

CUTS Mcedge Dermatology 2025 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cutis® is a monthly peer-reviewed journal referenced in Index Medicus/MEDLINE focusing on the practical side of dermatology. An educational resource for 60 years, dermatologists incorporate the diagnosis and treatment information presented in Cutis articles into patient care. Readers also become aware of new products and services through case reports, original research, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists. According to a survey,* 72% of respondents indicated that content from an indexed publication (Index Medicus/PubMed) is more credible than from a non-indexed publication.

Cutis is ranked #4 of all dermatology publications for Average Page Exposures and Average Issue Readers, according to the M3 MI | KMHR Medical/Surgical Media Measurement 2024 Study.

Cutis is partners with the Association of Military Dermatologists (AMD), Association of Professors of Dermatology Residency Program Directors Section, Skin of Color Society, and Society of Dermatology Hospitalists, and their content helps Cutis readers understand the specific needs of these patient populations.

The MDedge Dermatology web site, part of the MDedge® web portal, features an extensive archive of quality clinical content from *Cutis* that provides readers with tools for point of care. Image-based quizzes are published weekly. Online content for residents to aid dermatologists in-training include monthly resident columns and quizzes.

*Source: Cutis Reader Input and



Evaluation Study (July 2017)

ADVERTISING /
CONTRACTS /
INSERTION ORDERS

SHARON FINCH

Senior Vice President/ Group Publisher Cell: 201-463-0166 sfinch@mdedge.com PRINT PRODUCTION

DONNA PITURAS

Production Manager 973-206-8011 dpituras@mdedge.com

Frontline Medical Communications 273-299 Market St (2 Gateway Building) 4th Floor Newark, NJ 07102 www.frontlinerates.com

FRONTLINE MEDICAL COMMUNICATIONS

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

For further information, contact the sales representative.

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other Standard Terms and Conditions of our Rate Card ([click the link for details]), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Advertiser Services BONUS DISTRIBUTION:

• FEBRUARY ISSUE:

AAD American Academy of Dermatology Spring Orlando, FL; Mar 7-11, 2025

• AUGUST ISSUE:

LVD Innovations in Derm Fall Conference: Las Vegas Derm Seminar Las Vegas, NV; Sep 11-14, 2025

EDITORIAL

General Editorial Direction

A clinical dermatology journal of 60 years, Cutis® is peer reviewed and referenced in Index Medicus. It is respected and enjoyed by dermatologists, enabling its readers to get what they need quickly and efficiently. It covers a broad range of pertinent and timely topics and is written and edited by industry leaders.

Special Focus Issues

- FEBRUARY: AAD Issue (Bonus Distribution); Focus on Psoriasis
- MAY: Focus on Skin Cancer
- JULY: Focus on Acne and Rosacea

Average Issue Information (2022)

- An average of 5 of the following original articles are included in each issue: Case Report, Clinical Review, Original Research, Pearls.
- Average article length: 4 pages (2600 words).
- Departments: An average of 6 of the following features are included in each issue:
- Close Encounters With the Environment
- Coding Consultant
- Commentary
- Dermatopathology Diagnosis (now eligible for MOC selfassessment credit from the American Board of Dermatology)
- Dermoscopy Diagnosis
- Dx Across the Skin Color Spectrum
- Editorial
- Final Interpretation
- Food for Thought
- Hospital Consult (in partnership with the Society of Dermatology Hospitalists)
- Letter to the Editor
- Military Dermatology (in partnership with the Association of Military Dermatologists)
- Pediatric Dermatology
- Photo Challenge (now eligible for MOC self-assessment credit from the American Board of Dermatology)
- Residency Roundup (in partnership with the Association of Professors of Dermatology Residency Program Directors Section)
- Skin of Color (in collaboration with the Skin of Color Society)
- Viewpoint

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

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MDEDGE DERMATOLOGY

- ONLINE-ONLY CONTENT: An average of 12 of the following Web exclusives are included online each month:
- Case Letters/Case Reports
- Commentary
- News
- Photo Challenges
- Resident Corner
- Research Letter
- Visual Abstracts

Origin of Editorial

- STAFF WRITTEN: 2% of articles.
- **SOLICITED:** 4% of articles.
- **SUBMITTED:** 94% of articles.
- PEER REVIEW: All articles submitted are reviewed by 2 Editorial Board members. Rejection rate is 60%.
- **SUBMISSIONS:** All articles must conform to the Information for Authors, which is found on our website at www.mdedge.com/dermatology/page/information-authors. For industry-sponsored original research, the word count limit is 3900 words (6 pages in print). We may accommodate longer research articles at a per-page cost. For more information, please contact Group Editor Melissa Sears (msears@mdedge.com).
- **WEBSITE:** Full-text articles, including supplements (unless otherwise indicated), are available on the *Cutis*® website mdedge.com/dermatology in coordination with mailing of the print issue. The site also features online exclusives (see above).
- NEW PRODUCT RELEASES: Accepted for Product News.
- EDITORIAL RESEARCH: Issues are post-tested periodically to measure readership response to the editorial package.

Ad Format and Placement Policy

- FORMAT:
 - Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? Rarely
- ARE ADS ROTATED? Yes

Ad/Edit Ratio Information

Ad/edit ratio: 40/60

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints



CIRCULATION

Description of Circulation Parameters

Sent on a controlled circulation basis to all dermatologists, including all residents. Dermatologic PAs and NPs are invited to receive the journal on a request basis.

Demographic Selection Criteria

• AGE: Not applicable.

• **PRESCRIBING:** Not applicable.

• **CIRCULATION DISTRIBUTION:** Controlled 99% (59.6% request rate), paid 1%.

• FOR SUBSCRIPTION RATES CONTACT: 1-800-480-4851.

Circulation Verification:

• AUDIT: AMA.

• MAILING LIST AVAILABILITY: Contact sales representative.

CIRCULATION ANALYSIS						
	Office-based	Residents	Hospital Staff	Other	Osteopathy	TOTAL
Dermatology	9,675	1,440	625	125	679	12,544
Dermatopathology	444	57	31	32	4	568
Dermatologic Surgery	120	-	6	-	-	126
Pediatric Dermatology	20	23	7	-	-	50
Procedural Dermatology	518	75	10	9	-	612
Dermatology Physician Assistants (PAs)	-	-	-	-	-	1,002
Dermatology Nurse Practitioners (NPs)	-	-	-	-	-	135
Assn of Military Dermatologists Members	-	-	-	-	-	94
Total Qualified Circulation	10,777	1,595	679	166	683	15,131
Date and source of breakdown: July 2024 AA	M Circulation Sta	tement.				

Coverage

• Have any specialties been combined in the grid above? Yes.

CLICK HERE for the most current AMA statement

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

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ISSUANCE & CLOSING

First Issue: February 1965. Frequency: Monthly.

Issue Date: Month of issuance.

Mailing Date and Class: 15th of each month. Periodicals class.

Closing Dates: (subject to change):

	MATERIALS DUE
12/6/24	12/12/24
1/9/25	1/15/25
2/6/25	2/12/25
3/14/25	3/20/25
4/11/25	4/17/25
5/7/25	5/13/25
6/5/25	6/11/25
7/11/25	7/17/25
8/6/25	8/12/25
9/12/25	9/18/25
10/10/25	10/16/25
11/4/25	11/10/25
	1/9/25 2/6/25 3/14/25 4/11/25 5/7/25 6/5/25 7/11/25 8/6/25 9/12/25 10/10/25

ADVERTORIALS

The advertorial must include the following: "Advertisement" should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the journal's editorial content. The point size should be at least 14 pt.

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

ADDITIONAL NOTES:

If the advertorial contains a sponsorship line, the client must also add the following disclaimer: Neither the Editorial Advisory Board of *Cutis* nor the publication's reporting or editing staff contributed to this content.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints



ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

Effective Date: January 1, 2025

- AGENCY COMMISSION: Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- Rates subject to change with 90 days' notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Discount Programs

- EARNED FREQUENCY: Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.
- CORPORATE DISCOUNT: Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2025. Full year 2024 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2025. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Ad Discounts). Spend levels and associated discounts are:

2024 NET SPENDING	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2025 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly.
- PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS: Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.
- NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM: Established products that have not run in Cutis® during 2024 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2025, and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2025 through December 2025.

CONTINUITY DISCOUNT PROGRAM

Please select one program. (Programs cannot be combined.)

- a. Run an ad for the same product in six (6) issues of Cutis® and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- b. Run an ad for the same product in every issue (12) of Cutis® during 2025 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints



ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES (CONTINUED)

SKIN COMBINATION DISCOUNTS

Advertise the same product in the same issue dates of *Cutis*[®] and *Dermatology News*[®], and receive 7.5% off your black-and-white and color rates in both publications..

- ORDER OF PRINT AD DISCOUNTS (as applicable): 1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match;
 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.
- PREPAYMENT PLAN: An optional prepayment program is available.
 Contact Sharon Finch, Senior Vice President/Group Publisher,
 Cell: 201-463-0166, for additional details.

Split Run

Advertisers will not qualify for combination, continuity, or new business/launch program. Split run insertions do count towards earned frequency, and corporate discounts do apply.

• Demographic/Split Run rates: Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical change (commissionable). If ROB add \$1,520; if insert add \$1,300.

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space
premiums are charged on the black-and-white earned rate (color
charges are then added). Cancellations of less than 60 days'
written notice will incur a fee equal to the cost of the premium
for 1 month.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints



ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES (CONTINUED)

Run-of-Book Rates										
BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$3,980	\$3,865	\$3,815	\$3,680	\$3,580	\$3,465	\$3,290	\$3,040	\$2,960	\$2,900
1/2 Page	\$2,850	\$2,765	\$2,685	\$2,530	\$2,415	\$2,305	\$2,140	\$1,950	\$1,935	\$1,255

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$5,835	\$5,720	\$5,670	\$5,535	\$5,435	\$5,320	\$5,145	\$4,895	\$4,815	\$4,755
1/2 Page	4,705	4,620	4,540	4,385	4,270	4,160	3,995	3,805	3,790	3,110

•	IN ADDITION TO /HITE RATES)
Four Color Rates	\$1,855
Five Color Rates (4C + PMS)	\$2,865

POSITIONS	
2ND COVER	B&W earned rate plus 30%, add color charges
3RD COVER	B&W earned rate plus 20%, add color charges
4TH COVER	B&W earned rate plus 50%, add color charges (4/c only)
OPP OTHER FEATURES	B&W earned rate plus 10%, add color charges
OPP T OF C	B&W earned rate plus 10%, add color charges

Insert Rates	Insert Rates										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	
2 Page Insert	\$7,945	\$7,730	\$7,615	\$7,345	\$7,145	\$6,910	\$6,560	\$6,075	\$5,930	\$5,805	
4 Page Insert	N/A	\$15,465	\$15,260	\$14,715	\$14,325	\$13,835	\$13,135	\$12,155	\$11,870	\$11,635	
6 Page Insert	N/A	N/A	\$22,890	\$22,075	\$21,470	\$20,780	\$19,700	\$18,225	\$17,795	\$17,445	
8 Page Insert	N/A	N/A	\$30,525	\$29,425	\$28,630	\$27,710	\$26,260	\$24,300	\$23,720	\$23,255	
10 Page Insert	N/A	N/A	\$38,155	\$36,775	\$35,760	\$34,630	\$32,835	\$30,375	\$29,660	\$29,065	
12 Page Insert	N/A	N/A	N/A	\$44,145	\$42,920	\$41,545	\$39,385	\$36,440	\$35,580	\$34,870	
16 Page Insert	N/A	N/A	N/A	\$58,860	\$57,235	\$55,395	\$52,515	\$48,605	\$47,455	\$46,510	

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

DERMATOLOGY MARKET DUO

CUTIS + DERMATOLOGY NEWS

7.5% off each publication—Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Insertions count towards earned frequency.

Run-of-Book Rates										
BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$8,145	\$7,885	\$7,775	\$7,550	\$7,365	\$7,150	\$6,930	\$6,590	\$6,455	\$6,320
King 3/4 page + A-size page	\$7,815	\$7,505	\$7,310	\$7,150	\$7,040	\$6,915	\$6,630	\$6,370	\$6,030	\$5,935
Island page + A-size page	\$7,140	\$6,840	\$6,730	\$6,540	\$6,380	\$6,190	\$5,995	\$5,705	\$5,575	\$5,465
King 1/2 page + 1/2 A-size page	\$5,955	\$5,690	\$5,480	\$5,270	\$5,125	\$4,940	\$4,690	\$4,470	\$4,385	\$3,730

Insert Rates (King+A-size)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$13,755	\$13,490	\$13,135	\$12,805	\$12,425	\$12,030	\$11,460	\$11,195	\$10,990
4 page insert	NA	\$27,525	\$27,010	\$26,285	\$25,635	\$24,860	\$24,055	\$22,915	\$22,425	\$22,005
6 page insert	NA	NA	\$40,520	\$39,420	\$38,445	\$37,310	\$36,070	\$34,370	\$33,625	\$32,995
8 page insert	NA	NA	\$54,045	\$52,565	\$51,270	\$49,740	\$48,105	\$45,825	\$44,820	\$43,990

Insert Rates (A-size (island)+A-size)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$13,755	\$13,490	\$13,135	\$12,805	\$12,425	\$12,030	\$11,460	\$11,195	\$10,990
4 page island insert	NA	\$27,525	\$27,010	\$26,285	\$25,635	\$24,860	\$24,055	\$22,915	\$22,425	\$22,005
6 page island insert	NA	NA	\$40,520	\$39,420	\$38,445	\$37,310	\$36,070	\$34,370	\$33,625	\$32,995
8 page island insert	NA	NA	\$54,045	\$52,565	\$51,270	\$49,740	\$48,105	\$45,825	\$44,820	\$43,990

COLOR RATES (IN ADDITION TO BLACK & WHITE RATES)						
Four Color Rates	\$3,875					
Five Color Rates (4C + PMS)	\$6,205					

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting Combination Duplicated.

BLEED: No charge

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

For further information, contact the sales representative.

Cover Tip

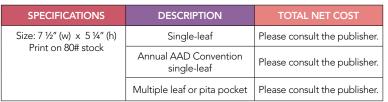


COVER TIPS/BELLY TIPS/OUTSERTS

Cover tips and polybagging are a cost-effective method to capture immediate exposure and to get your message to an engaged audience with a brand they trust. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event

Cover Tip Rates*



*Please consult Publisher for pricing, which includes placement and polybag only. The cost for cover tips is net and non-commissionable. Clients must supply a sample of the cover tip or accurate mock-up three weeks prior to materials' due date if cover tip is not single leaf. Any cover tip that includes a folded PI:

• Must run as a 4 pager with PI glued on inside and wafer sealed

Cancellations of less than 60 days' written notice will incur a fee equal to 50% of the cost.

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher Cell: 201-463-0166, E-mail: sfinch@mdedge.com

Outserts

- Print outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by more than 14,000 dermatologists, physician assistants, and dermatology nurses. Outserts are placed with a current issue of Cutis® and polybagged for outstanding exposure.
- For pricing based on your provided specifications, please contact Sharon Finch.
- Samples must be submitted for review. Availability contingent upon approval.

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher Cell: 201-463-0166, E-mail: sfinch@mdedge.com

INSERT INFORMATION

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

Ship inserts to:

Quad

Attn: Tony Lechner/Publication Name and Issue Date N61 W23044 Harry's Way Sussex, WI 53089-3995

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the publisher's discretion.

Availability and Acceptance

- AVAILABILITY: All inserts are subject to publisher's approval.
 Sample must be provided for review.
- ACCEPTANCE: Full-size stock samples must be submitted for approval prior to publication.
- SPECIAL INSERT FEATURES: Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.
- **CHARGES:** See rates #4.
- BRCS: Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,865

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb; maximum micrometer readings: 0.004".

Trimming

Insert delivered size should be 8-1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7-7/8" x 10-3/4".

Insert Quantity:

• 18,000.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

BLEED ADS

Bleed Trim

7.875" x 10.75" 8.125" x 11" 1 page Spread 16.25" x 11" 16 x 10.75"

NON-BLEED ADS

7" x 10" 1 page

14.875" x 10" Spread Half Vertical 3.5" x 10" Half Horizontal 5" x 7"

- TRIM SIZE OF JOURNALS: 7.875" X 10.75".
- HOLD ALL LIVE MATTER: .375" from trim.

Paper Stock

- INSIDE PAGES: 45 lb coated text.
- COVERS: 70 lb coated text.
- TYPE OF BINDING: Perfect-bound.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- Maximum density 300%. Body and cover printed heat-set web offset.

Materials Accepted:

 PDF x1a and PDF via email to Donna Pituras, Production Manager

E-MAIL: dpituras@mdedge.com mdproduction@mdedge.com

TEL: 973-206-8011

Digital contract color proofs accepted but not required.

Ship to:

Ouad

Attn: Tony Lechner/Publication Name and Issue Date N61 W23044 Harry's Way Sussex, WI 53089-3995

Materials Policy:

Materials will be held one year from date of last insertion and then destroyed.

REPRINTS

Reprints of articles and supplements are a basic necessity for medical meetings, conferences and exhibit booths. They are a valuable tool for Direct Mail, Press Kits, Sales Force Education, Sales Calls, Leave Behinds, New Product Launches, Formulary Kits, and much more. Reprints are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints help our sales force speak to clinicians with knowledge and relevance.

We can also recommend related articles to create a comprehensive review package for your customers.

FOR US & CANADA ONLY

Wright's Media 2407 Timberloch Place, Suite B The Woodlands, Texas 77380 Toll Free: 877-652-5295

Email: frontline@wrightsmedia.com

FOR FURTHER INFORMATION CONTACT:

Sharon Finch, Senior Vice President/Group Publisher Cell: 201-463-0166, E-mail: sfinch@mdedge.com

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation

Closing Dates

Advertorial

Rates, Incentives & Discounts

Derm Market Duo

Cover Tips, Outserts & Insert information

Printing Specifications & Reprints

For further information, contact the sales representative.