

Gastroenterology & Endoscopy News

We are the No. 1 gastroenterology publication in the United States.

With a 92% receivership rate, we are the most efficient way to reach gastroenterologists, hepatologists, colorectal surgeons, and GI-specific physician assistants and nurse practitioners.

In addition to balanced coverage of newsworthy issues, *Gastroenterology & Endoscopy News* offers physician-written review articles, expert commentaries on the biggest gastroenterology conferences of the year, and expert roundtables on the most important topics in the field, as well as quarterly special sections on hepatology and endoscopy.



“This is the most-read news journal by gastroenterologists in the country.”

Ariel E. Feldstein, MD

Professor and Chief
Division of Gastroenterology, Hepatology and Nutrition
University of California, San Diego
La Jolla, California

“The magazine gets better with every issue! As I travel the country giving IBD updates, I can’t tell you the number of times that your magazine is mentioned!”

Mark Fleisher, MD

Director, Clinic Infusion Center
Borland-Groover Clinic, Jacksonville, Florida

“I enjoy reading this on a regular basis.”

Douglas K. Pleskow, MD

Director, Colon Cancer Center
Co-Director, Endoscopy
Beth Israel Deaconess Medical Center
Assistant Professor of Medicine
Harvard Medical School, Boston

“You have done an outstanding job with the news.”

Kenneth K. Wang, MD

Director, Advanced Endoscopy Group
and Esophageal Neoplasia Clinic
Mayo Clinic, Rochester, Minnesota

Total Circulation

Gastroenterologists	14,339
Colon and rectal surgeons	1,683
Pediatric gastroenterologists.....	1,318
Physician assistants	839
Hepatologists	108
Nurse practitioners	98

Certified Total..... 18,385

Based on July 2016 statement

Readership

Gastroenterology & Endoscopy News

is ranked No. 1* in:

- Total Readers
- High Readers
- Average Issue Readers
- Average Page Exposures
- Ad Page Exposures

#1

* Kantar Media, June 2016

Editorial Advisory Board

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Gastroenterology & Endoscopy News

The Independent Newspaper for Gastroenterologists

gastroendonews.com

Gastroenterology & Endoscopy News provides physicians with time-trusted, up-to-date, comprehensive and objective information. Founded in 1978, this monthly newspaper provides specialty-specific news to more than 18,300 gastroenterologists, colorectal surgeons, hepatologists, GI-specific physician assistants and nurse practitioners.*

With BPA-certified circulation* and market-leading readership[†], *Gastroenterology & Endoscopy News* is the most cost-efficient way to reach all U.S.-based gastroenterology professionals. With a 92% receiver-ship rate[†], *Gastroenterology & Endoscopy News* is ranked No. 1 in the following readership categories[†]:

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Ad Page Exposures

* BPA Worldwide, July 2016

[†] Kantar Media, June 2016

2017 Editorial Calendar and Bonus Distribution

JANUARY

Review Article: Hemorrhoids

Special Section: Expert Picks from ACG 2016

FEBRUARY

Review Article: Polyp Removal

Special Sections: Expert Picks from AASLD 2016
Hepatology in Focus

Bonus Distribution:

Society of American Gastrointestinal and Endoscopic Surgeons (SAGES);
March 22-25, 2017; Houston

MARCH

NATIONAL COLORECTAL CANCER AWARENESS MONTH

Review Article: CRC Screening

Special Section: Endoscopy Suite

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IRRITABLE BOWEL SYNDROME AWARENESS MONTH

Review Article: Irritable Bowel Syndrome

Special Section: Expert Roundtable

Bonus Distribution:

Digestive Disease Week (DDW);
May 6-9, 2017; Chicago

MAY

HEPATITIS AWARENESS MONTH

NATIONAL CELIAC DISEASE AWARENESS MONTH

Review Article: Hepatitis

Special Section: Hepatology in Focus

Bonus Distribution:

American Society of Colon and Rectal Surgeons (ASCRS); June 10-14, 2017; Seattle

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Special Sections: Endoscopy Suite
Expert Roundtable

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"Message Impact" Ad Effectiveness Study:

Readex Research will help assess the effectiveness of every ad in the July 2017 issue by surveying a random sample of Gastroenterology & Endoscopy News' loyal readers.

Review Article: Barrett's Esophagus

Special Section: Expert Picks from DDW, Part 1

AUGUST

Review Article: NASH/NAFLD

Special Sections: Expert Picks from DDW, Part 2
Hepatology in Focus

SEPTEMBER

Review Article: Ulcerative Colitis

Special Section: Endoscopy Suite

OCTOBER

Special Section: Hepatology in Focus

Bonus Distribution:

American College of Gastroenterology (ACG);
Oct. 13-18, 2017; Orlando

The Liver Meeting (American Association for the Study of Liver Diseases [AASLD]);
Oct. 20-24, 2017; Washington, DC

Advances in IBD (AIBD); Nov. 9-11, 2017;
Orlando

Gastroenterology & Endoscopy News

SPECIAL EDITION

Distributed at every conference
Gastroenterology & Endoscopy News attends
between October 2017 and September 2018.

NOVEMBER

Special Section: Expert Roundtable

DECEMBER

Special Sections: Endoscopy Suite
Expert Picks from ACG 2017

Bonus Distribution:

New York Society for Gastrointestinal Endoscopy (NYSGE); Dec. 14-15, 2017;
New York City

2017 Advertising Rates

Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island page)	\$4,070	\$3,965	\$3,860	\$3,805	\$3,755	\$3,700	\$3,675	\$3,650	\$3,625
King page (Tabloid page)	6,090	5,960	5,855	5,670	5,620	5,565	5,540	5,515	5,485
¾ King page	5,695	5,510	5,410	5,380	5,355	5,300	5,275	5,250	5,225
½ King page	3,805	3,625	3,520	3,490	3,465	3,440	3,410	3,385	3,360
¼ King page	3,595	3,410	3,310	3,280	3,255	3,230	3,200	3,175	3,150
Tabloid/King Insert Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$10,050	\$9,700	\$9,475	\$9,425	\$9,375	\$9,325	\$9,275	\$9,225	\$9,175
4-page insert	16,075	15,350	14,975	14,850	14,750	14,625	14,525	14,425	14,325
6-page insert	N/A	22,250	21,650	21,475	21,325	21,175	21,025	20,875	20,700
8-page insert	N/A	N/A	28,325	28,125	27,925	27,725	27,500	27,300	27,100
Standard "A"/Island Insert Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$8,400	\$8,050	\$7,850	\$7,800	\$7,750	\$7,700	\$7,650	\$7,600	\$7,550
4-page insert	14,500	13,800	13,400	13,300	13,200	13,100	13,000	12,900	12,800
6-page insert	N/A	20,700	20,100	19,950	19,775	19,625	19,450	19,300	19,150
8-page insert	N/A	N/A	26,775	26,575	26,375	26,175	25,950	25,750	25,550

Outserts are subject to additional fees for ride-along postage and polybagging.

Color Rates:

2-Color—\$1,475
 3-Color—\$1,625
 4-Color—\$2,300
 5-Color—\$3,875
 Matched/Metallic—\$1,575

Bleed: No charge

Premium Positions:

4th Cover—50% of earned B&W rate
 2nd Cover—25% of earned B&W rate
 3rd Cover—10% of earned B&W rate

Front Cover Belly Tip:

Conference issue—\$25,000 (quantity: 23,000)
 Non-conference issue—\$22,000 (quantity: 23,000)

Clinical Review Front Adjacency: \$1,500

Clinical Review Rear Adjacency: \$750

Column Adjacency: \$750

Commission: 15% agency discount allowed only if bill paid within 30 days

DEADLINES

Closing Date: 1st of prior month
Material Due: 12th of prior month
Issuance Date: 15th of each month

Services to Readers and Advertisers:

Editorial reprints available. Included in all syndicated readership services.
 Annual subscription: \$70.00 (\$90.00, international)
 Single issue: \$7.00 (\$10.00, international)

Total Circulation: 18,385



Gastroenterologists	14,339
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Pediatric gastroenterologists	1,318
Physician assistants	839
Hepatologists	108
Nurse practitioners	98
TOTAL	18,385

Based on July 2016 statement

Production Specifications

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area: .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" spread	15.25	9.375	14.75	8.875	15.5	9.625
King page (Tabloid)	10.5	13	10	12.5	10.75	13.25
King spread	21	13	20.5	12.5	21.25	13.25
¾ King page (vertical)	7.625	13	7.125	12.5	7.875	13.25
¾ King page (horizontal)	10.5	9.375	10	8.875	10.75	9.625
½ King page (vertical)	5.25	13	4.75	12.5	5.5	13.25
½ King page (horizontal)	10.5	6.5	10	6	10.75	6.75
¼ King page (vertical)	5.25	6.5	4.75	6	5.5	6.75
¼ King page (horizontal)	7.625	4.5	7.125	4	7.875	4.75

Publication Trim Size: 10.5" × 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

Inserts: King and Journal size accepted. Allow 1/8-inch head trim for all inserts. On tabloid-size inserts, any excess will trim from face and foot. Smaller inserts, such as island size, should be delivered with clean trim except for the 1/8-inch head trim. For all inserts, to allow for tipping, no live text should appear within 5/8 inch of the gutter.

Inserts/Belly Tips Quantity: 23,000

PRODUCTION REQUIREMENTS

Acceptable ad formats: Adobe Acrobat PDF files: Basic Distiller settings; no OPI; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines

FTP Information:

FTP Site: ftp://66.147.219.4
Username: mcmahon
Password: l3tm31n

Ad Reproduction Guarantee: Accurate color reproduction cannot be guaranteed without a ripped proof.

RIPPED, RULED PROOFS MUST BE SUPPLIED FOR ALL ADS

SHIPPING INSTRUCTIONS

Insertion Orders and Production Materials:

McMahon Publishing
Attn: Dan Radebaugh
545 West 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300, ext. 231
Fax: (815) 927-0494
danr@mcmahonmed.com

Inserts/Belly Tips to:

Democrat Printing Co.
6401 Lindsey Rd.
Little Rock, AR 72206
Attn: Steve Hodges
(501) 907-7942

Shipments need to be marked with the publication name, quantity, and issue (month).

Receivables:

McMahon Publishing
545 W. 45th St., 8th Fl.
New York, NY 10036
Attn: Mariella Sindoni
Tel: (212) 957-5300, ext. 909
Fax: (646) 274-4112
msindoni@mcmahonmed.com

DEADLINES

Closing Date:

1st of prior month

Materials Due:

12th of prior month

Issuance Date:

15th of each month

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Fax: (815) 927-0494

Corporate Office

West Redding, CT



McMahon Publishing is a 45-year-old, family-owned medical publisher of clinical newspapers and specialty periodicals, and creates compelling medical education programs and custom publications.



BEST OF CONFERENCE COVERAGE



EXPERT PICKS FROM DDW

July & August issues

A panel of experts selects the best abstracts from Digestive Disease Week and provides opinion and analysis on each one, as well as thoughts on future trends.

EXPERT PICKS FROM ACG

January & December issues

Experts select their favorite abstracts from the American College of Gastroenterology Annual Scientific Meeting that reflect their various specialties, and provide insightful commentaries on their chosen topics.

EXPERT PICKS FROM AASLD

February issue

The focus of this issue is on The Liver Meeting, the annual meeting of the American Association for the Study of Liver Diseases. Experts in the field choose what they consider to be the best abstracts and provide commentary on a wide range of topics in the areas of acute and chronic liver diseases.

HEPATOLOGY IN FOCUS



February, May, August & October issues

Current news and feature stories from our specialist writers covering the wide-ranging field of hepatology, including hepatitis, cirrhosis, non-alcoholic fatty liver disease, cancer, liver transplantation and drug metabolism.

ENDOSCOPY SUITE



March, June, September & December issues

This section covers the role of endoscopy in the screening, diagnosis and treatment of diseases such as Barrett's esophagus, GERD and colon cancer. Topics include radio frequency ablation, surveillance, biopsies, new technologies and endoscopic surgery.

EXPERT ROUNDTABLE

April, June & November issues

A panel of experts is presented with a hot-button topic, and each member provides candid and varied opinions that are compiled into an intriguing professional debate.



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4-page insert	14,500	13,800	13,400	13,300	13,200	13,100	13,000	12,900	12,800
6-page insert	N/A	20,700	20,100	19,950	19,775	19,625	19,450	19,300	19,150
8-page insert	N/A	N/A	26,775	26,575	26,375	26,175	25,950	25,750	25,550

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Bleed: No charge

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Front Cover Belly Tip:

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 Non-conference issue—\$22,000 (quantity: 23,000)

Clinical Review Front Adjacency: \$1,500

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The **best-read** gastroenterology publication.

Is Your Message On Target?



FIND OUT
for **FREE** in the
July 2017 Issue

“Message Impact” Ad Effectiveness Study:

Readex Research will help determine the effectiveness of every ad in the July 2017 issue by surveying a random sample of the publication’s loyal readers—your target market and prospective customers.

In order to participate, simply run a standard “A” size or larger ad unit in the July 2017 issue of *Gastroenterology & Endoscopy News*.

Participating advertisers will receive important feedback on their ad content, such as:

- ◆ Ratings on the ad’s attention-getting ability, believability and information value
- ◆ Feedback on what actions readers plan to take after seeing your ad
- ◆ Verbatim responses from readers on what message or feeling they get from your ad

Space Reservation Deadline: **June 7**

Materials Due: **June 16**

For more information, or to reserve advertising space, please contact your sales representative:

Brian J. Higginson

Publication Director
(212) 957-5300 ext. 241
bhigginson@mcmahonmed.com

Matthew Spoto

Manager of Publication Sales
(212) 957-5300 ext. 924
mspoto@mcmahonmed.com

Is your advertising working? You can find out for *free!*

Action

**Successful ads affect
the first few steps of
the sales process**

Attention



Interest



Desire



Action

Contact



Awareness



Interest



Proposal



Close

Information



Attitude



Behavior

This Message Impact® Study helps you find out how well your ad opens the door to sales...

With a limited budget to spend on advertising, you try to select the publication that delivers your sales message to the most qualified customers and prospects. Yet, you wonder how well your ad is working.

A Message Impact Study can help you answer that question by gauging how well your ad jump-starts the selling process. As illustrated by the sales models on the left, selling is a multi-step process rather than a single event. A successful ad affects the first few steps of the process, such as making contact, generating interest, and providing information.

The models also illustrate that an ad must first attract attention or be seen before it can do anything else. Once contact is made, an effective ad draws readers into the copy, inviting them to go beyond the illustration and headline. Furthermore, a successful ad prompts a response by generating interest, creating a favorable impression, or causing the reader to want to follow up in some fashion. The challenge is finding out whether or not your ad does any or all of these things.

Participating in this *free* Message Impact Study can help. ***The sponsoring publication pays for the study and passes the results on to you.***

Study results provide feedback regarding the areas of the sales models that advertising impacts, helping you not only to answer the question, "how well is my ad working?" but also, "how can it be improved?"

***Don't let this
opportunity slip away...
contact the sponsoring
publication today!***



ReadexResearch

SURVEYS FOR PUBLICATIONS

Experienced. Trusted. Insightful.

When you participate in the study, you'll receive reader feedback regarding your ad that you can't get anywhere else.

Readers will provide ratings that tell you about your ad's creative:

Attention-Getting Ability

Believability

Information Value

They'll indicate what actions they took or planned to take as a result of seeing your ad.

Finally, they'll let you know, in their own words, what message or feeling they got from the ad.

What is a Message Impact Study?

The Message Impact Study is conducted by Readex Research in conjunction with a specific issue of the sponsoring publication.

Readex (an independent research company specializing in survey research) asks a sample of the publication's readers, your customers and prospects, to respond to questions regarding specific ads in the study issue.

The study is conducted either through the mail or online via e-mailed invitations, aiming to receive 80–100 responses.

As a participating advertiser, you'll receive a report with the results in an easy-to-understand format approximately eight weeks (less for online surveys) after the publication's issue date. The information is fresh, and you can put the results to work right away.

Reader Ratings on the Creative and Copy

In the report the ratings of your competitors are presented first as a starting place for generating ideas on how readers relate to ads regarding: their stopping power (Attention-Getting Ability), their ability to present ideas in a credible manner (Believability), and the value of the information provided (Information Value). For easy comparison, the ratings have been indexed. An indexed score of 100 represents the issue average. Scores higher than 100 are above average; those under 100 are below average.

Attention-Getting	Believability	Information Value	Advertiser	Page	Size/Color
100	100	100	Issue Average (61 ads)		
104	104	104	Product/Service Category Average (8 ads)		
103	108	102	Collen Berwin	83	1 page, 4 color
107	110	106	Xeted	61	1 page, 4 color
124	108	120	Daily Grind	Cover 3	1 page, 4 color
95	115	127	Special Services	66	1/2 page, 4 color
96	101	96	Inertia Technics	15	1 page, 4 color

In the example above, the Special Services ad does a good job of providing information value, but doesn't really get noticed in the first place. Look at the high scoring ads, such as Daily Grind, to determine what creative approaches worked with readers.

In the next section, you'll find your results highlighted for easy identification among the results of others in your product/service category.

Quantifiable Feedback on What Actions Readers Plan to Take

Here you get a graphical look at what actions readers took or plan to take as a result of seeing your ad. Because different ads have different objectives, and certain types of products/services don't lend themselves to be acted upon quickly, you'll see a wide variation in scores.

You'll be able to look at your results as a function of your ad's objective. That is, what were you trying to get people to do? Relative to other ads, did people do what you intended them to do?

Took/Plan Action	Advertiser	Page	Action Percentages (see legend below)
36%	Issue Average (61 ads)		13 21 9 3 3 4
38%	Product/Service Category Average (8 ads)		13 23 9 3 3 3 5
42%	Collen Berwin	83	10 27 9 4 6 3
39%	Xeted	61	11 26 7 3 5 3 6
47%	Daily Grind	Cover 3	21 31 11 3 5
49%	Special Services	66	18 27 13 3 6 3 6
32%	Inertia Technics	15	8 16 7 7 8

■ Visit Website
 ■ File
 ■ Discuss
 ■ Return RSC
 ■ Contact
 ■ Recommend
 ■ Purchase
 ■ No Action-Currently Own

In the report's graphed results, the bar on the left shows the percentage of readers that took or plan to take one or more actions. The multi-colored bar on the right indicates the percentage of readers that reported taking or planning to take the specific action mentioned. The stacked format and color coding enables easier comparison among advertisements.

Qualitative Feedback

In this section, you'll receive verbatim responses to the question, "What message or feeling do you get from this ad?" The number of comments depends on the responsiveness of the circulation; however, most advertisers can expect to receive 40-70 comments.

Comments will vary greatly—some positive and some negative:

"Full-page or even a 2-page spread of the plane would be more impressive."

"Very useful information provided."

"Simplify the busy art and layout. Ad lists operational changes, not customer benefits."

The comments add life to the results and will give you an idea of what readers thought worked well and not so well with your ad.

All of this information is presented in a concise and easy-to-understand report that's yours to keep.

Remember, this service is absolutely FREE. Readex is hired by the publisher, who will distribute reports to participating advertisers.

The reader feedback you get from participating in a Message Impact Study helps you make sure your ad is working hard to sell your product or service.

As you plan your advertising schedule, don't overlook the added value offered by a publication that provides you with the FREE opportunity to participate in a Message Impact Study. The results can be a valuable tool in helping you shape your advertising messages.

Using and Interpreting Results

We're often asked, "Is this data valid?" The answer is "Yes." Message Impact Studies are designed to spot the relative strengths and weaknesses of studied ads, but are not designed to yield projectable results. *Furthermore, the information collected cannot be used to make decisions regarding the appropriateness of the market reached by the publication.*

Just as the non-projectable information gathered through focus groups is beneficial in evaluating ideas and concepts, the information collected with a Message Impact Study is an excellent indicator of an ad's effectiveness.

Use the results from the study to help you compare and contrast your ad to the overall averages in your product/service category. Then compare your results to those of your competitors.

Focus on results relative to one another, rather than as an absolute: Are your results near the top, in the middle, or near the bottom? If you find your ad near the middle or bottom, actually pull out the issue and look at the high scoring ads to generate ideas to help you better communicate with your market—the readers. What is it about those ads that made readers take notice? Remember, when you made the initial decision to advertise in the publication, you confirmed that these readers are your potential customers, the market you need to reach in order to drive sales. Use this feedback about your ad to help improve it. Embrace this unique opportunity to discover and utilize the messages that make your market respond.

A Few Words about Readex Research

Readex Research is an independent research organization that has worked with thousands of publications since 1947. Through hundreds of research projects, Readex contacts thousands of people annually.

Each year, advertisers from Madison Avenue to Main Street make media decisions based on information gathered and reported by Readex. Clients include business and trade publications, medical journals, consumer titles, and custom publications, as well as corporate marketers and associations.

All research techniques have been tested and fine-tuned over time. By design, questions do not lead the respondent to answer in a particular way, and consistency and logic are checked as data is analyzed, further assuring you that the results can be depended upon to be useful and actionable.

To maintain credibility, research must stay unbiased and independent. Readex's reputation is built upon sound and ethical research practices.

Visit www.readexresearch.com for more information.



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Corporate Spotlight

In 2017, Gastroenterology & Endoscopy News will present advertisers with an opportunity to showcase their company, products and/or services with the Corporate Spotlight. Generate awareness about your company's capabilities to inform and attract new customers.

Features:

- The position is available in each monthly issue.
- A two-page, four-color, tabloid spread in the pages of the best-read publication in the gastroenterology market.
- A front-cover teaser that calls attention to the *Corporate Spotlight* page inside the issue.
- The first page contains your tabloid-sized product or service advertisement.
- The second page contains 750 words of editorial space for you to detail your company, products and/or services, accompanied by one or two high-resolution photos (.JPG or .TIF format), your corporate logo (.EPS format) and the “at a glance” company contact information.

Reprints are available for your sales force, exhibit booths or company reception areas at an additional cost.



**PLEASE CONTACT YOUR
REPRESENTATIVE TODAY
TO LEARN MORE:**

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Publication Director
(212) 957-5300 x 241
bhigginson@mcmahonmed.com

Matthew Spoto
Manager of Publication Sales
(212) 957-5300 x 924
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Gastroenterology & Endoscopy News

3-Month New Product/Service Introduction Program

With a 3-month minimum advertising commitment, you will receive at no additional cost:

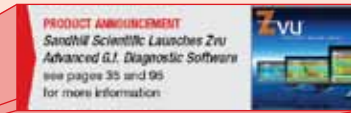
1 Front-Cover Announcement With Press Release

The **first month** in which you advertise your new product or service, you will receive a front-cover announcement that directs the reader to your press release in the "FDA Update & Product News" section of *Gastroenterology & Endoscopy News*. You provide a color photo or logo and approximately 100 words of text, and we do the rest.

Value: priceless



FRONT-COVER ANNOUNCEMENT



and...

2 Advertorial Q&A

The **second month** in which you advertise your new product or service, you will receive a Q&A column wrapped around your ad. This allows you to editorialize your product, identify key features and benefits and answer frequently asked questions. You give us approximately 500 words of text and full-color images, and we do the rest.

Value: \$2,950

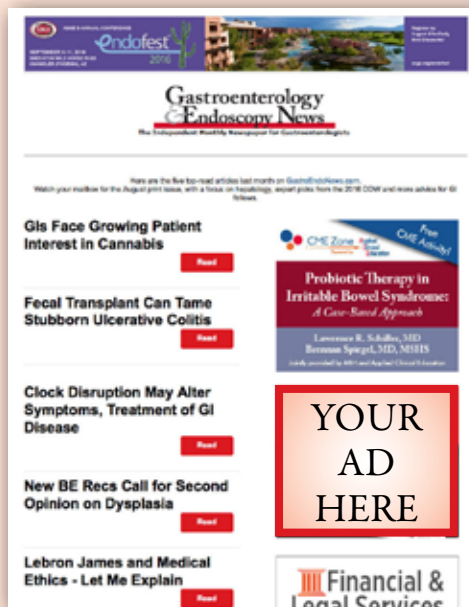


and...

3 Medium Rectangle Ad (300 x 250)

The **third month** in which you advertise your new product or service you will receive a medium rectangle advertisement in a *Gastroenterology & Endoscopy News* e-newsletter. At your request, we will provide your company with exposure reports that illustrate the number of times your ad was clicked on and the number of times your ad was viewed.

Value: \$2,500



All materials for Press Releases, Advertorials and Medium Rectangle Ads are needed one week before closing date.

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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GASTROENTEROLOGY & ENDOSCOPY NEWS is a BPA audited, independent monthly newspaper for gastroenterologists, colorectal surgeons, hepatologists, and GI-specific physician assistants and nurse practitioners. First published in 1978, this monthly newsmagazine provides readers with objective, specialty-specific news and information in a concise, timely format available in print, online, and mobile applications available for smartphones and tablets. www.gastroendonews.com.

FIELD SERVED

GASTROENTEROLOGY & ENDOSCOPY NEWS serves the physician market

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based, hospital-based physicians and residents in the following specialties: gastroenterology, colon & rectal surgery, pediatric gastroenterology and hepatology. Also included in the circulation are physicians involved in medical teaching, administration, research and other professional activities relating to those specialties as reported in Paragraph 3a.

CHANNELS

GASTROENTEROLOGY & ENDOSCOPY NEWS



6 Issues in the period
18,428 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GASTROENTEROLOGY & ENDOSCOPY NEWS (6 issues in the period)	18,428	-	18,428

MAGAZINE CHANNEL

Official Publication of: None/Established: 1978/Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	38
Advertiser and Agency	161
Allocated for Trade Shows and Conventions	1,074
All Other	1,232
TOTAL	2,506

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,428	100.0	18,428	100.0	-	-
Sponsored Individually Addressee	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,428	100.0	18,428	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
February	18,495
March	18,483
April	18,445
May	18,387
June	18,371
July	18,385

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2016

This issue is 0.3% or 51 copies below the average of the other 5 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION			MAJOR PROFESSIONAL ACTIVITY FOR THE UNITED STATES													
			PATIENT CARE					OTHER PROFESSIONAL ACTIVITY						OSTEOPATHIC PHYSICIANS		
			HOSPITAL BASED PRACTICE					TOTAL (OTHER PROFESSIONAL ACTIVITY) (L)		OFFICE BASED PRACTICE (M)	HOSPITAL BASED PRACTICE (N)	TOTAL OSTEOPATHIC PHYSICIANS				
	TOTAL QUALIFIED	PERCENT OF TOTAL	OFFICE BASED PRACTICE (A)	INTERNS AND/OR 1ST YEAR RESIDENTS (B)	RESIDENTS (C)	FULL-TIME HOSPITAL STAFF (D)	TOTAL (HOSPITAL BASED) (E)	TOTAL (PATIENT CARE) (F)	MEDICAL TEACHING (G)	ADMINISTRATION (H)	RESEARCH (I)	OTHER (K)				
92 CRS Surgery, Colon & Rectal	1,683	9.2	1,238	-	81	194	275	1,513	14	7	5	119	145	22	3	25
20 GE Gastroenterology	14,339	78.0	10,322	11	1,376	1,118	2,505	12,827	156	75	238	688	1,157	310	45	355
HEP Hepatology	108	0.6	57	-	1	34	35	92	6	1	9	-	16	-	-	-
PG Pediatrics, Gastroenterology	1,318	7.1	638	2	256	181	439	1,077	44	14	16	154	228	6	7	13
TOTAL COPIES TO PHYSICIANS	17,448	94.9	12,255	13	1,714	1,527	3,254	15,509	220	97	268	961	1,546	338	55	393
PERCENT TO PHYSICIANS	94.9	-	66.7	0.1	9.3	8.3	17.7	84.4	1.2	0.5	1.5	5.2	8.4	1.8	0.3	2.1
GI Nurse Practitioners	98	0.5														
GI Physician Assistants	839	4.6														
TOTAL QUALIFIED CIRCULATION	18,385	100.0														
PERCENT	100.0															

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	18,385	-	-	18,385	100.0
*Association rosters and directories	18,385	-	-	18,385	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,385	-	-	18,385	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	67		Kentucky	193	
New Hampshire	86		Tennessee	331	
Vermont	34		Alabama	202	
Massachusetts	676		Mississippi	116	
Rhode Island	91		EAST SO. CENTRAL	842	4.6
Connecticut	342		Arkansas	102	
NEW ENGLAND	1,296	7.1	Louisiana	261	
New York	1,792		Oklahoma	146	
New Jersey	722		Texas	1,279	
Pennsylvania	1,003		WEST SO. CENTRAL	1,788	9.7
MIDDLE ATLANTIC	3,517	19.1	Montana	27	
Ohio	742		Idaho	47	
Indiana	302		Wyoming	9	
Illinois	747		Colorado	259	
Michigan	545		New Mexico	92	
Wisconsin	278		Arizona	330	
EAST NO. CENTRAL	2,614	14.2	Utah	114	
Minnesota	340		Nevada	92	
Iowa	103		MOUNTAIN	970	5.3
Missouri	347		Alaska	24	
North Dakota	22		Washington	329	
South Dakota	31		Oregon	205	
Nebraska	97		California	1,925	
Kansas	123		Hawaii	56	
WEST NO. CENTRAL	1,063	5.8	PACIFIC	2,539	13.8
Delaware	47		UNITED STATES	18,385	100.0
Maryland	468		U.S. Territories	-	
Washington, DC	100		Canada	-	
Virginia	469		Mexico	-	
West Virginia	76		Other International	-	
North Carolina	596		APO/FPO	-	
South Carolina	230				
Georgia	512				
Florida	1,258				
SOUTH ATLANTIC	3,756	20.4			
			TOTAL QUALIFIED CIRCULATION	18,385	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 98 copies or 0.5% to 17,448 copies or 94.9%, including the American Medical Association and the American Osteopathic Association.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Brandy Wilson, Circulation Manager
 Dan Radebaugh, Production Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 15, 2016
State	New York
County	New York
Received by BPA Worldwide	August 15, 2016
Type	BJ
ID Number	G124B0J6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.