beginning with the third PI page.

Conference Discount Program: Buy 2 ... Get 1 Free

Conference discount programs are available. See page 24 for more information and program requirements.

**Free insertions earned through discount programs cannot be taken as premium positions.*

NEJM GROUP UPDATE DISEASE STATE PRINT SUPPLEMENT SERIES

Available in 10 Key Disease State Areas

Brought to you by NEJM Group, this advertising vehicle features editorially independent and clinically relevant original content, written by physician experts.

Each high-value issue contains:

- Explorations of recent developments by topic experts
- Disease-state review articles
- Key opinion leader roundtable discussions
- Spotlights on clinical controversies
- Visual summaries/abstracts
- Updates to clinical guidelines
- Research summaries
- Meeting reports
- Clinical images

Presented in short-form, easy-to-read, full-color format!

Connect your audience with essential, topic-relevant content around key specialty conferences with bonus distribution. Each supplement is polybagged with the NEJM issue **reaching NEJM subscribers in your target specialty.**



2023 SUPPLEMENT TITLES

- *Clinical Cardiology Update*, March 2023
- *Clinical Neurology Update*, April 2023
- *Clinical Oncology Update #1*, June 2023
- *Clinical Oncology Update #2*, June 2023
- *Lung Cancer Update*, September 2023
- *Pulmonary and Respiratory Medicine Update*, October 2023
- *Clinical Infectious Diseases Update*, October 2023
- *Breast Cancer Update*, December 2023
- *Clinical Hematology Update #1*, December 2023
- *Clinical Hematology Update #2*, December 2023



See page 23 for conference tie-ins and conference discount program, based on specific therapeutic areas only.

ADVERTISING OPPORTUNITY

Limited advertising space available including premium positions and interspersed ROB placements.

For pricing and additional information, please contact your Sales Director:

Meg Ainley: mainley@nejm.org

Corrie Bridgeman: cbridgeman@nejm.org

Andrew McGuire: amcguire@nejm.org

Linsey Rosenthal: lrosenthal@nejm.org

Supplement pages will be counted toward earned frequency rates. Earned discount programs do not apply.

NEJM GROUP CONFERENCE UPDATE ENEWSLETTER SERIES

Available for 9 Key Specialty Conferences

This dynamic advertising opportunity offers real-time coverage of top medical specialty conferences and features clinically relevant and groundbreaking original content that you have come to know and trust from NEJM.



Each NEJM Group Conference Update eNL series includes:


- Pre-conference preview deployment
- Daily conference sends with coverage and analysis of conference proceedings *as they are happening*
- Post-conference wrap-up deployment
- Average Open Rates of 50%+

Emails include:

- Video/audio interviews with key opinion leaders offering critical insights and perspectives on conference developments
- Short-form summaries of conference developments
- Review of any NEJM content presented at the conference, which may include video interviews with NEJM study authors, summaries, and links to full-text NEJM articles

2023 CONFERENCE UPDATES

- American Academy of Neurology Update, April 2023
- American Society of Clinical Oncology Update, June 2023
- American Diabetes Association Update, June 2023
- IASLC-WCLC Update, September 2023
- CHEST (American College of Chest Physicians) Update, October 2023
- ID Week Update, October 2023
- Kidney Week Update, November 2023
- San Antonio Breast Cancer Symposium Update, December 2023
- American Society of Hematology Update, December 2023

 See page 23 for conference listing and conference discount program, based on specific therapeutic areas only.

ADVERTISING OPPORTUNITY

- **33% SOV in each daily email deployment:** Creative will rotate between three advertising positions, enabling equal exposure for all advertisers across all daily deployments
- 728 x 90 and 300 x 250 ad units required; GIF only
- **Reach to high-value NEJM Group 100% opt-in audience**
- Post-conference ad campaign and email performance metrics


For pricing and additional information, please contact your Sales Director:

Meg Ainley: mainley@nejm.org

Corrie Bridgeman: cbridgeman@nejm.org

Andrew McGuire: amcguire@nejm.org

Linsey Rosenthal: lrosenthal@nejm.org

 Available first to NEJM Group Update Disease State Print Supplement advertisers. See page 21 for more information.

2023 U.S. NEJM CONFERENCE PRINT AND DIGITAL OFFERINGS

2023 Conferences*	Conference Dates	Location	Targeted Specialty	Print Supplement Conference Issue Dates†	Conference Update eNL
American College of Cardiology (ACC)	3/4–3/6	New Orleans, LA	Card	3/2	No
American Academy of Neurology (AAN)	4/22–4/28	Boston, MA	Neuro	4/20	Yes
American College of Physicians (ACP)	4/27–4/29	San Diego, CA	PCP	4/27*	No
American Society of Clinical Oncology (ASCO)	6/2–6/6	Chicago, IL	Hem/Onc	6/1 and 6/8	Yes
American Diabetes Association (ADA)	6/23–6/26	San Diego, CA	Endo + PCP	6/22*	Yes
International Association for the Study of Lung Cancer (IASLC World Conference)	9/9–9/12	Singapore	Hem/Onc	9/7	Yes
American College of Chest Physicians (CHEST)	10/8–10/11	Honolulu, HI	PUD and Allergy	10/5	Yes
Infectious Disease Week (ID Week, IDSA)	10/12–10/14	Boston, MA	ID	10/12	Yes
American Society of Nephrology (Kidney Week)	11/2–11/5	Philadelphia, PA	Neph/URO	11/2*	Yes
San Antonio Breast Cancer Symposium (SABCS)	12/5–12/9	San Antonio, TX	Hem/Onc and OB/GYN combo	11/30	Yes
American Society of Hematology (ASH) Annual Meeting	12/9–12/12	TBD	Hem/Onc	12/7 and 12/14	Yes

*Schedule and conference format subject to change.

†Print supplements are polybagged with regular weekly NEJM issues. All NEJM print issue dates and supplements close 30 days prior to issue date or month.

*This will NOT be a supplement issue.

Print Bonus Conference Distribution

Bonus print copies of NEJM, including demo editions when available, are distributed at annual conferences of physician organizations.*

*Applies to in-person meetings only.

Print Conference Discount Program

Receive one free print ad with the purchase of two paid ads for select 2023 conference and surrounding issues.

Program requirements:

- All three insertions must be in **consecutive** full-run or specialty-specific demos relating to conference.
- One insertion must run in the NEJM issue.
- Remaining two insertions must run **adjacent** to the NEJM issue, either before or after the conference.

- Ad must be for a specialty-specific product related to the conference or specific therapeutics (some restrictions apply).
- Unit size minimum is one full page.
- All ad units must be the same size.
- May only be used in conjunction with Baker's Dozen program (two paid insertions can count toward Baker's Dozen program); excludes supplements.
- Free ads from discount programs **do not count** toward your earned frequency rate and cannot be used for premium positions.
- Advertising that utilizes a list match are not eligible for conference discount program.

For the most current information, visit nejmadsales.org/index.php/nejm/additional-opportunities.

ADDITIONAL OFFERINGS

Market Research

NEJM conducts independent market research to track physicians' content consumption and prescribing habits and makes this information available to advertisers free of charge. These independent studies are now available:

U.S. ESSENTIAL JOURNAL STUDY UPDATE, 2021*

The **Essential Journal Study** has been conducted for over 30 years among the universe of internists and internal medicine subspecialists. It's an indispensable tool for pharmaceutical marketers as it identifies the "must-read" journals that physicians consider essential to their practice and provides additional insights into physicians' content preferences and consumption behaviors.

**The 2019 Essential Journal Study was updated with additional survey results in 2021.*

NEJM TRUST AND VALUE SURVEY, 2022

Released in July 2022, this survey measures NEJM against select top competitors on the following attributes:

- Trust
- Practice influence
- Credible
- Accessibility of information

The survey also evaluates the likelihood of physicians to change their practice habits based on clinical trial information published in its original form in a medical journal versus being summarized by a medical news source or pharmaceutical company.

PHYSICIANS TRUST IN MEDICAL JOURNALS, 2018

Sources of medical information are growing exponentially. NEJM Group commissioned a market research study to determine physicians' level of trust among the leading medical journals in nine specialties.

For each journal, physicians measured their level of trust for the following:

- Learning about changes and breakthroughs in therapies
- Preparing to discuss treatment therapies with their peers
- Helping to educate patients about treatment options
- Influencing their clinical decisions

In every specialty, a physician's degree of trust in a publication correlated very strongly with readership.

BRAND FUNNEL STUDY, 2020

This independent study of the physician universe focuses on physician awareness, familiarity, and satisfaction with leading medical journals across important internal medicine subspecialties, including cardiology, oncology, and infectious diseases. For your copy, contact your Sales Director.

Print and Digital Article Reprints

Reprints of NEJM Group content are available in print or eprint formats. Reprints of articles from trusted journals, like NEJM, are an effective tool to help deliver your brand message. Plus, NEJM Article Extenders, short-form summaries in both textual and video formats, are a perfect companion to an Original Article and can be ordered with full article reprints/eprints or as a standalone. Contact a member of the reprints team at reprints@nejm.org to discuss the various features and options.

Recruitment Advertising

NEJM is one of the most effective sources for physician recruitment advertising. Both print and a wide array of digital offerings are available. Contact us today to learn how we target both active and passive jobseekers. For details, call (800) 635-6991, email ads@nejmcareercenter.org, or visit NEJMCareerCenter.org.

List Rentals

You can rent the NEJM print subscriber list (minimum 5,000 names) for direct mail campaigns on a preapproved basis. For details, contact Mike Mayhew at (402) 836-5636 or mike.mayhew@data-axle.com. **We do not offer rental of NEJM email subscriber lists.**

International Print Editions of NEJM

Expand your reach in our Canadian, Japanese, and International print editions of NEJM. The International edition is also available in a European demographic split. *For details contact Jed Clifton of NEJM Media Sales Solutions at (781) 434-7322 or jclifton@nejm.org.*

NEJM PRINT ISSUE AND CLOSING DATES

Effective January 1, 2023

Issue Date	Space Close	Material Close	Issue Date	Space Close	Material Close
January 5	December 5	December 14	July 6	June 6	June 15
January 12	December 12	December 20	July 13	June 13	June 23
January 19	December 19	December 29	July 20	June 20	June 29
January 26	December 27	January 6	July 27	June 27	July 7
February 2	January 3	January 12	August 3	July 3	July 14
February 9	January 9	January 20	August 10	July 10	July 21
February 16	January 17	January 27	August 17	July 17	July 28
February 23	January 23	February 3	August 24	July 24	August 4
			August 31	July 31	August 11
March 2	February 2	February 10	September 7*	August 7	August 18
March 9	February 9	February 16	September 14	August 14	August 25
March 16	February 16	February 24	September 21	August 21	August 31
March 23	February 23	March 3	September 28	August 28	September 8
March 30	March 1	March 10			
April 6	March 6	March 17	October 5*	September 5	September 15
April 13	March 13	March 24	October 12*	September 12	September 22
April 20*	March 20	March 31	October 19	September 19	September 29
April 27*	March 27	April 7	October 26	September 26	October 5
May 4	April 4	April 13	November 2*	October 2	October 13
May 11	April 11	April 21	November 9	October 10	October 20
May 18	April 18	April 28	November 16	October 16	October 27
May 25	April 25	May 5	November 23	October 23	November 3
			November 30*	October 30	November 9
June 1*	May 1	May 12	December 7*	November 7	November 16
June 8*	May 8	May 19	December 14*	November 14	November 22
June 15	May 15	May 25	December 21	November 21	December 1
June 22	May 22	June 2	December 28	November 28	December 7
June 29	May 30	June 9			

Early closing dates are in red.

*Bonus distribution available.

The **New England Journal of Medicine** is published in print every Thursday by NEJM Group, a division of the Massachusetts Medical Society.

Full-page run-of-book ads and inserts close one month prior to publication date. For fractional units, closing is 20 days prior to issue date.

These closing and material due dates do not apply to cover tips and outserts (see pages 16–17).

Print Cancellations

Cancellations must be received in writing

24 days before issue date for full-page ROB ads and inserts. Late cancellations are subject to full space charges up to a four-page unit.

All cancellations or changes must be sent in writing to displayads@nejm.org.

PRINT PRODUCTION INFORMATION

ROB Production Information

DIGITAL PROOFING

We require one digital halftone proof (contract proof) from the file being sent. Preferred proofs include Imation Matchprint™ Digital Halftone Proofs and Kodak Approvals. Contract proofs must meet SWOP specifications and include a quality control patch (color bars).

DISPOSITION OF AD MATERIALS

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

PRODUCTION RATES

Press stop	\$420
Plate change (per color)	200
Pre-trim charge (per thousand)	5

TYPESETTING

Full page	\$230
Half page	165
Quarter page	115
Eighth page	90
Key code change	N/C
Corrections: <10 words	N/C
>10 words	30

TRIM SIZE

Trim size of publication	7 7/8" x 10 1/2"
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AD PAGE SIZES (NO BLEED)

Full page	7" x 10"
Half page: horizontal	7" x 4 7/8"
vertical	3 1/4" x 10"
Quarter page	3 1/4" x 4 7/8"
Eighth page	3 1/4" x 2 1/4"

BLEED SIZES

Full page	8 1/8" x 10 3/4"
Fractional page	8 1/8" x 5 1/8" or 4 1/8" x 10 3/4"
Gutter bleed	8 1/8" x 10 3/4"
Trim size of publication	7 7/8" x 10 1/2"
Spread	16 1/4" x 10 3/4"
Trim size of spread	15 3/4" x 10 1/2"

Supply double-page spread as a single file without any allowance for gutter bleed. Keep live matter 1/4" from trim on all 4 sides. Maximum live area: 7 1/8" x 10".

SPECIFICATIONS

NEJM is perfect bound, using 34 lb. coated text and 80 lb. coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%. Minimum is 10%.

Four-color process: 150-line screen preferred for all colors. Sum of percentages of tone values should not exceed 260%. No more than one solid color. Maximum screen tone value for every color is 85%. Minimize number of colors for reverse type, using key color for shape of letters, with type in subordinate colors slightly larger than key color for best registration.

(continued)

PRINT PRODUCTION INFORMATION *(continued)*

WHERE TO SEND MATERIALS

Contracts, insertion orders, and publication-set copy:

NEJM Advertising Production Department
860 Winter Street
Waltham, MA 02451-1413
displayads@nejm.org

Color proofs:

The New England Journal of Medicine
c/o Quad/Graphics
Hi-Tech Blue-Soho
Mike Strzyewski
N64W23110 Main Street
Sussex, WI 53089

For all shipping questions, call NEJM Advertising Production at (781) 434-7036 or -7027 or email displayads@nejm.org. Printer cannot accept collect shipments.

Electronic delivery:

NEJM uses the AdShuttle portal for all advertising information. Visit www.adshuttle.com/nejm, where you will find a login screen. You can use your current username and password to sign in or you can set up a new username and password.

NEJM will no longer accept ad creative via email or FTP.

The AdShuttle site provides 24/7 help and a support line for our printer, Quad, for any questions.

Digital file format: PDF/X-1a

INSERT PRODUCTION INFORMATION

TRIM SIZE

Trim size of publication 7 7/8" x 10 1/2"

SIZES

Please make sure that inserts delivered to the printer meet the following pre-trim specifications:

2 pages	8 1/8" x 10 3/4"
4 pages	8 1/8" x 10 3/4" folded
6 pages	8 1/8" x 10 3/4" folded

TRIMMING

Head, foot, outside, and gutter trim is 1/8". Keep live matter 1/4" from trim on all 4 sides. Maximum live area: 7-1/8" x 10". Inserts jog to the foot. Oversized inserts subject to pretrimming charge.

Insert Guidelines

Inserts for publication should be supplied fully printed, trimmed to publication size, and ready for binding.

- Maximum acceptable thickness of paper stock is .004".
- Unusual inserts (including gatefolds) must be approved and may be subject to a bindery slowdown charge.

Contact displayads@nejm.org for unusual or gatefold insert specs. Bindery slowdown costs may apply.

INSERT QUANTITIES

Full-run insert quantities are approximately 120,000. Please email displayads@nejm.org or call (781) 434-7036 or -7027 to confirm quantities.

DISPOSITION OF INSERT MATERIALS

Furnished inserts will be held for six months after last insertion. Advertisers will be notified before inserts are destroyed.

SHIPPING AND LABELING

Ship furnished materials prepaid:

Quad Graphics
Attn: NEJM (NE515)
Receiving Department
1900 West Sumner Street
Hartford, WI 53027*
(414) 566-2100

Please specify insert receiving.

Note: Printer cannot accept collect shipments.

**For shipping only. For all questions, please call NEJM Advertising Production at (781) 434-7036 or -7027 or email displayads@nejm.org.*

Each skid and/or carton should be clearly marked, on all four sides, with:

- New England Journal of Medicine
- Publication issue date
- Counts per lift/carton
- Total counts per skid
- Total number of pieces (forms) for roll stock and/or fanfold
- Description of piece (Key Code, unique identifier)
- Title and Issue, or Quad/Graphics job number

A packing list and bill of lading (BOL) must be attached to the outside of a skid or pallet for each shipment with the following information:

- Insert name and job number
- Insert code/key number
- Publication issue date
- Total number of skids, cartons, and quantity of each insert

Each shipment must be packed according to the following guidelines:

- All skids must be secured, wrapped, and banded with plastic banding, not metal.
- The total height of the skid can be no more than 45"; the dimensions must be no more than 48" long by 40" wide, and not less than 46" long by 36" wide.

(continued)

INSERT PRODUCTION INFORMATION *(continued)*

Quad/Graphics reserves the right to refuse delivery of materials that do not meet the packaging requirements, **or** to repackage the materials for a fee (based on prevailing rates), **or** to require the materials to be picked-up by the customer.

QUAD/GRAPHICS' JOB NUMBER

All product shipments must be accompanied by Quad/Graphics' six-character job number on the BOL. If the Quad/Graphics' job number is not available, the BOL must include the title and issue of the product being delivered.

Contact NEJM Ad Production at (781) 434-7036 or -7027 or email displayads@nejm.org for job numbers.

MULTIPART SHIPMENTS

For any multipart shipment, the BOL must clearly state how many separate shipments will make up the total shipment. Example: "Shipment 1 of 3," "Shipment 2 of 3," etc.

SCHEDULED DELIVERY APPOINTMENTS

In order to avoid delays, it continues to be our policy that all deliveries **must** be scheduled at least 24 hours in advance with Quad/Graphics' Inventory Control Department. As a carrier, you should make an appointment; you'll be provided an appointment number, which must appear on the BOL. If you do not have an appointment, delivery will not be refused, but will be delayed until the receiving schedule permits an unscheduled delivery.

When calling to schedule delivery appointments, please specify "Insert Receiving." (414) 566-2100

For more details regarding shipping, packaging and delivery specifications for inserts, please contact NEJM Advertising Production at (781) 434-7036 or -7027 or email displayads@nejm.org.

SPECIAL ME NUMBER LIST MATCHES FOR INSERTS AND ROB

NEJM accepts special ME number list matches for both ROB and inserts; inserts are preferred. Special ME number list matches may be subject to additional processing fees. Please call NEJM Media Sales Solutions at (781) 434-7757, -7556, or -7025 for pricing or questions.

All lists must be sent to Publisher 30 days prior to issue date. Additionally for a list match, please send file to Nancy Margelewski at Direct Medical Data at nancy.margelewski@iqvia.com.

Minimum ad size is full-page. Half-page ads must run in conjunction with full-page or larger. Half-page ads for demos are 50% of full-page rates. Rate categories are determined by the total circulation quantity for your specialty or combination of specialties. **Click for quantities.**

Minimum demo circulation buy is 1,000. Demographic splits greater than 20,000 will be charged the full-run rate.

Contact NEJM Media Sales Solutions at (781) 434-7757, -7556, or -7025 or salesupport@nejm.org.

SPECIFICATIONS FOR COVERWRAPS

6-, 8-, or 10-page coverwraps consist of one 4-page coverwrap and 2-, 4-, or 6-single-leaf inserts, depending on size of program.

4-page coverwrap wraps around front and back cover.

Logo of brand and company appear on front coverwrap cover and should be supplied separately as a high-resolution EPS file (see *Logos Format* below).

4-page Coverwrap	Dimensions (w x h)	6-page Coverwrap	Dimensions (w x h)	8-page Coverwrap	Dimensions (w x h)	10-page Coverwrap	Dimensions (w x h)
Front Cover	7 7/8" x 10 1/2"	Front Cover	7 7/8" x 10 1/2"	Front Cover	7 7/8" x 10 1/2"	Front Cover	7 7/8" x 10 1/2"
Back Cover	7 7/8" x 10 1/2"	Back Cover	7 7/8" x 10 1/2"	Back Cover	7 7/8" x 10 1/2"	Back Cover	7 7/8" x 10 1/2"

INSIDE INSERT PAGES

Inside ad units consist of 2-, 4-, or 6-page inserts usually opposite page before NEJM cover (table of contents). We can accommodate inserts in front and back depending on ad layout.

Journal Trim: 7 7/8" x 10 1/2"

Bleed allowance: Please extend bleed where needed 1/8" beyond trim

Safety margin for live matter: 1/2" on all trim edges

SPECIFICATIONS

NEJM is perfect bound. Coverwrap pages are 80 lb. coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%. Minimum is 10%.

Four-color process: 150-line preferred for all colors. Sum of percentages of tone values should not exceed 260%. No more than one solid color to be used. Maximum screen tone value for every color is 85%. Minimize number of colors for reverse type, using key color for shape of letters, with type in subordinate colors slightly larger than key color for best registration. Reproduction requirements SWOP standards apply to all ad material. The entire publication is printed web offset.

PAGE FORMAT

Provide single page, head up, bleeds where needed. Marks should not encroach into bleed. If bleeds are being used, please add .125" to the final trim size on all four sides of the file. Include bleed marks, crop marks, and SWOP color bar. Image must be centered within file page.

AD 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. Logos for company and product for front cover should be sent as high-resolution files in EPS format. Preferred logo file formats are EPS or high-resolution PDF.

LOGOS FORMAT

Front cover logos (company and/or product) must be provided as EPS or high-resolution PDF. Logos are needed for coverwrap cover for Template #1 and #2. If using Template #3, an InDesign template will be provided as needed.

(continued)

SPECIFICATIONS FOR COVERWRAPS *(continued)*

LIST FORMATS

Please contact Rebecca Forge at (781) 434-7025 for accurate list formatting prior to sending your targeted list or FTP link. Send ME numbers in an Excel file or FTP site link, along with name and address in separate fields.

Deadline: List and creative deadlines are eight weeks prior to issue start date. Issue dates same as NEJM. See page 25.

Where to Send Ad and Logo Files:

Rebecca Forge: rforge@nejm.org

FTP information: email rforge@nejm.org.

Where to Send List Match Files:

Please send your file or FTP link of “live” ME numbers at least six weeks prior to issue date to:

Direct Medical Data

Attn: Nancy Margelewski

10255 West Higgins, Suite 280

Rosemont, IL 60018

Telephone: (800) 733-9035, ext. 16

Fax: (847) 759-0987

nancy.margelewski@iqvia.com

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



See page 19 for rates.

NEJM JOURNAL WATCH GENERAL MEDICINE PRINT NEWSLETTER

Advertising in **NEJM Journal Watch General Medicine** in print offers you the chance to list-target the HCPs of your choice in an uncluttered advertising environment and in a vehicle physicians find valuable and timely.

This publication comes in an 8-page format that features research summaries from leading medical journals.

Advertising opportunities are available in 3-, 6-, or 12-month consecutive periods.

Your advertising program includes the following:

- Optional front-page corporate identification banner
- 2- or 4-page advertising insert
- Distribution to 5,000–15,000+ recipients of your choice (minimum quantity: 3,000)
- Optional list rental

Some restrictions apply. Contact your Sales Director for production information and/or a quote for additional quantities.

2023 NEJM JOURNAL WATCH GENERAL MEDICINE

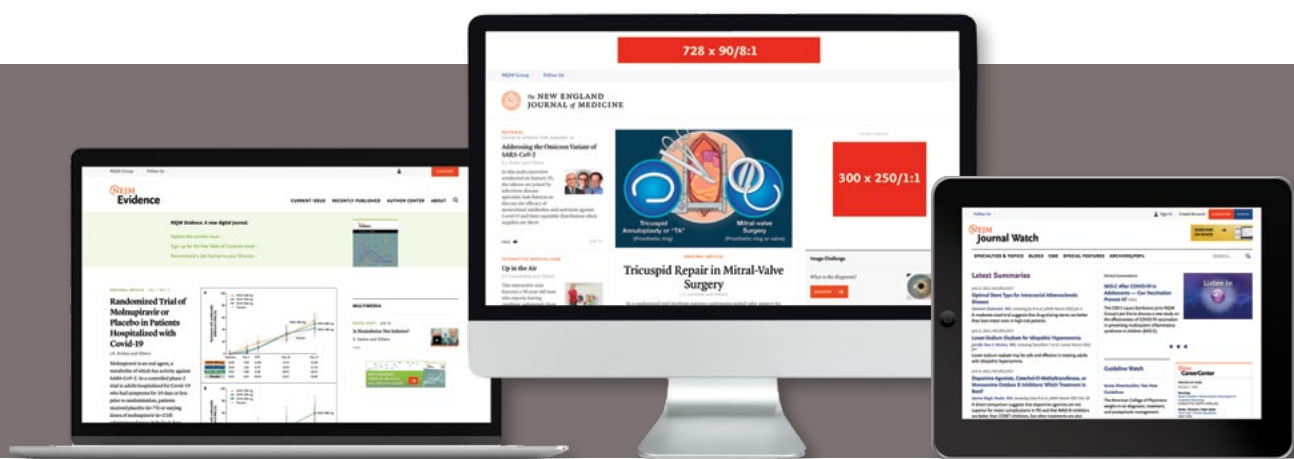
Quantity	Inserts	Net Price per Recipient per Month
3,000–4,999	Supplied inserts	\$4.08
	Publisher-printed inserts	4.47
5,000–9,999	Supplied inserts	3.65
	Publisher-printed inserts	3.94
10,000–14,999	Supplied inserts	3.60
	Publisher-printed inserts	3.81
15,000–19,999	Supplied inserts	3.44
	Publisher-printed inserts	3.61
20,000+	Supplied inserts	3.40
	Publisher-printed inserts	3.55

For quantities not shown, or outsert and poly bag mailing options, please contact your Sales Director for a quote. Not eligible for agency discount. 3 month minimum required.

**NEJM Journal Watch
General Medicine**
Edited by Allan S.
Brett, MD, University
of Colorado School of
Medicine

- Surveys 66 medical journals
- 40 to 45 research summaries/issue





NEJM GROUP IN DIGITAL

NEJM.org, **evidence.nejm.org**, and **JWatch.org** make it easy to reach influential HCPs. This premium and trusted NEJM Group advertising network brings you a wide range of specialty-specific messaging options.

You can target specialists with in-network demographic, behavioral, search term, and contextual site targeting, or through opt-in emails that feature up to 50% open rates.

NEJM.org



4.3M

Unique global visitors/month



11.4M

Global page views/month



2M

Unique U.S. visitors/month



4.6M

U.S. page views/month



1.8M

U.S. registered users

JWatch.org



500K

Unique global visitors/month



1M

Global page views/month



315K

Unique U.S. visitors/month



630K

U.S. page views/month



295K

U.S. registered users

NEJM.org Adobe Analytics Traffic Reports, 2022

NEJM.org Adobe Analytics Traffic Reports, 2022

DIGITAL ADVERTISING OVERVIEW

TARGETED SOLUTIONS

NEJM GROUP DIGITAL SPECIALTY PACKS

Description

- Combines demographic, behavioral, search term and contextual targeting with ROS
- Ads served across NEJM.org, evidence.nejm.org, and JWatch.org
- 15 key specialty areas available

Benefits

- Your message runs on NEJM Group's premium and quality advertising network
- Target influential prescribers in key therapeutic areas

TARGETED SOLUTIONS

NEJM eTOC, NEJM/NEJM JOURNAL WATCH eTOCS AND ALERTS

Description

- High frequency email packages
- Includes eTOCs and topic alerts audience
- Many specialty areas available

Benefits

- Your message reaches 100% opt-in audience
- Open rates up to 50% help ensure your message is seen

RUN-OF-SITE DISPLAY ADS

NEJM RUN-OF-SITE DISPLAY ADS

Description

- Display ads served across NEJM.org
- Includes subscribers, registered users, nonregistered users, and clinicians at site-licensed institutions
- Geotargeting to any country/region

Benefits

- Broad digital brand exposure on "best-in-class" site
- Home page takeovers and other options maximize your impact

HIGH IMPACT ADVERTISING PROGRAMS

NEJM IMAGE CHALLENGE

Description

- 50% SOV on interactive Image Challenge web page

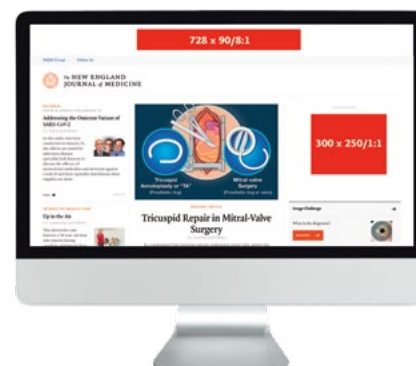
Benefits

- Advertise on one of the most popular features on NEJM.org
- Interactivity optimizes user engagement

DIGITAL ADVERTISING ON NEJM.ORG

NEJM Group digital properties bring you opportunities to reach your most important audience with:

- **Specialty pages** that bring together all current articles in a given specialty. Each specialty page supports leaderboard and medium rectangle ads. You can target visitors to a specialty page through purchase of a Targeted Specialty Pack.
- **Ad placements** on browse, index, archive, trends, search, specialty, and article pages.
- **Multipage advertising programs** that follow readers as they travel through the site.
- **Image Challenge advertising program.**
- **Email advertising options** that include specialty-targeted eTOC emails.



SUPPORTED AD UNITS

	Pixels	Aspect Ratio
Leaderboard	728 x 901	8:1
Anchor	728 x 90	8:1
Medium rectangle	300 x 250	1:1
Half page	300 x 600	1:2
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Micro bar	88 x 31	n/a
Mobile leaderboard*	320 x 50	n/a

*Applies to evidence.nejm.org only.
Expandables accepted at a premium for ROS campaigns.
Expandables not accepted for half page or anchor.

Accepted third-party servers: Doubleclick, Pointroll, Sizmek. Please contact onlineadoperations@nejm.org if you are interested in using a different third-party server.

2023 NET ROS RATES

ROS CPM	\$125.00
Home page takeover	\$9,150 flat fee/week (60,000 impressions/week)
Geotargeting CPM	\$135.00

ROS DISCOUNTS

300,000–499,999 Impressions/Month	500,000+ Impressions/Month
3% discount	5% discount

Some restrictions apply. Prices are subject to change without notice.

Home Page Takeover (HT) Guidelines

- A maximum of two consecutive weeks is allowed.
- A maximum of 12 weekly HTs may be purchased by a single brand in a calendar year.
- All HTs are subject to final review up to one week prior to start date.
- Per NEJM Group Advertising Policies, all advertisements are subject to approval of the *New England Journal of Medicine* and NEJM Journal Watch Publisher, which reserves the right to reject or cancel any ad at any time.

 See page 43 for production information.

TOTAL MINUTES SPENT ON MEDICAL JOURNAL WEBSITES PER MONTH†

Specialty	NEJM Rank‡	Specialty	NEJM Rank‡	Specialty	NEJM Rank‡
Cardiology	2	Internal Medicine	1	Pulmonary Disease	3
Diabetes/Endocrinology	1	Neurology	3	Rheumatology	1
Hematology/Oncology	1	Oncology	2		
Infectious Diseases	1	Oncology and Hem/Onc	1		

†Source: Kantar, Medical/Surgical Media Measurement, 2022.

‡Does not include association websites or online only publications.

NEJM GROUP DIGITAL SPECIALTY PACKS

Deliver your message to high-value specialists on the premium NEJM Group ad network, which includes exposure on NEJM.org, evidence.nejm.org, and JWatch.org.

High-impact Specialty Pack components include:

- **Demographic targeting:** Your ad appears to identified specialists during their visit to NEJM.org and evidence.nejm.org.
- **Behavioral/lookalike targeting:** Your ad is displayed to site users who exhibit behaviors similar to identified HCPs when they are on NEJM.org and evidence.nejm.org.
- **Search term targeting:** Your ad appears on all relevant search results pages on NEJM.org and evidence.nejm.org. For example, when you buy a cardiology specialty pack, your ad appears on the search results page when a visitor searches for terms like “hypertension” or “heart failure.”
- **NEJM.org contextual targeting:** Your ad appears on the relevant specialty page that brings together all current articles in a given specialty. For example, when you buy a cardiology specialty pack, your ad appears when a visitor navigates to the NEJM.org cardiology page.
- **JWatch.org contextual targeting:** Your ad appears on relevant JWatch.org content pages. For example, when you buy a cardiology specialty pack, your ad appears on cardiology, hypertension, and lipid management pages.

Specialty packs include ROS impressions across NEJM.org, evidence.nejm.org, and JWatch.org, including exposure to nonregistered users and clinicians from all academic and hospital site license domains.

IMPRESSIONS AND RATES

Click for [impressions and rates](#).



Learn more about *NEJM Evidence*, evidence.nejm.org, NEJM Group’s digital journal, on page 38.



SUPPORTED AD UNITS

	Pixels	Aspect Ratio
Leaderboard (required)	728 x 90	8:1
Anchor	728 x 90	8:1
Medium rectangle (required)	300 x 250	1:1
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Half page	300 x 600	1:2
Mobile Leaderboard*	320 x 50	n/a

*Applies to evidence.nejm.org only.

TARGETED SPECIALTY PACKS

Cardiology	Neurology
Dermatology	PCP
Emergency Medicine	Pediatrics
Endocrinology	Psychiatry
Gastroenterology	PUD/Pulmonology
Hematology/Oncology	Rheumatology
Infectious Diseases	Women’s Health
Nephrology	

2023 PACK FREQUENCY DISCOUNTS

1 pack/3–5 month	3%
1 pack/6+ month	5%
3+ packs/month	5%

Maximum 5% discount on any combination



See page 43 for production information.

NEJM GROUP DIGITAL SPECIALTY PACK RATES

2023 TARGETED SPECIALTY PACK MONTHLY IMPRESSIONS, SOV, AND RATES

	Fixed Guaranteed Impressions per SOV	SOV	Advertising Placements	Net CPM	Total Investment per SOV
Hematology/Oncology	115,000	13%	8	\$150	\$17,250
Cardiology	136,000	25%	4	\$140	\$19,040
Endocrinology	68,000	25%	4		\$9,520
Gastroenterology	99,000	33%	3		\$13,860
Infectious Diseases	131,000	33%	3		\$18,340
Nephrology	68,000	50%	2		\$9,520
Neurology	94,000	33%	3		\$13,160
PCP (IM/FP/GP)	152,000	17%	6		\$21,280
PUD/Pulmonology and Critical Care	73,000	20%	5		\$10,220
Rheumatology	63,000	50%	2		\$8,820
Dermatology	89,000	100%	1	\$130	\$11,570
Emergency Medicine	97,000	100%	1		\$12,610
Pediatrics	94,000	50%	2		\$12,220
Psychiatry	86,000	50%	2		\$11,180
Women's Health	102,000	100%	1		\$13,260

SOVs are required minimums. Purchase of multiple SOVs available.



See page 43 for production information.

TERMS AND CONDITIONS

- Packs are purchased on required SOV basis.
- Impressions are guaranteed. In the rare instance of a shortfall, impressions will be run in a mutually agreed-upon future month.
- Campaign shortfalls due to creative delays and/or special requests for page or keyword suppressions are subject to full rate.
- Product-sharing of a single specialty pack:
 - Two products: 15% premium on net monthly pack price
 - Three products: 20% premium on net monthly pack price
 - Sharing limited to three products.

INNOVATIVE original research.
ACTIONABLE information to
inform clinical decision-making.
BOLD ideas in clinical trial design.



NEJM EVIDENCE — A DIGITAL JOURNAL FROM NEJM GROUP

In addition to supporting essential clinical research, *NEJM Evidence*:

- Publishes **high-quality studies** from the front line of medical research — from early-stage discoveries to confirmatory trials
- Educates and engages HCPs on the nuances of how trial data are interpreted and the subsequent **implications for diagnostic and treatment decisions**
- Adheres to the same **rigorous standards** of peer review and publication quality expected from NEJM Group

Extend
your reach to
a broader HCP
audience on
evidence.nejm.org.
Available with
Targeted Specialty
Pack buys!

A BACKSTAGE PASS FOR THE CURIOUS HCP

NEJM Evidence breaks down complexity and stimulates thinking about clinical problems through:

- **Review articles** on medical topics and clinical trial design and execution
- **Short review articles** in a “journal club” format for quick reading
- **Case presentations** in a “morning report” format to sharpen diagnostic reasoning skills
- **Tomorrow’s Trial**, short pieces examining accepted practices lacking solid evidence
- **Trial by Fire** podcast, which discusses key decisions made in published trials
- **Stats, STAT!**, brief animated videos explaining key statistical concepts
- **Patient Platform**, in which patients share their experiences being in a clinical trial or part of a research study

“We’re going to publish original research and contextualize it in a way that will change practice, change medicine, and change how we think about the generation of evidence.”

— Chana A. Sacks, MD, MPH,
Executive Editor



See details on 15 available specialty areas on pages 36–37.

INTERACTIVE NEJM.ORG ADVERTISING PROGRAM

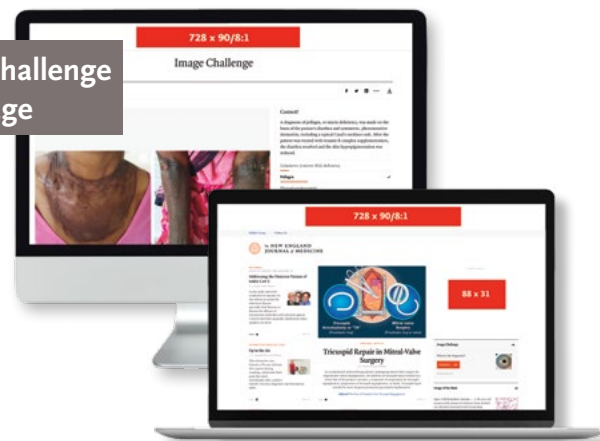
Image Challenge Advertising Program

The Image Challenge at NEJM.org hones physicians' diagnostic skills and is one of the most popular features on the site.

The advertising program features an optional micro bar ad unit below the Image Challenge module on the home page plus advertising with 50% SOV on the Image Challenge page in the leaderboard position.

U.S. impressions/month **130,000/home page micro bar**
70,000/Image Challenge page

Image Challenge Page



REQUIRED AD UNITS

	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Micro bar	88 x 31	n/a

2023 RATES AND DISCOUNTS

Frequency	Net Rate/Month
Per month (with micro bar)	\$12,000
Per month (without micro bar)	\$6,500
3–5 months	3% discount
6–12 months	5% discount

Prices are subject to change without notice.



See page 43 for production information.

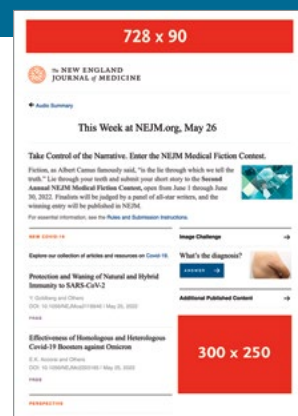
NEJM EMAIL ADVERTISING PROGRAMS

NEJM eTOC Advertising Program

This opt-in email table of contents (eTOC) is delivered to over 709,000 U.S. physicians and health care professionals every Wednesday evening.

Seventeen targeted specialty demos are available each month, delivering open rates of up to 50%. The Primary Care demo includes IM/FP/GP/and other HCPs and is available as a monthly or weekly buy.

Each specialty demo is sold as 50% share of voice. 100% SOV can be purchased if available. Contact your Sales Director for availability.



NEJM eTOC SPECIALTY TARGETING

	Approximate U.S. Physician and Resident Opt-Ins	Approximate Sends/Month*	Net Rate/Month
Cardiology	17,400	69,600	\$10,190
Dermatology	3,700	14,800	\$5,200
Emergency Medicine	10,600	42,400	\$5,340
Endocrinology	5,700	22,800	\$8,890
Gastroenterology	5,600	22,400	\$7,600
Hematology/Oncology	16,600	66,400	\$18,160
Hospital Medicine	4,700	18,800	\$4,400
Infectious Diseases	7,400	29,600	\$10,300
Nephrology	5,700	22,800	\$4,330
Neurology	8,500	34,000	\$6,410
Pediatrics	16,800	67,200	\$7,110
PAs/NPs	17,600	70,400	\$5,930
Psychiatry	8,800	35,200	\$6,170
Pulmonology	16,400	65,600	\$6,540
Rheumatology	3,000	12,000	\$4,980
Women's Health	10,700	42,800	\$4,880

	Approximate U.S. Physician and Resident Opt-Ins	Approximate Sends/Month	Net Rate/Week	Net Rate/Month
Primary Care	550,600	2,202,400	\$10,760	\$43,040

*In 2023, March, May, August, and November are months with five sends. The fifth send is value add. All other months have four sends. Prices are subject to change without notice.

REQUIRED AD UNITS

	Pixels
Leaderboard	728 x 90
Medium rectangle	300 x 250

GIF only; rich media not supported.

2023 FREQUENCY DISCOUNTS

Term	Discount
3–5 months	3% discount
6–12 months	5% discount

Prices are subject to change without notice.

 See page 43 for production information.

For more information, contact your **Sales Director**.

EMAIL ADVERTISING PROGRAMS

Specialty-Targeted Emails

These **specialty-oriented email groups** deliver your 100% share of voice ad to opt-in recipients. Available in 10 specialty areas, each group includes:

- Weekly JWatch.org eTOC in relevant specialty area.
- One or more monthly NEJM Journal Watch topic alerts in relevant content area.
- One or more monthly NEJM topic alerts in relevant content area.

REQUIRED AD UNITS

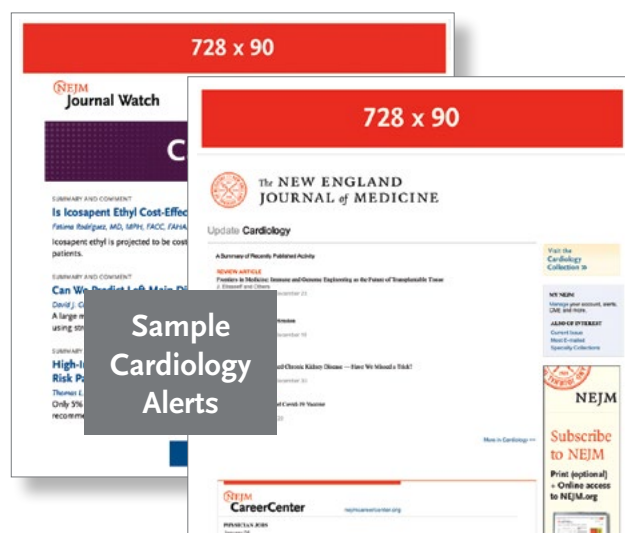
	Pixels
Leaderboard	728 x 90
<i>GIF only; rich media not supported.</i>	

2023 FREQUENCY DISCOUNTS

3–5 months	3% discount
6–12 months	5% discount
<i>GIF only; rich media not supported.</i>	



See page 43 for production information.



(continued)

EMAIL ADVERTISING PROGRAMS *(continued)*

2023 NEJM/NEJM JOURNAL WATCH SPECIALTY-TARGETED EMAIL GROUP RATES

Group		Email Type	Frequency/ Month	Drop Schedule	Months with 5 Sends	Approximate Sends/Month*	Net Rate/ Month
Cardiology	NEJM Journal Watch Cardiology	eTOC	4	Wed	Mar, May, Aug, Nov	152,000	
	NEJM Journal Watch Hypertension	alert	1	15th		36,000	
	NEJM Journal Watch Lipid Management	alert	1	23rd		31,000	
	NEJM Cardiology	alert	1	1st Monday		91,000	
	TOTAL		7			310,000	\$16,740
Endocrinology/ Diabetes	NEJM Journal Watch Diabetes	alert	1	16th		36,000	
	NEJM Endocrinology	alert	1	1st Monday		47,000	
	TOTAL		2			83,000	\$4,210
General Medicine	NEJM Journal Watch General Medicine	eTOC	8	Tuesday/Thursday	Jan, Mar, May, June, Aug, Oct, Nov	568,000	
	NEJM Journal Watch Aging/Geriatrics	alert	1	1st		27,000	
	NEJM Allergy/Immunology	alert	1	1st Monday		40,000	
	NEJM Clinical Medicine	alert	1	1st Monday		91,000	
	NEJM Geriatrics/Aging	alert	1	1st Monday		45,000	
	TOTAL		12			771,000	\$12,310
Hospital Medicine	NEJM Journal Watch Hospital Medicine	eTOC	4	Monday	Jan, May, July, Oct	114,000	\$7,780
Infectious Diseases	NEJM Journal Watch Infectious Diseases	eTOC	4	Wednesday	Mar, May, Aug, Nov	132,000	
	NEJM Journal Watch HIV/AIDS	alert	1	25th		14,000	
	NEJM Journal Watch STDs	alert	1	10th		18,000	
	NEJM Infectious Disease	alert	1	1st Monday		65,000	
	TOTAL		7			229,000	\$13,280
Neurology	NEJM Journal Watch Neurology	eTOC	4	Tuesday	Jan, May, Aug, Oct	96,000	
	NEJM Journal Watch Stroke	alert	1	8th		26,000	
	NEJM Neurology/Neurosurgery	alert	1	1st Monday		52,000	
	TOTAL		6			174,000	\$9,290
Nutrition/ Obesity	NEJM Journal Watch Nutrition/Obesity	alert	1	27th		32,000	\$2,660
Oncology and Hematology	NEJM Journal Watch Oncology and Hematology	eTOC	4	Friday	Mar, Jun, Sep, Dec	80,000	
	NEJM Journal Watch Breast Cancer	alert	1	3rd		16,000	
	NEJM Hematology/Oncology	alert	1	1st Monday		62,000	
	TOTAL		6			158,000	\$8,960
Pulmonary Disease/ Pulmonary	NEJM Journal Watch Allergy/Asthma	alert	1	2nd		21,000	
	NEJM Journal Watch Respiratory Infections	alert	1	17th		25,000	
	NEJM Pulmonary/Critical Care	alert	1	1st Monday		56,000	
	TOTAL		3			102,000	\$2,530
Rheumatology	NEJM JW Arthritis/Rheumatic Disease	alert	1	28th		17,000	
	NEJM Rheumatology	alert	1	1st Monday		33,000	
	TOTAL		2			50,000	\$1,690

*Total estimated sends for email group are guaranteed; however, sends/impressions by individual email title can vary based on content published.



See page 43 for production information.

DIGITAL PRODUCTION INFORMATION

NEJM.org, evidence.nejm.org, and JWatch.org

SUPPORTED AD UNITS

	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Anchor	728 x 90	8:1
Medium rectangle	300 x 250	1:1
Half page	300 x 600	1:2
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Micro bar	88 x 31	n/a
Mobile leaderboard*	320 x 50	n/a

*Applies to evidence.nejm.org only.

Expandables are accepted, but not for half page or anchor.

Rich media is not supported for emails. For emails please provide GIFs only.

Ad units vary depending on NEJM/NEJM Journal Watch product. See individual pages for required units.

TO SUBMIT AN INSERTION ORDER

Email your insertion order (IO) to onlineadoperations@nejm.org or to:

Rick Buroni

Email: rburoni@nejm.org

Vanessa Wu

Email: vwu@nejm.org

TO SUBMIT AN AD

Email your creative, citing the IO name and reference number, to both contacts above or to onlineadoperations@nejm.org.

APPROVALS

All ads are subject to approval by the *New England Journal of Medicine*, which reserves the right to reject or cancel any ad at any time. Approval may take up to seven days.

TYPES OF ADVERTISING ACCEPTED

Generally acceptable for consideration are pharmaceutical products, medical and medical equipment products and services, medical software, and practice management products and services, including office equipment and supplies, medical billing systems, and medically appropriate websites.

Generally acceptable for consideration with certain conditions are calls for patients to participate in clinical trials or clinical-trial matching services. These ads can be considered if the trial is registered with the FDA and conducted by a recognized institution.

Other ad types are accepted. Those not described above are reviewed on a case-by-case basis.

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 Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, 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 15 to 30 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.

Click for more [advertising information](#) and complete [NEJM advertising policies](#).

DIGITAL AND EMAIL ADVERTISING SPECS

	NEJM.org/evidence.nejm.org	JWatch.org
HTML5/GIF Specs		
Test time required	5 business days	5 business days
Accepted banner sizes	728 x 90 8:1 300 x 250 1:1 160 x 600 1:4 120 x 600 N/A 300 x 600 1:2 320 x 50 N/A*	728 x 90 8:1 300 x 250 1:1 160 x 600 1:4 120 x 600 N/A 300 x 600 1:2 3 loops 300 KB
Max looping/animation	3 loops	300 KB
1. Max GIF weight	300 KB	300 KB
2. Max HTML5 weight	300 KB	
*Applies to evidence.nejm.org only.		
Expandable Specs		
Test time required	5 business days	5 business days
Format	Expandable units must come from a third-party server (DoubleClick, Pointroll, etc.)	
Panel expansion	User-initiated/click/tap or mouse over	User-initiated/click/tap or mouse over
Panel contraction	Ads must contain a clearly marked Close "X" button and should contract when cursor leaves the ad.	
Max panel expansion size	728 x 90 to 728 x 360* 300 x 250 to 600 x 250 120 x 600 and 160 x 600 to 600 x 600	728 x 90 to 728 x 360* 300 x 250 to 600 x 250 120 x 600 and 160 x 600 to 600 x 600
Max weight total (initial)	150 KB	150 KB
Max weight total (subload)	300 KB	300 KB
Panel expansion direction	728 x 90 expand down.* 300 x 250 expand left. 120 x 600 and 160 x 600 expand left.	728 x 90 expand down.* 300 x 250 expand left. 120 x 600 and 160 x 600 expand left.
Other	Auto-play ads not accepted. User instructions must be clearly marked.	
Z Index	0–1,000 *Leaderboard only	0–1,000
Video Specs (in-banner)		
Video acceptance	Upon approval, within above banner sizes only.	
User initiated requirements	Activation (sound and video) must be user-initiated. Continuous looping not permitted. Replay must be user-initiated.	
Max play time (user initiated)	30 seconds	30 seconds
Required controls	Ads must contain start/stop/pause button and mute button. Rewind/fast forward buttons accepted.	
Other	Auto-play ads not accepted. User instructions must be clearly marked.	
Z Index	0–1,000	
Email Advertising GIF Specs		
Test time required	5 business days	5 business days
Max banner size	728 x 90, 300 x 250	728 x 90
Max looping/animation	3 loops	3 loops
Max GIF weight	40 KB, GIF only	40 KB, GIF only
<ul style="list-style-type: none"> Animated GIFs are accepted; however, for email recipients using certain versions of Outlook (2007, 2010, 2013) only a static representation of the GIF image will show on the first frame. Advertisers may wish to include branding and other important information on the first frame. Third-party no script tags are accepted if the tags render the actual GIF image and the URL landing page. Tags that render a 1x1 pixel are not accepted. Rich media is not supported. 		

Note: Any changes to creative or ad tags must be submitted for advance approval before going live, even if within campaign duration.

NEJM GROUP ADVERTISING POLICIES

1. All advertisements are subject to the approval of the 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/index.php/nejm/advertorial-guidelines.
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. 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 U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
15. 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-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
16. DIGITAL ADS: 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. The use by advertiser or its agency of pixels, beacons, cookies, tracking tags, or similar technology in advertising creative for the purpose of collecting personally identifiable information is prohibited.

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Digital 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, SOV-based, or fixed-placement programs** (including but not limited to Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, 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.
- All advertisements are subject to NEJM Group advertising policies; visit www.nejm.org/about-nejm/advertising-policies?query=footer.

NEJM GROUP CONTACT INFORMATION

860 Winter Street, Waltham, MA 02451-1413

Business hours: 8:00 a.m. to 4:00 p.m. EST

Tel: (800) 635-6991 or (781) 893-3800

Fax: (781) 647-5785

nejmadsales.org

NEJM AND NEJM JOURNAL WATCH SALES DIRECTORS

Director, Media Sales and Business Development

Meg Ainley

(773) 383-8804

mainley@nejm.org

Regional Media Sales Director

Corrie Bridgeman

(781) 775-1287

cbridgeman@nejm.org

Regional Media Sales Director

Andrew McGuire

(973) 771-8926

amcguire@nejm.org

Regional Media Sales Director

Linsey Rosenthal

(215) 740-3174

lrosenthal@nejm.org

NEJM AND NEJM JOURNAL WATCH MEDIA SALES SOLUTIONS

Director, Media Sales Solutions

Jennifer Badua: (781) 434-7023

jbadua@nejm.org

Director, Shared Media Services

Hallie Kozlowski: (781) 434-7838

hkozlowski@nejm.org

Manager, Media Sales Support and Systems

Rebecca Forge: (781) 434-7025

rforge@nejm.org

Senior Online Billing Specialist

Amy Angelo: (781) 434-7020

aangelo@nejm.org;

onlineadoperations@nejm.org

Senior, Media Sales Support Specialist

Phil Howard: (781) 434-7757

phoward@nejm.org;

salessupport@nejm.org

Media Sales Support Specialist

Beth O'Neill: (781) 434-7556

boneill@nejm.org;

salessupport@nejm.org

NEJM PRINT PRODUCTION

Tel: (800) 635-6991 or (781) 893-3800

Fax: (781) 893-5003

Email: displayads@nejm.org

Media Sales Production Director

Anne Russ: (781) 434-7784

aruss@nejm.org

Senior Media Sales Production Specialist

Lynn Ferguson: (781) 434-7036

Fax: (781) 893-5003

lferguson@nejm.org

Premedia Operations Supervisor,

NEJM Journal Watch

Peter Merchant: (781) 434-7745

pmerchant@mms.org

NEJM AND NEJM JOURNAL WATCH DIGITAL PRODUCTION

Fax: (781) 647-5785

Email: onlineadoperations@nejm.org

Manager, Digital Media Operations

Tony Hubbard: (781) 434-7550

thubbard@nejm.org

Manager, Online Media Operations

Eric Bayes: (781) 434-7381

ebayes@nejm.org

Senior Online Traffic Specialist

Rick Buroni: (781) 434-7853

rburoni@nejm.org

Senior Online Traffic Specialist

Vanessa Wu: (781) 434-7043

vwu@nejm.org

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NEJM GROUP CONTACT INFORMATION *(continued)*

NEJM REPRINTS

Tel: (877) 241-7159

Fax: (781) 647-5785

Email: reprints@nejm.org

Sales Director, Reprints and Permissions

Patrice Skelley: (781) 434-7380

pskelley@nejm.org

INSTITUTIONAL SALES

sales@wolterskluwer.com

COMMERCIAL LICENSING

Director of Licensing

Robert McKinney: (781) 434-7069

rmckinney@nejm.org

RECRUITMENT SOLUTIONS

Fax: (781) 895-1045

Email: ads@nejmcareercenter.org

NEJMCareerCenter.org

Director, Recruitment Solutions

Matt Clancy: (781) 434-7034

mclancy@nejm.org



860 Winter Street, Waltham, MA 02451-1413