

2019 NEJM GROUP U.S. MEDIA KIT

Print | Digital

Effective January 1, 2019

Revised January 7, 2019



The New England Journal of Medicine
NEJM Journal Watch
Updates in Clinical Medicine Special Issue



Table of Contents

NEJM GROUP PUBLICATIONS	3	Insert Production Information	22
NEJM Print at a Glance	4	Insert Guidelines	22
NEJM Print 2019 ROB Full Run Rates	5	Specifications for Coverwraps	24
NEJM Targeted Specialty Demos	6	NEJM JOURNAL WATCH PRINT	25
NEJM Cardiology Advertising Demo	6	NEJM Journal Watch Print Specialty Titles and Reprints	26
NEJM Endocrinology Advertising Demo	7	NEJM Journal Watch Production Information	28
NEJM Hematology/Oncology Advertising Demo	8	UPDATES IN CLINICAL MEDICINE SPECIAL ISSUE	30
NEJM Infectious Diseases Advertising Demo	9	NEJM.ORG AND JWATCH.ORG DIGITAL	31
NEJM HIV/AIDS Advertising Demo	9	Digital Display Advertising	31
NEJM Neurology Advertising Demo	10	Introduction and Overview	31
NEJM Pulmonary Disease and Allergy Advertising Demo	11	Digital Advertising on NEJM.org	33
NEJM Rheumatology Advertising Demo	12	NEJM.org Digital Specialty Packs	34
NEJM Other Specialty Advertising Demos	13	Digital Specialty Pack Rates	35
High-Visibility Targeted Ad Programs	14	Interactive NEJM.org Advertising Program	36
Cover Tip Program	14	NEJM Email Advertising Programs	37
Outsert Program	14	Email Advertising Programs	38
Coverwrap Program	15	Specialty-Targeted Emails	38
NEJM Special Discount Programs	16	Physician's First Watch	40
2019 U.S. NEJM Conference Schedule	17	Digital Production Information	41
Conference Discount Program	17	NEJM and NEJM Journal Watch	41
Additional Offerings	18	Digital and Email Advertising Specs	42
Market Research	18	NEJM Group Advertising Policies	43
Print and Digital Article Reprints	18	NEJM Group Contact Information	45
Recruitment Advertising	18		
List Rentals	18		
International Print Editions	18		
NEJM Print Issue and Closing Dates	19		
Print Production Information	20		
ROB Production Information	20		

In print and digital, NEJM Group brings you a wide variety of advertising and sponsorship options for reaching influential specialists, from targeted demographic splits and cover tip advertising programs, to digital behavioral targeting and image challenge opportunities. Select any link in the Table of Contents (above) to explore NEJM Group advertising opportunities.



Many Ways to Reach Physicians

Reaching physicians today requires a multichannel presence. In print and digital, no one brings you more options at a more cost-effective price than the publications of the **NEJM Group**, publisher of the *New England Journal of Medicine*, NEJM Journal Watch, and *Updates in Clinical Medicine Special Issues*. They are your best assurance that your message will be seen, read, and acted on.

The *New England Journal of Medicine's* editorial independence, clinical relevance, and user-friendly features make it an essential vehicle for medical professionals and the cornerstone of advertising for medical marketers.

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

Updates in Clinical Medicine Special Issues are unique publications by topic area that pull together content highlighting recent clinical advances from the *New England Journal of Medicine* and NEJM Journal Watch.



*The New England Journal of Medicine is the most impactful general medical journal in the world.**

**Source: 2017 Journal Citation Reports, Clarivate Analytics, 2018.*

NEJM Print at a Glance

The *New England Journal of Medicine* is the most widely read, cited, and influential general medical periodical in the world. It's an indispensable resource for physicians in multiple specialties and for marketers who want to reach these specialists.

NEJM has the highest impact factor of any general medical journal,* and physicians in 12 key specialties call it one of their top two essential journals.‡

NEJM AT A GLANCE

Founded	1812
Print Frequency	WEEKLY
Editorial	INDEPENDENT
Impact Factor*	79.258
U.S. Print Circulation†	113,433

NEJM ESSENTIAL IN PRINT‡

Specialty	Essential Rank
Internal Medicine	1
Cardiology	2
Endocrinology	2
Hematology	1
Hematology/Oncology	2
Hospital Medicine	1
Infectious Diseases	2
Nephrology	2
Neurology	2
Oncology	2
Pulmonology	2
Rheumatology	2

*2017 *Journal Citation Reports*, Clarivate Analytics, 2018.

†BPA, 7/18

‡The Matalia Group Essential Journal Study, 2017.



NEJM Print 2019 ROB Full Run Rates

Full Run Circulation: 109,967

ROB AND INSERT* FULL RUN RATES/BLACK AND WHITE

Frequency	1x	6x	12x	24x	52x	104x	156x	208x	286x	364x	468x†
Full Page	\$13,490	\$12,210	\$12,140	\$11,930	\$11,690	\$11,550	\$11,320	\$10,850	\$10,360	\$9,920	\$9,770
Half	7,930	7,170	7,150	7,020	6,910	6,810	6,670				
Quarter	4,640	4,190	4,180	4,140	4,050						
Eighth	2,680	2,430	2,400	2,370	2,330						

*Insert minimum is two pages B&W.

†Higher frequency rates are available.

Color

Matched color/metallic sheen	\$1,290
Three- or four-color	\$2,960
Five-color	\$4,150
Bleed	No charge

Preferred Position Rates*

Second cover	50%
Fourth cover	100%
Facing first text	30%
Facing CME	25%

*Premiums on black-and-white rates only.

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.

Short Rates and Rebates

Advertisers who contract for a specific frequency or discount program, but do not meet those terms within the contract period will be short-rated except for those who qualify for the Frequency Plus One program. Advertisers who exceed their contracted frequency will be rebated. All paid pages count toward earned frequency rate, whether demo or full run.

Closing Dates

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

 See page 19 for full year issue and closing dates.

Commissions

- 15% to recognized agencies (including in-house agencies) provided invoices are paid within 30 days.
- 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 or faxed to (781) 893-5003.

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.

 See page 16 for special discounts.

NEJM Targeted Specialty Demos



NEJM **CARDIOLOGY** ADVERTISING DEMO

Total Circulation: 11,900

2019 **CARDIOLOGY** DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$5,070	\$4,620	\$4,520	\$4,430	\$4,350	\$4,260	\$4,170	\$4,090	\$4,010	\$3,930	\$3,850

*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	\$1,620
Five-color	\$2,350
Bleed	No charge

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

Cardiology Cover Tip Program

Cardiology cover tip program: \$37,125 net.

 [See page 14 for more details.](#)

Cardiology Outsert Program

Cardiology outsert program: \$33,375 net.

 [See page 14 for more details.](#)

Highlights of NEJM **CARDIOLOGY** Capabilities

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

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 60% of physicians 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, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM published 137 articles of interest to cardiologists, including 61 original articles.

SAVE 15–50% USING THE NEW ENGLAND JOURNAL OF MEDICINE PRINT DISCOUNT PROGRAMS.

 [See page 16 for savings and details.](#)

NEJM ENDOCRINOLOGY ADVERTISING DEMO



Total Circulation: 4,300

2019 ENDOCRINOLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$3,450	\$3,130	\$3,070	\$3,010	\$2,950	\$2,890	\$2,840	\$2,770	\$2,720	\$2,670	\$2,610

*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	\$1,620
Five-color	\$2,350
Bleed	No charge

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

Endocrinology Cover Tip Program

Endocrinology cover tip program: \$16,125 net.

 [See page 14 for more details.](#)

Endocrinology Outsert Program

Endocrinology outsert program: \$13,875 net.

 [See page 14 for more details.](#)

Highlights of NEJM ENDOCRINOLOGY Capabilities

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

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 64% of physicians 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, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM published 61 articles of interest to endocrinologists, including 23 original articles.

SAVE 15–50% USING THE NEW ENGLAND JOURNAL OF MEDICINE PRINT DISCOUNT PROGRAMS.

 [See page 16 for savings and details.](#)

NEJM ONCOLOGY, HEMATOLOGY/ONCOLOGY, AND HEMATOLOGY ADVERTISING DEMO



Oncology, Hematology/Oncology, and Hematology Specialists: 11,400
 Other High Prescribers of Cancer Drugs: 4,300
 Total Circulation: 15,700

2019 HEMATOLOGY/ONCOLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$4,280	\$3,900	\$3,820	\$3,750	\$3,670	\$3,600	\$3,530	\$3,460	\$3,380	\$3,320	\$3,250

*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	\$1,620
Five-color	\$2,350
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

Hematologists/oncologists cover tip program: \$31,200 net (11,400 hem/onc circulation).

[See page 14 for more details.](#)

Hematology/Oncology Outsert Program

Hematologists/oncologists outsert program: \$28,000 net (11,400 hem/onc circulation).

[See page 14 for more details.](#)

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.

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 87% of hem/oncs and 77% of oncologists in this unaided recall study named the *New England Journal of Medicine* an essential journal second only to a specialty journal. 73% of hematologists named NEJM an essential journal (#1 among all medical journals).

PHYSICIAN TRUST IN MEDICAL JOURNALS: The Matalia Group, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM ran 183 articles of interest to hematologists/oncologists, including 51 original articles.

SAVE 15–50% USING THE NEW ENGLAND JOURNAL OF MEDICINE PRINT DISCOUNT PROGRAMS.

[See page 16 for savings and details.](#)

NEJM INFECTIOUS DISEASES ADVERTISING DEMO

Total Circulation: 6,800



2019 INFECTIOUS DISEASES DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$3,550	\$3,230	\$3,170	\$3,100	\$3,040	\$2,980	\$2,920	\$2,870	\$2,800	\$2,750	\$2,690

*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	\$1,620
Five-color	\$2,350
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

Infectious diseases cover tip program: \$18,000 net.

[See page 14 for more details.](#)

Infectious Diseases Outsert Program

Infectious diseases outsert program: \$15,000 net.

[See page 14 for more details.](#)

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.

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 76% of physicians 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, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM published 141 articles of interest to infectious disease specialists, including 29 original articles.

NEJM HIV/AIDS ADVERTISING DEMO

Total Circulation: 10,100



2019 HIV/AIDS DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$4,420	\$4,020	\$3,940	\$3,860	\$3,730	\$3,600	\$3,520	\$3,500	\$3,390	\$3,340	\$3,310

*Higher frequency rates are available.

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

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.

SAVE 15–50% USING THE NEW ENGLAND JOURNAL OF MEDICINE PRINT DISCOUNT PROGRAMS.

[See page 16 for savings and details.](#)



Total Circulation: 5,500

2019 **NEUROLOGY** DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$3,020	\$2,740	\$2,690	\$2,640	\$2,590	\$2,540	\$2,480	\$2,430	\$2,390	\$2,340	\$2,290

*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	\$1,620
Five-color	\$2,350
Bleed	No charge

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

Neurology Cover Tip Program

Neurology cover tip program: \$16,125 net.

 [See page 14 for more details.](#)

Neurology Outsert Program

Neurology outsert program: \$13,875 net.

 [See page 14 for more details.](#)

Highlights of NEJM **NEUROLOGY** Capabilities

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

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 27% of physicians 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, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM published 101 articles of interest to neurologists, including 25 original articles.

SAVE 15–50% USING THE NEW ENGLAND JOURNAL OF MEDICINE PRINT DISCOUNT PROGRAMS.

 [See page 16 for savings and details.](#)

NEJM PULMONARY DISEASE AND ALLERGY ADVERTISING DEMO



Total Circulation: 6,600

2019 PULMONARY DISEASE AND ALLERGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$3,510	\$3,190	\$3,130	\$3,060	\$3,000	\$2,940	\$2,890	\$2,830	\$2,760	\$2,710	\$2,660

*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	\$1,620
Five-color	\$2,350
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

Pulmonary disease and allergy cover tip program:
\$22,125 net.

[See page 14 for more details.](#)

Pulmonary Disease and Allergy Outsert Program

Pulmonary disease and allergy outsert program:
\$19,125 net.

[See page 14 for more details.](#)

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.

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 57% of physicians 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, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM published 84 articles of interest to pulmonologists, including 30 original articles.

**SAVE 15–50% USING THE NEW ENGLAND JOURNAL
OF MEDICINE PRINT DISCOUNT PROGRAMS.**

[See page 16 for savings and details.](#)

NEJM RHEUMATOLOGY ADVERTISING DEMO



Total Circulation: 4,400

2019 RHEUMATOLOGY DEMO RATES (FULL PAGE B&W)

1X	6X	12X	24X	52X	104X	156X	208X	286X	364X	468X*
\$3,320	\$3,020	\$2,960	\$2,910	\$2,850	\$2,790	\$2,730	\$2,680	\$2,630	\$2,580	\$2,530

*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	\$1,620
Five-color	\$2,350
Bleed	No charge

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

Rheumatology Cover Tip Program

Rheumatology cover tip program: \$16,125 net.

 [See page 14 for more details.](#)

Rheumatology Outsert Program

Rheumatology outsert program: \$13,875 net.

 [See page 14 for more details.](#)

Highlights of NEJM RHEUMATOLOGY Capabilities

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

ESSENTIAL JOURNAL STUDY: The Matalia Group, 2017

- According to this study, 43% of physicians 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, July 2018

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

ARTICLES OF INTEREST

- In 2017, NEJM published 38 articles of interest to rheumatologists, including 8 original articles.

SAVE 15–50% USING THE NEW ENGLAND JOURNAL OF MEDICINE PRINT DISCOUNT PROGRAMS.

 [See page 16 for savings and details.](#)

NEJM **OTHER SPECIALTY** ADVERTISING DEMOS

NEJM specialty demos are available for any single specialty, 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.

Please call NEJM Advertising Sales at (781) 434-7556, -7757, 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.

Special ME Number List Matches for Inserts

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 Advertising Sales at (781) 434-7556, -7757, or -7025 for pricing or questions.

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. Higher frequency rates are available.

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

 [See page 16 for special discounts.](#)

Other Specialties or Combinations of Specialties Are Available

Other specialty examples:

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

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

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	80 lb. text
Max. weight	single sheet (2p)

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

2019 COVER TIP CIRCULATION AND RATES

Demos	Circulation	Net Price per Issue*	(Gross Price per Issue*)
Cardiology	11,900	\$37,125	(\$43,676.47)
Endocrinology	4,300	\$16,125	(\$18,970.59)
Gastroenterology	1,800	\$16,125	(\$18,970.59)
Hem/Onc, Onc, Hems	11,400	\$31,200	(\$36,705.88)
Infectious Diseases	6,800	\$18,000	(\$21,176.47)
Neurology	5,500	\$16,125	(\$18,970.59)
Pediatrics	2,000	\$16,125	(\$18,970.59)
Pulmonary and Allergy	6,600	\$22,125	(\$26,029.41)
Rheumatology	4,400	\$16,125	(\$18,970.59)

*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 a 4-page loose outsert in a clear poly bag, you capture your prospects' attention even before they open their issues.

Specifications: 4-Page Outsert

Max. size flat	15.25" w x 10.25" h
Max. size folded	7.625" w x 10.25" 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.

2019 OUTSERT CIRCULATION AND RATES

Demos	Circulation	Net Price per Issue*	(Gross Price per Issue*)
Cardiology	11,900	\$33,375	(\$39,264.71)
Endocrinology	4,300	\$13,875	(\$16,323.53)
Gastroenterology	1,800	\$13,875	(\$16,323.53)
Hem/Onc, Onc, Hems	11,400	\$28,000	(\$32,941.18)
Infectious Diseases	6,800	\$15,000	(\$17,647.06)
Neurology	5,500	\$13,875	(\$16,323.53)
Pediatrics	2,000	\$13,875	(\$16,323.53)
Pulmonary and Allergy	6,600	\$19,125	(\$22,500.00)
Rheumatology	4,400	\$13,875	(\$16,323.53)

*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 special programs (or a combination of ads and special programs) in NEJM during a 12-month period.

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 three mockups of the piece to be printed must be preapproved for content, weight, and size before printing. Your required space reservation and mockups are due **six weeks before** the Thursday issue date. Your materials are due **21 days before** the Thursday issue date.

Covertip and Outsert Program Corporate Discount:

Run 6–11 programs in a calendar year, receive 5% discount; run 12+, receive 10% discount.

COVERWRAP PROGRAM

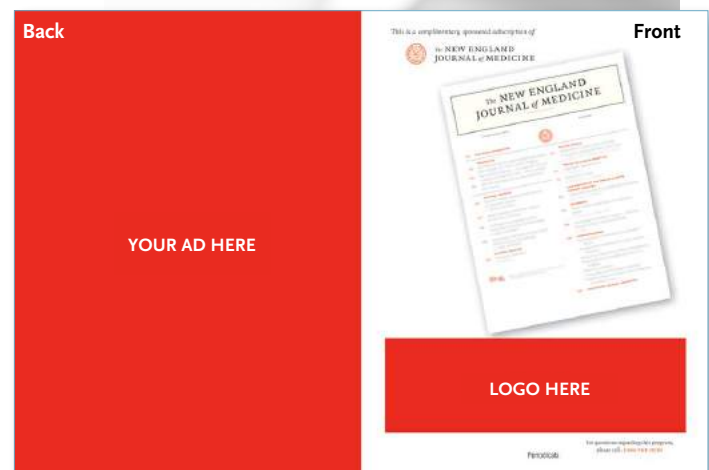
Boost goodwill and product recognition among your target physicians by sending them a **print subscription** to NEJM.

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 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.



2019 COVERWRAP RATES

Duration 6 months (26 weekly issues)

Quantity	Price per Subscription			
	6–8 Pages		10 Pages	
	Net	(Gross)	Net	(Gross)
3,000–3,999	\$85	(\$100.00)	\$89	(\$104.71)
4,000–4,999	\$75	(\$88.24)	\$78	(\$91.76)
5,000–7,499	\$67	(\$78.82)	\$72	(\$84.71)
7,500–9,999	\$65	(\$76.47)	\$70	(\$82.35)
10,000–12,499	\$61	(\$71.76)	\$66	(\$77.65)
12,500–14,999	\$59	(\$69.41)	\$64	(\$75.29)

United States only. All pricing is for six-month (26-week) programs. Nine- and 12-month programs are also available. For pricing on longer programs 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).

 See page 24 for production information.

NEJM 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.*

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 Ad Sales at (781) 434-7556, -7757, 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.

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.*

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 2 FREE

Conference discount programs are available. See page 17 for more information and program requirements.

FREQUENCY PLUS ONE

High-volume print advertisers can earn a higher frequency rate based on calendar-year gross spending and total earned paid pages. Spend a minimum of **\$750,000** in the U.S. print edition and lock in your earned frequency at the next highest frequency rate for the following year.

Free ads from discount programs do not count toward your earned frequency rate.

2019 U.S. NEJM Conference Schedule

Bonus Conference Distribution

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

Convention	Date	Location	Booth Issue Date	Booth Issue Closing Date	Demo
American College of Cardiology*	3/16–3/18	New Orleans, LA	3/14/19	2/14/19	Card
Society of Hospital Medicine	3/24–3/27	National Harbor, MD	3/21/19	2/21/19	Full run
ACP Internal Medicine	4/11–4/13	Philadelphia, PA	4/11/19	3/11/19	Full run
American Society of Clinical Oncology*	5/31–6/4	Chicago, IL	5/30/19	4/30/19	Hem/Onc
ID Week*	10/3–10/5	Washington, DC	10/3/19	9/3/19	ID
ASN (Kidney Week)*	11/7–11/9	Washington, DC	11/7/19	10/7/19	Neph
American Heart Association*	11/16–11/18	Philadelphia, PA	11/14/19	10/15/19	Card
American Society of Hematology*	12/7–12/9	Orlando, FL	12/5/19	11/5/19	Hem/Onc

***NEJM Conference Discount Program available for this conference.**

Schedule subject to change. Please contact your Sales Director for additional conference dates.

CONFERENCE DISCOUNT PROGRAM

Receive two free print ads with the purchase of two paid ads for select 2019 conference and surrounding issues.

Program requirements:

- All four insertions must be in **consecutive** full-run or specialty-specific demos relating to conference.
- One insertion must run in the booth issue.
- Remaining three insertions must run **adjacent** to the booth issue, either before or after the conference.
- Ad must be for a specialty specific product related to the conference.
- Unit size minimum is one full page.
- If there are multiple, varying ad unit sizes, free ads are the smallest unit ads.

- May not be used in conjunction with the Buy 3 ... Get 1 Free program.
- The two paid insertions can count toward the Baker's Dozen program.
- Two x Three program will be considered on a case-by-case basis.
- Free ads from discount programs **do not count** toward your earned frequency rate.

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' reading and prescribing habits and makes this information available to advertisers free of charge. These independent studies are now available:

Essential Journal Study

The **Essential Journal Study** is a unique series of studies conducted for the past 28 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 which physicians consider essential to their practice.

Physicians Trust in Medical Journals, July 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.

PRINT AND DIGITAL ARTICLE REPRINTS

Order reprints of articles to distribute via sales calls, direct mail, or medical conventions. Reprints are available in any language and quantity. **Order e-reprints** for email blasts and web postings. *For details, call NEJM Reprints at (877) 241-7159 or email reprints@nejm.org.*

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 Rovello at (402) 836-5639 or mike.rovello@infogroup.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 Global Sales at (781) 434-7322 or jclifton@nejm.org.*

NEJM Print Issue and Closing Dates

Effective January 1, 2019

Issue Date	Space Close	Material Close	Issue Date	Space Close	Material Close
Jan. 3	Dec. 3	Dec. 12	July 4	June 4	June 14
Jan. 10	Dec. 10	Dec. 18	July 11	June 11	June 21
Jan. 17	Dec. 17	Dec. 26	July 18	June 18	June 27
Jan. 24	Dec. 26	Jan. 4	July 25	June 25	July 3
Jan. 31	Jan. 2	Jan. 11			
Feb. 7	Jan. 7	Jan. 17	Aug. 1	July 1	July 12
Feb. 14	Jan. 14	Jan. 25	Aug. 8	July 8	July 19
Feb. 21	Jan. 22	Feb. 1	Aug. 15	July 15	July 26
Feb. 28	Jan. 28	Feb. 8	Aug. 22	July 22	Aug. 2
			Aug. 29	July 29	Aug. 9
March 7	Feb. 7	Feb. 14	Sept. 5	Aug. 5	Aug. 16
March 14*	Feb. 14	Feb. 22	Sept. 12	Aug. 12	Aug. 23
March 21*	Feb. 21	March 1	Sept. 19	Aug. 19	Aug. 29
March 28	Feb. 28	March 8	Sept. 26	Aug. 26	Sept. 6
April 4	March 4	March 15	Oct. 3	Sept. 3	Sept. 13
April 11*	March 11	March 22	Oct. 10	Sept. 10	Sept. 20
April 18	March 18	March 29	Oct. 17	Sept. 17	Sept. 27
April 25	March 25	April 5	Oct. 24	Sept. 24	Oct. 4
			Oct. 31*	Oct. 1	Oct. 10
May 2	April 2	April 11	Nov. 7	Oct. 7	Oct. 18
May 9	April 9	April 19	Nov. 14*	Oct. 15	Oct. 25
May 16	April 16	April 26	Nov. 21	Oct. 21	Nov. 1
May 23	April 23	May 3	Nov. 28	Oct. 28	Nov. 7
May 30*	April 30	May 10			
June 6	May 6	May 17	Dec. 5	Nov. 5	Nov. 14
June 13	May 13	May 23	Dec. 12	Nov. 12	Nov. 21
June 20	May 20	May 31	Dec. 19	Nov. 19	Nov. 27
June 27	May 28	June 7	Dec. 26	Nov. 26	Dec. 5

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 close one month prior to publication date. For fractional units, closing is 20 days prior to issue date.

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 Production Information

ROB PRODUCTION INFORMATION

Media

Mac CD preferred.

Media Labeling Requirements

- Issue date clearly marked on label
- Advertiser
- Agency name and contact person
- Phone number
- Vendor contact
- File name/number
- Return address
- Printout of disk contents

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"

Ad Page Sizes

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

ROB 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

Digital files and color proofs:

The New England Journal of Medicine

c/o Quad/Graphics

Hi-Tech Blue-Soho

Mary Colclasure

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: Email ad to displayads@nejm.org with information regarding advertiser, issue date, and size of ad.

FTP information (NEJM ads only): Email displayads@nejm.org when ad has been posted, as well as information regarding advertiser, issue date, and size of ad.

Address: ftps.qg.com

Username: IN_NEJM

Password: WEmx8209

After login, use the following subfolders: INCOMING, IMAGING, WESTALLIS (drop off files here).

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	16 1/4" folds to 8 1/8" x 10 3/4"
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 press slowdown charge.

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 inserts 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.

Multi-Part Shipments

For any multi-part 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.

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.

Bleed/trim size: 8" x 10 3/4"; trim 7 7/8" x 10 1/2"
Head, foot, and outside: 1/8"

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.

Bleed/trim size: 8 1/8" x 10 3/4"; trim 7 7/8" x 10 1/2"
All four sides: 1/8"
Margin for live matter is 1/2" on all sides.

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, full bleed. Marks should not encroach into bleed. File size must be 1" larger than final trim size on all four sides and include bleed, crop marks, and SWOP color bar. Image must be centered within file page.

 See page 15 for rates.

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.

List Formats

Please contact Rebecca Forge at (781) 434-7025 or Patty Taich at (781) 434-7556 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 six weeks prior to issue start date. Issue dates same as NEJM. See page 19.

Where to Send Ad and Logo Files:

Advertising Production: displayads@nejm.org

The New England Journal of Medicine
Attention: Advertising Production Dept.
860 Winter Street, Waltham, MA 02451

FTP information: email displayads@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
nmargelewski@dmdconnects.com

Be sure to include a file layout with all formats.

NEJM Journal Watch Print

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

Monthly publications come in 8- or 16-page formats that feature research summaries from leading medical journals.

Advertising opportunities for NEJM 3-, 6-, or 12-month Journal Watch titles are available in 11 key specialties for 6- or 12- month consecutive periods.

NEJM Journal Watch quarterly reprints are topic-specific collections of research summaries reprinted across the NEJM Journal Watch series. They offer a similar opportunity to target the specialists of your choice.

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 more information or a quote for additional quantities.

PRINT PUBLICATIONS

- *NEJM Journal Watch Cardiology*
- *NEJM Journal Watch Emergency Medicine*
- *NEJM Journal Watch Gastroenterology*
- *NEJM Journal Watch General Medicine*
- *NEJM Journal Watch Hospital Medicine*
- *NEJM Journal Watch Infectious Diseases*
- *NEJM Journal Watch Neurology*
- *NEJM Journal Watch Oncology and Hematology*
- *NEJM Journal Watch Pediatrics and Adolescent Medicine*
- *NEJM Journal Watch Psychiatry*
- *NEJM Journal Watch Women's Health*

TARGETED REPRINTS

- *NEJM Journal Watch Reprints in Arthritis and Rheumatology*
- *NEJM Journal Watch Reprints in Breast Cancer*
- *NEJM Journal Watch Reprints in Diabetes*
- *NEJM Journal Watch Reprints in Hepatitis and Hepatology*
- *NEJM Journal Watch Reprints in Hypertension*
- *NEJM Journal Watch Reprints in Lipid Management and Heart Disease Prevention*
- *NEJM Journal Watch Reprints in Respiratory Infections*
- *NEJM Journal Watch Reprints in Stroke*

2019 NEJM JOURNAL WATCH SPECIALTY TITLES

Quantity	Inserts	Net Price/ Recipient	Min. Net Price 6 Months	Min. Net Price 12 Months
5,000–9,999	Supplied inserts	\$3.52	\$105,600	\$211,200
	Publisher-printed inserts	3.81	114,300	228,600
10,000–14,999	Supplied inserts	3.47	208,200	416,400
	Publisher-printed inserts	3.68	220,800	441,600
15,000–19,999	Supplied inserts	3.32	298,800	597,600
	Publisher-printed inserts	3.50	315,000	630,000
20,000+	Supplied inserts	3.28	393,600	787,200
	Publisher-printed inserts	3.43	411,600	823,200

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

 See page 28 for production information.

NEJM Journal Watch Print Specialty Titles and Reprints

NEJM Journal Watch General Medicine

Edited by Allan S. Brett, MD, University of South Carolina School of Medicine

- Surveys 75 medical journals
- 40 to 45 research summaries/issue

NEJM Journal Watch Cardiology

Edited by Harlan M. Krumholz, MD, SM, Yale University School of Medicine

- Surveys 23 cardiology and general medical journals
- 20 to 22 research summaries/issue

NEJM Journal Watch Emergency Medicine

Edited by Richard D. Zane, MD, FAAEM, University of Colorado School of Medicine

- Surveys 43 emergency medicine and general medical journals
- 20 to 25 research summaries/issue

NEJM Journal Watch Gastroenterology

Edited by David J. Bjorkman, MD, MSPH (HSA), SM (Epid.), University of Utah School of Medicine

- Surveys 29 gastroenterology and general medical journals
- 15 to 20 research summaries/issue

NEJM Journal Watch Hospital Medicine

Edited by Neil H. Winawer, MD, SFHM, Emory University School of Medicine

- Surveys 65 medical journals
- 10 to 15 research summaries/issue

NEJM Journal Watch Infectious Diseases

Edited by Richard T. Ellison III, MD, University of Massachusetts Medical School

- Surveys 51 infectious diseases, general medical, and other specialty journals
- 15 to 20 research summaries/issue

NEJM Journal Watch Neurology

Edited by John C. Probasco, MD, Johns Hopkins School of Medicine

- Surveys 42 neurology, general medical, and other specialty journals
- 18 to 20 research summaries/issue



NEJM Journal Watch Oncology and Hematology

Edited by William J. Gradishar, MD, Northwestern University Feinberg School of Medicine

- Surveys 21 oncology, hematology, and general medical journals
- 12 to 15 research summaries/issue

NEJM Journal Watch Pediatrics and Adolescent Medicine

Edited by F. Bruder Stapleton, MD, University of Washington School of Medicine

- Surveys 30 general medical and pediatric and adolescent medicine journals
- 18 to 20 research summaries/issue

NEJM Journal Watch Psychiatry

Edited by Peter Roy-Byrne, MD, University of Washington

- Surveys 56 psychiatry and general medical journals
- 15 to 18 research summaries/issue

NEJM Journal Watch Women's Health

Edited by Andrew M. Kaunitz, MD, University of Florida College of Medicine

- Surveys 35 obstetrics, gynecology, and general medical journals
- 20 to 22 research summaries/issue

continued

NEJM Journal Watch Print Specialty Titles and Reprints *continued*

TOPIC SPECIFIC REPRINTS AND COLLECTIONS: INFORMATION AND PRINT RATES

NEJM Journal Watch Targeted Reprints are topic-specific collections of summaries reprinted from the NEJM Journal Watch series. They're published quarterly and include:

- **NEJM Journal Watch Reprints in Arthritis and Rheumatology**
- **NEJM Journal Watch Reprints in Breast Cancer**
- **NEJM Journal Watch Reprints in Diabetes**
- **NEJM Journal Watch Reprints in Hepatitis and Hepatology**
- **NEJM Journal Watch Reprints in Hypertension**
- **NEJM Journal Watch Reprints in Lipid Management and Heart Disease Prevention**
- **NEJM Journal Watch Reprints in Respiratory Infections**
- **NEJM Journal Watch Reprints in Stroke**

2019 NEJM JOURNAL WATCH REPRINTS AND COLLECTIONS TITLES

Quantity	Inserts	Net Price/ Recipient	Min. Net Price 12 Months/4 Issues
5,000–9,999	Supplied inserts	\$3.68	\$73,600
	Publisher-printed inserts	3.97	79,400
10,000–14,999	Supplied inserts	3.26	130,400
	Publisher-printed inserts	3.47	138,800
15,000–19,999	Supplied inserts	3.12	187,200
	Publisher-printed inserts	3.30	198,000
20,000+	Supplied inserts	2.77	221,600
	Publisher-printed inserts	2.92	233,600

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



See page 28 for production information.

NEJM Journal Watch Production Information

Supplied Ad Creative

Trim size of publication	7 7/8" x 10 1/2"
Ad page size	
Full page (content area)	7" x 10"
Bleed full page	8 1/8" x 10 3/4"
Bleed spread	16" x 10 3/4"
Trim size of spread	15 3/4" x 10 1/2"

Double-page spread should be supplied as a single file without any allowance for gutter bleed. Margin for live matter is 1/2" on all sides.

Acceptable Page Layout File Formats

Send high resolution PDF/x1a files (include the .125" bleed where necessary, and crop marks). Files should be Acrobat 11 compatible or no lower than Acrobat 4 compatible. If supplying application files for backup, they should be OS X and InDesign CS6, or save as IDML files; include fonts and images. 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.

Media and Labeling Requirements

Mac CD preferred or FTP transfer (provide access information). Issue date should be clearly marked on label.

Please include advertiser, agency name and contact person, phone number, sponsor contact, file name/number, return address, and printout of disk contents.

Supplied Inserts

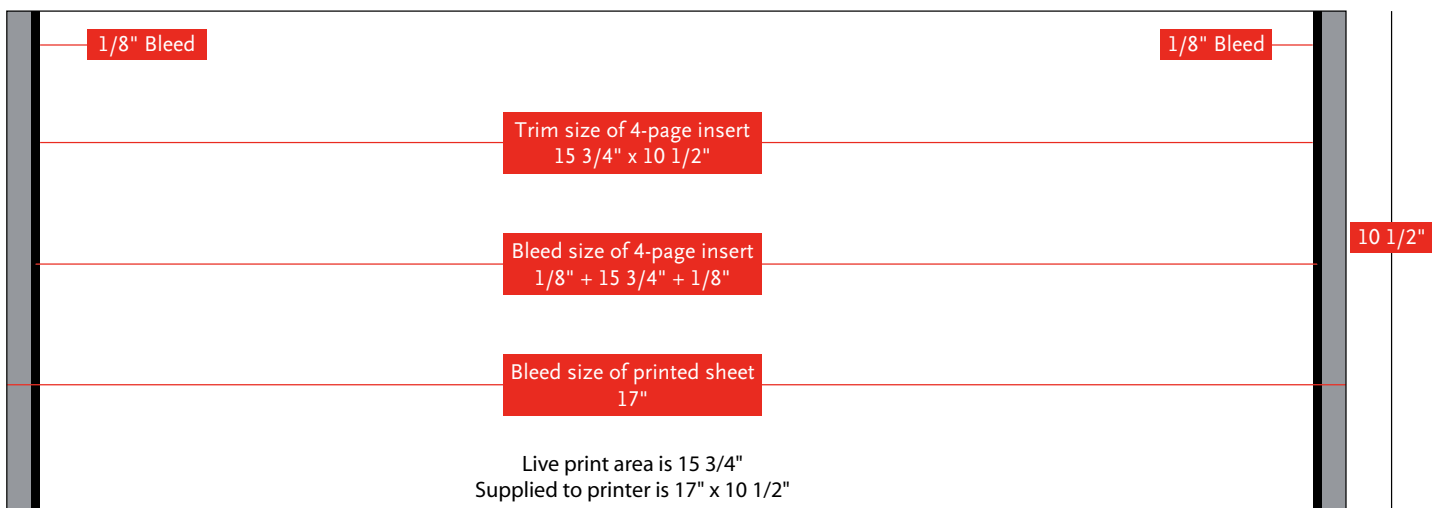
- Newsletter inserts are flat collated at 17" x 10 1/2", saddle-stitched, folded, and face-trimmed to 7.875" finished size. No head or foot trim allowance is necessary.
- Supply inserts flat at size specified below. We cannot accept folded inserts.
- A folding dummy is required along with packing slips of contents.
- Maximum acceptable thickness of paper stock is .0055".
- Overage is determined by sponsorship quantity. Contact the Publisher for specifics.

Print Vendor Instructions for Supplied Inserts

IMPORTANT NOTE: Due to the need of an additional face trim, supplied inserts need to be printed on a larger sheet than the actual size of the ad. Due to a 5/8" face trim, 4-page ad inserts need to be supplied oversized at 17" x 10 1/2".

4-Page Insert

- Ad size will remain as noted above.
- Supply 4-page ad insert on 17" x 10 1/2" sheet size.
- For 4-page insert spreads, the supplied printed sheet will include 1/2" white space for face trim. Bleed encroachment in face trim area is acceptable.



To inquire about newsletter production requirements, please contact Bob Harless at (781) 434-7613 or bharless@nejm.org.

continued

NEJM Journal Watch Production Information *continued*

2-Page Insert

- 2-page ad size is 7" x 10" (content area) and bleed size is 8 1/8" x 10 3/4".
- Supply 2-page ad insert on 9" x 10 1/2" sheet size.
- For a 2-page ad insert, the final supplied printed sheet will include 5/8" face trim and a 1/2" binding lip.

Contact Information

Massachusetts Medical Society
860 Winter Street, Waltham, MA 02451

Business Manager

Anne Russ aruss@mms.org; (781) 434-7784

Premedia Project Manager

Bob Harless bharless@mms.org; (781) 434-7613

Premedia Operations Supervisor

Peter Merchant pmerchant@mms.org; (781) 434-7745

Shipping Instructions

Ship inserts prepaid to:

Attn: Bob Harless

NEJM/MMS

Antico Industrial Park

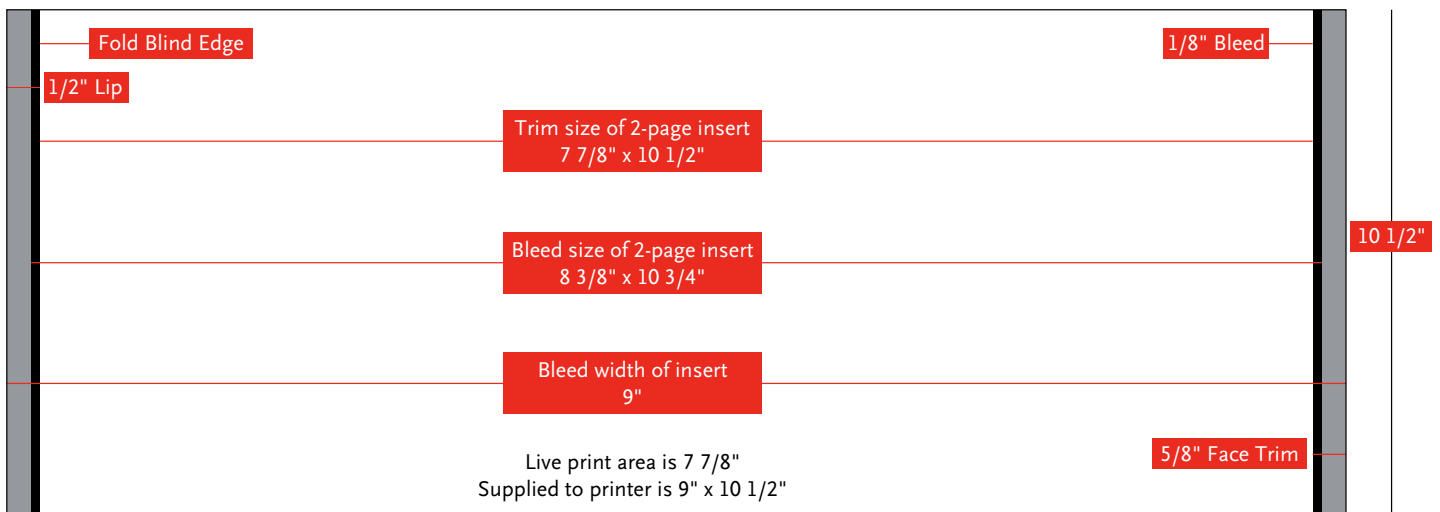
108 Clematis Avenue, Unit 6

Waltham, MA 02453

(781) 434-7960

Printer cannot accept collect shipments.

- Inserts are to be boxed and shipped flat (**SECURED**).
- Cartons cannot exceed 25 lb.
- More than 6 cartons must be on a skid.
- Pack inserts tightly to prevent shifting during transport. Do not stuff cartons with material.
- Mark all cartons with quantity, issue date, name of publication, and number of cartons.
- Packing slip and folding dummy is required with each shipment.
- Appropriate-size cartons must be used; double-wall cartons recommended.



To inquire about newsletter production requirements, please contact Bob Harless at (781) 434-7613 or bharless@mms.org.

Updates in Clinical Medicine Special Issue

Updates in Clinical Medicine Special Issue provides clinicians with the latest advances and treatment strategies by specialty or medical condition. These one-time, list-targeted print publications combine advances reported in the *New England Journal of Medicine* with research summaries and expert commentary recently published in **NEJM Journal Watch**. Each issue is tailored to the information needs of your target audience. As the advertiser, you provide the targeted list. Inside cover ads are also included in your advertising program.

Updates in Clinical Medicine Special Issue is also available for sponsorship among selected NPs and PAs by specialty. Contact your NEJM representative for more information.



2019 UPDATES IN CLINICAL MEDICINE SPECIAL ISSUE GROSS RATES

Quantity	5,000			7,500			10,000			17,500			25,000		
	4	8	12	4	8	12	4	8	12	4	8	12	4	8	12
Ad Pages	4	8	12	4	8	12	4	8	12	4	8	12	4	8	12
Unit Price	\$7.70	\$7.98	\$8.25	\$6.60	\$6.88	\$7.15	\$5.50	\$5.78	\$6.05	\$4.51	\$4.79	\$5.06	\$3.85	\$4.13	\$4.40
Total Price	\$38,500	\$39,900	\$41,250	\$49,500	\$51,600	\$53,625	\$55,000	\$57,800	\$60,500	\$78,925	\$83,825	\$88,550	\$96,250	\$103,250	\$110,000

*For pricing on quantities not shown above or for pricing for additional ad pages, please contact your Sales Director.
 These prices do not include postage. Production info available upon request.
 Not eligible for agency discount.*

NEJM.org and JWatch.org Digital

NEJM.org and **JWatch.org** make it easy to add digital to your media mix. Together these popular websites bring you a wide range of specialty-specific messaging options.

You can target specialists with tools like run-of-site display ads as well as demographic, behavioral, search term, and contextual targeting, or through opt-in emails that feature up to 43% open rates.

NEJM.org

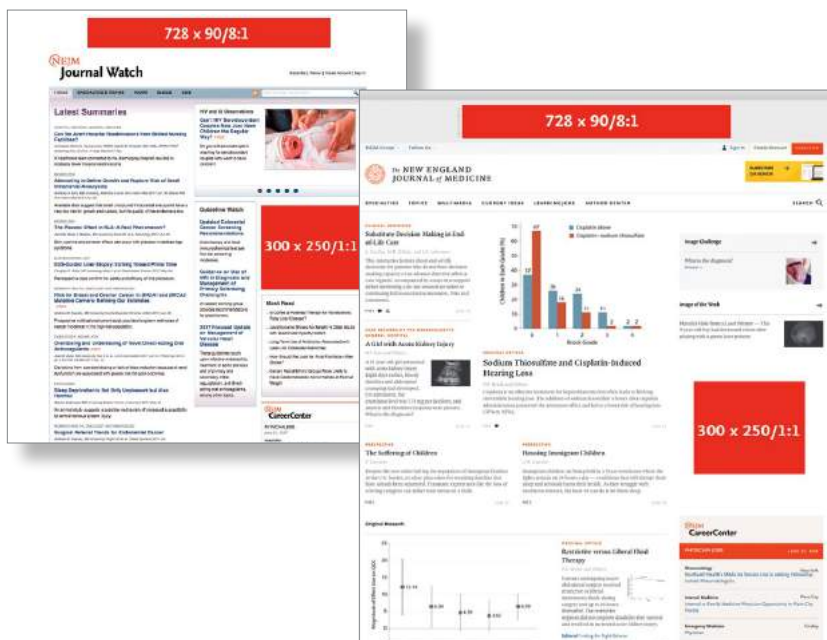
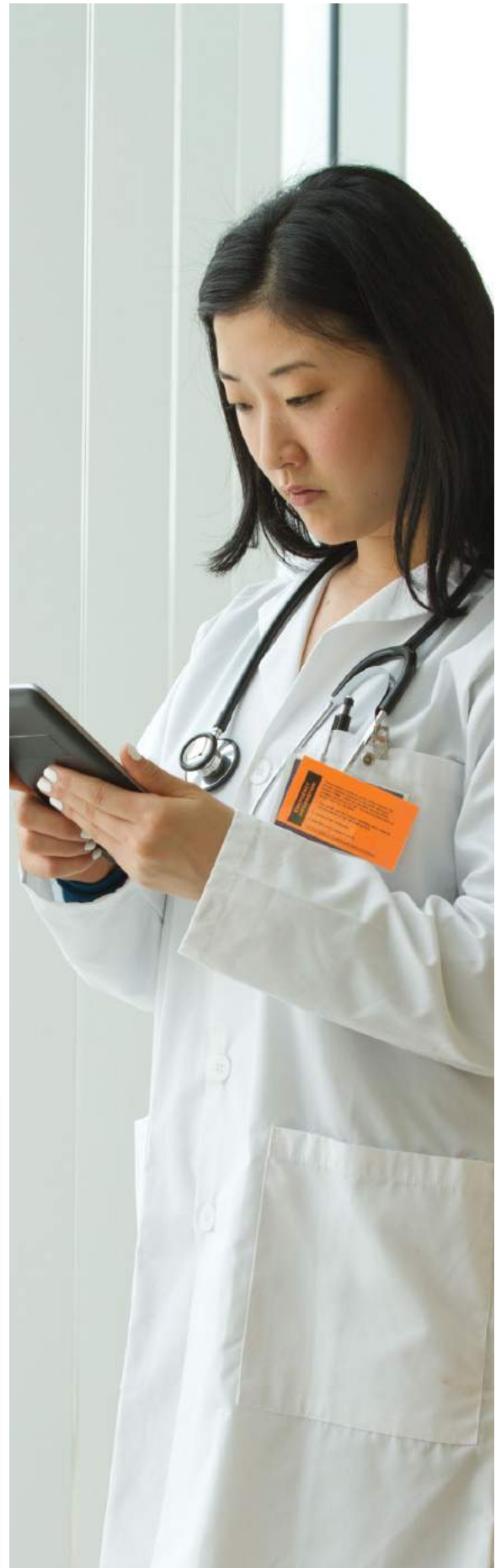
Unique global visitors/month	2.4M
Global page views/month	7.9M
Unique U.S. visitors/month	1.1M
U.S. page views/month	3.2M
U.S. registered users	1.2M

NEJM.org Adobe Analytics Traffic Reports, 2018

JWatch.org

Unique global visitors/month	407,000
Global page views/month	780,000
Unique U.S. visitors/month	241,000
U.S. page views/month	453,000

JWatch.org Adobe Analytics Traffic Reports, 2018



Digital Advertising Overview

TARGETED SOLUTIONS

	Description	Benefits
NEJM/NEJM Journal Watch Specialty Packs	<ul style="list-style-type: none">• Combines demographic, behavioral, search term and contextual targeting with ROS• Ads served across NEJM.org and JWatch.org• 15 key specialty areas available	<ul style="list-style-type: none">• Target influential prescribers in key therapeutic areas
NEJM eTOC, NEJM/NEJM Journal Watch eTOCs and Alerts	<ul style="list-style-type: none">• High frequency email packages• Includes eTOCs and topic alerts audience• Many specialty areas available	<ul style="list-style-type: none">• Your message reaches 100% opt-in audience• Open rates up to 43% help ensure your message is seen

RUN-OF-SITE DISPLAY ADS

NEJM Run-of-Site Display Ads	<ul style="list-style-type: none">• Display ads served across NEJM.org• Includes subscribers, registered users, nonregistered users, and clinicians at site-licensed institutions• Geo-targeting to any country/region	<ul style="list-style-type: none">• Broad digital brand exposure on “best-in-class” site• Home page roadblocks and other options maximize your impact
-------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

HIGH IMPACT ADVERTISING PROGRAMS

NEJM Image Challenge	<ul style="list-style-type: none">• 50% SOV on interactive Image Challenge web page	<ul style="list-style-type: none">• Advertise on one of the most popular features on NEJM.org• Interactivity optimizes user engagement
Physician’s First Watch	<ul style="list-style-type: none">• Daily opt-in e-newsletter• Alerts users to breaking clinical news from past 24 hours• Weekly or monthly packages available	<ul style="list-style-type: none">• Your message appears next to breaking medical news and information• Frequency helps your message remain top of mind

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 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

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.

2019 ROS Rates and Discounts

Net ROS	\$93.00
Half page	\$103.00
Home page takeover	\$8,300 flat fee/week
Expandable unit premium*	\$103.00
Geotargeting	\$103.00

*Not available on half-page or anchor ad units

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.

 See page 42 for production information.

TOTAL MINUTES SPENT ON WEBSITES PER MONTH IN PAST 6 MONTHS AMONG ONLINE MEDICAL JOURNALS†

Specialty	NEJM Rank‡	Specialty	NEJM Rank‡	Specialty	NEJM Rank‡
Cardiology	3	Hematology/Oncology + Onc	3	Nephrology	1
Diabetes/Endocrinology	2	Infectious Diseases	2	Neurology	7
Gastroenterology	6	Internal Medicine	1	Rheumatology	2

†Source: Kantar Media, Medical Surgical Website Usage Study, June 2018.

‡Does not include association websites or online only publications.

NEJM.org Digital Specialty Packs

Targeted specialty packs across NEJM.org and JWatch.org make it easier to reach the specialists of your choice.

When you buy a targeted specialty pack, your ad reaches your target audience on NEJM.org and JWatch.org through:

- **NEJM.org demographic targeting:** Your ad follows authenticated specialists during their visit to NEJM.org. For example, when you buy a cardiology specialty pack, your ad appears whenever a cardiologist navigates to non-article ad-bearing pages.
- **NEJM.org behavioral targeting:** Your ad is displayed to site users who exhibit behaviors similar to identified physicians. For example, when you buy a cardiology specialty pack, your ad appears whenever a user who looks like a cardiologist navigates to non-article ad-bearing pages.
- **NEJM.org search term targeting:** Your ad appears on all relevant search results pages. 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 and JWatch.org, including exposure to nonregistered users and clinicians from all academic and hospital site license domains.

Impressions and Rates

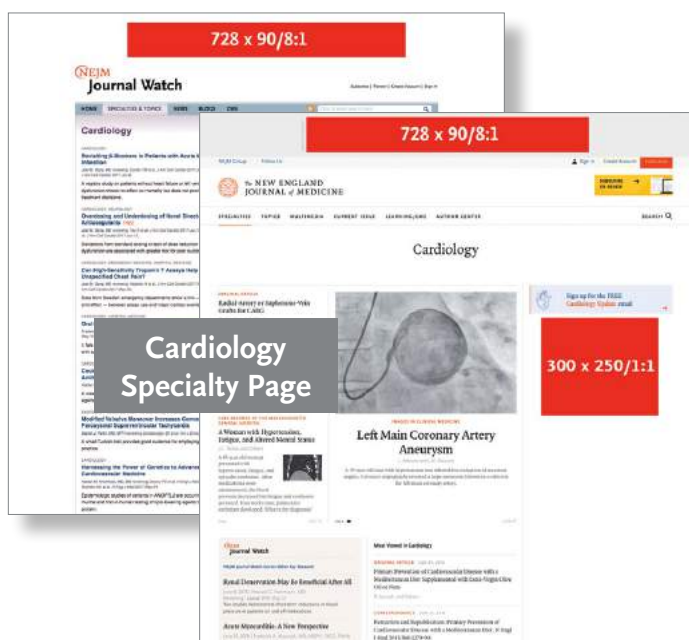
Click for [impressions and rates](#).

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

Targeted Specialty Packs

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



2019 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 42 for production information.

Digital Specialty Pack Rates

2019 TARGETED SPECIALTY PACK IMPRESSIONS AND CPM RATES

	Fixed Guaranteed Impressions per SOV	SOV	Net CPM	Total Investment per SOV
Cardiology	130,000	25%	\$120	\$15,600
Endocrinology	65,000	33%		\$7,800
Hematology/Oncology	110,000	20%		\$13,200
Infectious Diseases	125,000	33%		\$15,000
PCP (IM/FP/GP)	145,000	17%		\$17,400
PUD/Pulmonology and Critical Care	70,000	25%		\$8,400
Gastroenterology	95,000	50%	\$110	\$10,450
Nephrology	65,000	50%		\$7,150
Neurology	90,000	50%		\$9,900
Rheumatology	60,000	50%		\$6,600
Dermatology	85,000	100%	\$100	\$8,500
Emergency Medicine	93,000	100%		\$9,300
Pediatrics	90,000	50%		\$9,000
Psychiatry	82,000	50%		\$8,200
Women's Health	98,000	100%		\$9,800

SOVs are required minimums. Purchase of multiple SOVs available.

 See page 42 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.

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 **165,000/home page micro bar**
 190,000/Image Challenge page

Required Ad Units

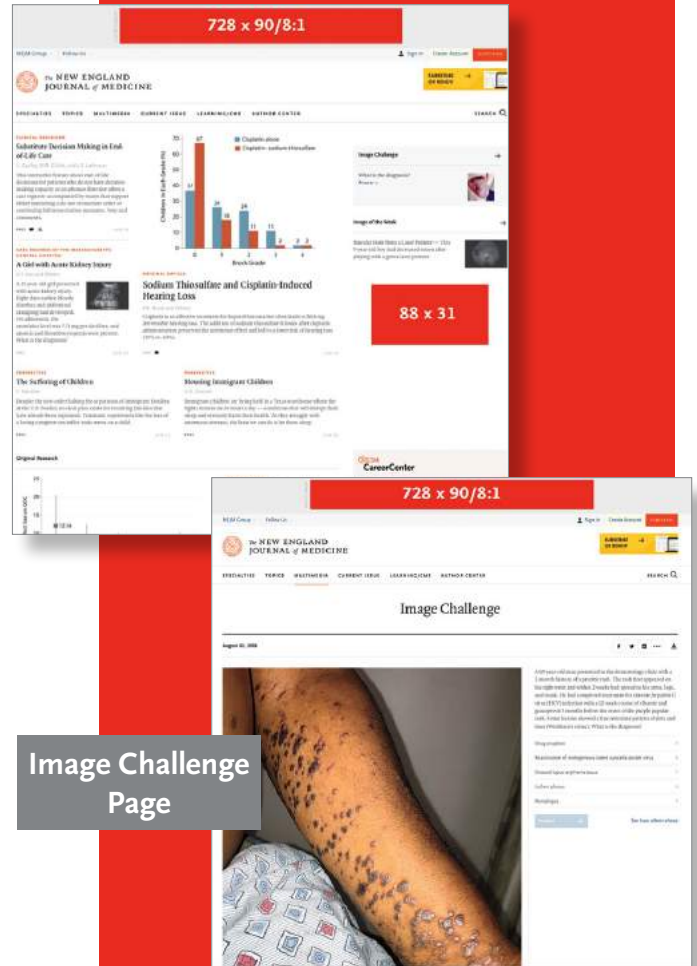
	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Micro bar	88 x 31	n/a

2019 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 42 for production information.



NEJM Email Advertising Programs

NEJM ETOC ADVERTISING PROGRAM

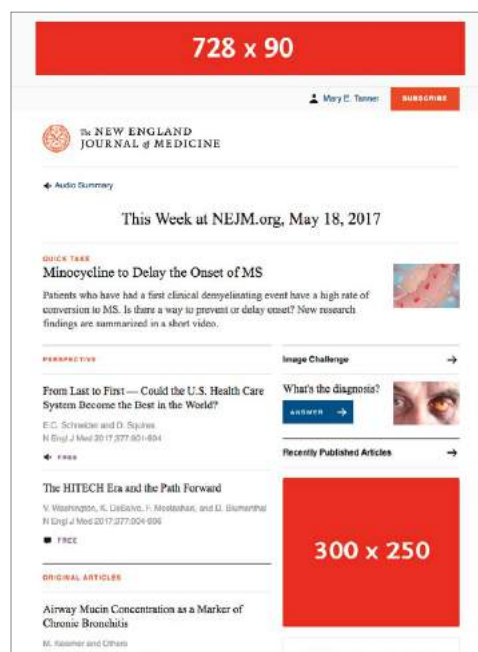
This opt-in email table of contents (eTOC) is delivered to over 419,000 U.S. physicians and health care professionals every Wednesday evening.

Seventeen targeted specialty demos are available each month. 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.

Required Ad Units

Leaderboard	Pixels 728 x 90
Medium rectangle	300 x 250
<i>GIF only; Flash/rich media not supported</i>	



NEJM ETOC SPECIALTY TARGETING

	Approximate U.S. Physician and Resident Opt-Ins	Approximate Sends/Month*	Net Rate/ Month
Cardiology	10,700	42,800	\$8,860
Dermatology	1,800	7,200	4,330
Emergency Medicine	5,850	23,400	4,640
Endocrinology	3,300	13,200	7,730
Gastroenterology	3,600	14,400	6,600
Hospital Medicine	2,700	10,800	3,820
Infectious Disease	4,375	17,500	8,970
Nephrology	3,800	15,200	3,760
Neurology	4,750	19,000	5,570
Oncology/Hematology	10,200	40,800	15,820
Pediatrics	10,200	40,800	6,180
PAs/NPs	9,250	37,000	5,150
Psychiatry	4,200	16,800	5,360
Pulmonology	9,100	36,400	5,670
Rheumatology	1,850	7,400	4,330
Women's Health	6,400	25,600	4,230

2019 Frequency Discounts

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

Prices are subject to change without notice.

 See page 42 for production information.

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

	Approximate U.S. Physician and Resident Opt-Ins	Approximate Sends/Month	Net Rate/ Week	Net Rate/ Month
Primary Care	326,925	1,307,700	\$9,375	\$37,500

**In 2019, January, May, July, and October are months with five sends. The fifth send is value add. All other months have four sends.*

Prices are subject to change without notice.

Email Advertising Programs

SPECIALTY-TARGETED EMAILS

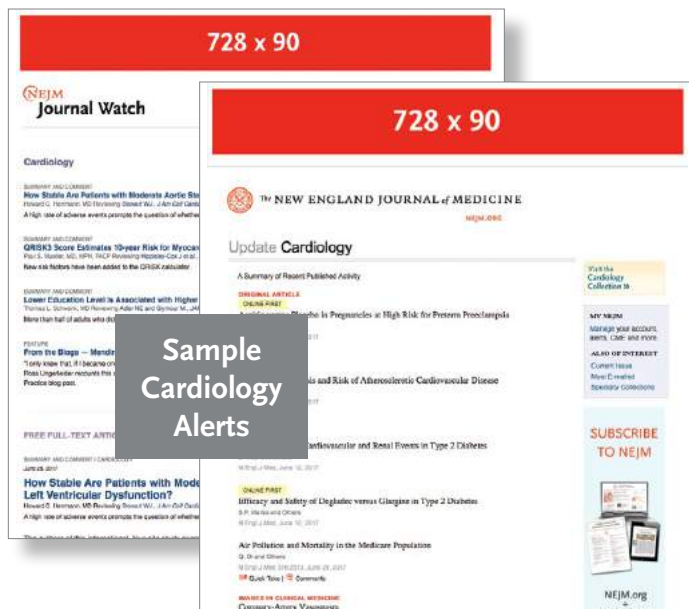
These **specialty-oriented email groups** deliver your 100% share of voice ad to opt-in recipients:

- Weekly JWatch.org eTOC emails by specialty area include:
 - One or more monthly NEJM Journal Watch topic alerts in a content area.
 - One or more monthly NEJM topic alerts in recipient's content area of choice.
 - 100% SOV.

Required Ad Units

Leaderboard Pixels
728 x 90

GIF only; Flash/rich media not supported.



2019 Frequency Discounts

- 3–5 months 3% discount
 - 6–12 months 5% discount
- GIF only; Flash/rich media not supported.

☞ See page 42 for production information.

2019 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 15th	Jan, May, July, Oct	148,000
	NEJM Journal Watch Hypertension	alert	1	23rd		35,000
	NEJM Journal Watch Lipid Management	alert	1	1st Monday		30,000
	NEJM Cardiology	alert	1	1st Monday		60,000
	TOTAL		7			273,000
Emergency Medicine	NEJM Journal Watch Emergency Medicine	eTOC	4	Friday 1st Monday	Mar, May, Aug, Nov	100,000
	NEJM Emergency Medicine	alert	1	1st Monday		36,000
	TOTAL		5			136,000
Endocrinology/ Diabetes	NEJM Journal Watch Diabetes	alert	1	16th		35,000
	NEJM Endocrinology	alert	1	1st Monday		31,000
	TOTAL		2			66,000
Gastroenterology	NEJM Journal Watch Gastroenterology	eTOC	4	Friday 19th	Mar, May, Aug, Nov	95,000
	NEJM Journal Watch GERD/Peptic Ulcers	alert	1	5th		18,000
	NEJM Journal Watch Hepatitis	alert	1	1st Monday		17,000
	NEJM Gastroenterology	alert	1	1st Monday		30,000
	TOTAL		7			160,000
General Medicine	NEJM Journal Watch General Medicine	eTOC	8	Tuesday/Thursday	Jan, Oct	480,000
	NEJM Journal Watch Aging/Geriatrics	alert	1	1st		25,000
	NEJM Allergy/Immunology	alert	1	2nd		25,000
	NEJM Geriatrics/Aging	alert	1	1st Monday		28,000
	NEJM Primary Care/Hospitalist	alert	1	1st Monday		54,000
	TOTAL		12			612,000

continued

TARGETED EMAILS *continued*

2019 NEJM/NEJM JOURNAL WATCH SPECIALTY-TARGETED EMAIL GROUP RATES *continued*

Group		Email Type	Frequency/ Month	Drop Schedule	Months with 5 Sends	Approximate Sends/Month*	Net Rate/ Month
HIV/AIDS	NEJM Journal Watch HIV/AIDS	eTOC	4	Monday	Apr, July, Sept, Dec	58,500	\$5,310
Hospital Medicine	NEJM Journal Watch Hospital Medicine	eTOC	4	Monday	Apr, July, Sept, Dec	108,000	\$6,900
Infectious Diseases	NEJM Journal Watch Infectious Diseases	eTOC	4	Wednesday	Jan, May, July, Oct	130,000	
	NEJM Journal Watch STDs	alert	1	18th		17,000	
	NEJM Infectious Disease	alert	1	1st Monday		46,000	
	TOTAL		6			193,000	\$11,040
Neurology	NEJM Journal Watch Neurology	eTOC	4	Tuesday	Jan, Apr, July, Oct, Dec	100,000	
	NEJM Journal Watch Stroke	alert	1	8th		25,000	
	NEJM Neurology/Neurosurgery	alert	1	1st Monday		34,000	
	TOTAL		6			159,000	\$8,230
Nutrition/Obesity		alert	1	27th		31,000	\$2,340
Oncology and Hematology	NEJM Journal Watch Oncology and Hematology	eTOC	4	Tuesday	Jan, Apr, July, Oct, Dec	80,000	
	NEJM Journal Watch Breast Cancer	alert	1	3rd		16,000	
	NEJM Hematology/Oncology	alert	1	1st Monday		40,000	
	TOTAL		6			136,000	\$7,640
Pediatric and Adolescent Medicine	NEJM Journal Watch Pediatrics and Adolescent Medicine	eTOC	4	Wednesday	Jan, May, July, Oct	100,000	
	NEJM Journal Watch Pediatric Infections	alert	1	11th		18,000	
	NEJM Pediatrics	alert	1	1st Monday		29,000	
	TOTAL		6			147,000	\$6,480
Psychiatry	NEJM Journal Watch Psychiatry	eTOC	4	Monday	Apr, July, Sept, Dec	92,000	
	NEJM Journal Watch Depression/Anxiety	alert	1	4th		26,000	
	NEJM Journal Watch Substance Abuse	alert	1	18th		20,000	
	NEJM Psychiatry	alert	1	1st Monday		25,000	
	TOTAL		7			163,000	\$10,300
Pulmonary Disease/ Pulmonary	NEJM Journal Watch Allergy/Asthma	alert	1	2nd		20,000	
	NEJM Journal Watch Respiratory Infections	alert	1	17th		24,000	
	NEJM Pulmonary/Critical Care	alert	1	1st Monday		39,000	
	TOTAL		3			83,000	\$2,230
Rheumatology	NEJM JW Arthritis/Rheumatic Disease	alert	1	28th		12,000	
	NEJM Rheumatology	alert	1	1st Monday		22,000	
	TOTAL		2			34,000	\$1,490
Women's Health	NEJM Journal Watch Women's Health	eTOC	4	Thursday	Jan, May, Aug, Oct	120,000	
	NEJM Journal Watch Gynecology	alert	1	12th		14,000	
	NEJM Journal Watch Pregnancy/Infertility	alert	1	26th		13,000	
	NEJM JW Osteoporosis/Bone Disease	alert	1	9th		21,000	
	NEJM Obstetrics/Gynecology	alert	1	1st Monday		21,000	
	TOTAL		8			189,000	\$6,690

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

 See page 42 for production information.

PHYSICIAN'S FIRST WATCH (PFW)

Every Monday through Saturday, PFW, a daily **opt-in e-newsletter** from NEJM Journal Watch, alerts physicians and health care professionals to clinical news from the past 24 hours.

- 84,000 U.S. physicians and health care professionals/day
- 504,000 U.S. sends/week (Monday–Saturday)
- Edited by a seven-member physician board

Your advertising program guarantees 100% share of voice.

Required Ad Units

Leaderboard

Pixels

728 x 90

Medium Rectangle

300 x 250

GIF only; Flash/rich media not supported.



2019 Rates and Discounts

Term	Net Rate
1 week	\$5,150
4–8 weeks	3% discount
9+ weeks	5% discount

Monday–Saturday

Prices are subject to change without notice.

 See page 42 for production information.

Digital Production Information

NEJM AND NEJM JOURNAL WATCH

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

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

Flash/rich media are 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 fax or email your insertion order to:

Tony Hubbard

Tel: (781) 434-7550

Fax: (781) 647-5785

Email: thubbard@nejm.org

Vanessa Wu

Tel: (781) 434-7043

Fax: (781) 647-5785

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, Roadblocks, Specialty Packs, NEJM eTOC, Physician's First Watch, and all other email products: On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 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	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	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
Max looping/animation	3 loops	3 loops
1. Max GIF weight	300 KB	300 KB
2. Max HTML5 weight	300 KB	300 KB

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 (polite)	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	0–1,000
	<i>*Leaderboard only</i>	

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
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	NEJM eTOC	NEJM Journal Watch	Physician's First Watch
Test time required	5 business days	5 business days	5 business days
Max banner size	728 x 90, 300 x 250	728 x 90	728 x 90, 300 x 250
Max looping/animation	3 loops	3 loops	3 loops
Max GIF weight	40 KB, GIF only	40 KB, GIF only	40 KB, GIF only

- 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.
- Flash and rich media are not supported.

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

Visit www.iab.com/newadportfolio for specifications and information regarding IAB's LEAN standards and flexible ad sizes.

NEJM Group Advertising Policies

1. 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.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
4. Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines contact your sales director or visit nejmadsales.org.
7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher's written approval for such use.
8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.
14. 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.

continued

NEJM Group Advertising Policies *continued*

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, Roadblocks, Specialty Packs, NEJM eTOC, Physician's First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

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

Senior Regional Sales Director

Chrissy Miller

(617) 834-4702

cmiller@nejm.org

Regional Sales Director

Meg Ainley

(773) 383-8804

mainley@nejm.org

Regional Sales Director

Corrie Bridgeman

(781) 775-1287

cbridgeman@nejm.org

Regional Sales Director

Andrew McGuire

(973) 771-8926

amcguire@nejm.org

NEJM and NEJM Journal Watch Advertising Sales

Executive Director, Advertising Sales

Art Wilschek: (781) 434-7042

awilschek@nejm.org

Director, Advertising Solutions and Client Services

Jennifer Badua: (781) 434-7023

jbadua@nejm.org

Manager, Advertising Client Services and Print Operations

Rebecca Forge: (781) 434-7025

rforge@nejm.org

Senior Advertising Sales Specialist

Patty Taich: (781) 434-7556

ptaich@nejm.org

Senior Online Billing Specialist

Amy Angelo: (781) 434-7020

aangelo@nejm.org

Sales Support Specialist

Phil Howard: (781) 434-7757

phoward@nejm.org; salessupport@nejm.org

Recruitment Advertising

Fax: (781) 895-1045

Email: ads@nejmcareercenter.org

NEJMCareerCenter.org

Director, Recruitment Solutions

Ken Sylvia: (781) 434-7029

ksylvia@nejm.org

Manager, Recruitment Advertising

Matt Clancy: (781) 434-7034

mclancy@nejm.org

NEJM Print Production

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

Fax: (781) 893-5003

Email: displayads@nejm.org

Director, Advertising Production

Mary Kaye Balacco: (781) 434-7027

mbalacco@nejm.org

Senior Advertising Production Specialist

Lynn Ferguson: (781) 434-7036

Fax: (781) 893-5003

lferguson@nejm.org

Business Manager, NEJM Journal Watch and Updates in Clinical Medicine

Anne Russ: (781) 434-7784

aruss@mms.org

Project Manager, NEJM Journal Watch and Updates in Clinical Medicine

Bob Harless: (781) 434-7613

bharless@mms.org

NEJM and NEJM Journal Watch Digital Production

Fax: (781) 647-5785

Email: onlineadoperations@nejm.org

Manager, Digital Advertising and Operations

Hallie Kozlowski: (781) 434-7838

hkozlowski@nejm.org

Senior Online Traffic Specialist

Tony Hubbard: (781) 434-7550

thubbard@nejm.org

Online Traffic Specialist

Vanessa Wu: (781) 434-7043

vwu@nejm.org

continued

NEJM Group Contact Information *continued*

NEJM Reprints and Corporate Site Licenses

Tel: (877) 241-7159

Fax: (781) 647-5785

Email: reprints@nejm.org

Regional Sales Director

Patrice Skelley: (781) 434-7380

pskelley@nejm.org

Account Manager

Jennifer Moran: (781) 434-7382

jmoran@mms.org