

Gastroenterology & Endoscopy News is the best-read gastroenterology publication in the United States with a 90% receivership rate,* including:

#1

- Total Readers
- Average Issue Readers
- Average Page Exposure
- 4/4 Readers (High Readers)
- Cover to Cover + Read/Look
- Receivership

* M3 MI, 2023-2024.

Circulation*

Gastroenterologists	17,772
Colon and rectal surgeons	2,364
Pediatric gastroenterologists ..	2,082
Physician assistants	900
Hepatologists	132
Nurse practitioners	150
TOTAL	23,400

*AAM (Alliance of Audited Media), 2024.

Bonus Conference Distribution*

January: Crohn's & Colitis Congress (CCC); February 6-8, San Francisco

March: Society of American Gastrointestinal and Endoscopic Surgeons (SAGES); March 12-15, Long Beach, CA

April: Digestive Disease Week (DDW); May 3-6, San Diego

May: Society of Gastroenterology Nurses and Associates (SGNA) Conference; June 1-3, Pittsburgh

September: American Foregut Society (AFS) Conference; Sept 11-15, Grapevine, TX

October: American College of Gastroenterology (ACG); October 24-29, Phoenix, AZ

November: The Liver Meeting (American Association for the Study of Liver Diseases [AASLD]); November 7-11, Washington, DC

December: Advances in IBD (AIBD); December 8-10, Orlando, FL
New York Society for Gastrointestinal Endoscopy (NYSGE); December 18-19, New York City

*Subject to change.

Sample Ad Sizes

½ Horizontal

⅓ Horizontal

½ Vertical

¼ Vertical

Advertising Rates

4-Color Rates	1x	6x	12x
King page (tabloid)	\$4,745	\$4,645	\$4,545
½ King page	3,595	3,475	3,395
¼ King page	2,665	2,570	2,510
⅛ King page	1,855	1,795	1,750
	1x	6x	12x
King page (tabloid)	\$3,690	\$3,590	\$3,490
½ King page	2,795	2,675	2,595
¼ King page	2,070	1,975	1,915
⅛ King page	1,440	1,380	1,335

Online Job Board GastroEndoNews.com/classifieds

30 days: \$270 **60 days:** \$490 **90 days:** \$650
Half rate with all print ad programs

Ad Unit Dimensions

Ad Unit	Trim Size	
	Width	Height
King page (tabloid)	9.667"	11.5"
½ King (horizontal)	9.667	5.667
½ King (vertical)	4.75	11.5
¼ King (vertical)	4.75	5.667
⅛ King (horizontal)	4.75	2.75

Format: Tabloid size

Publication Trim Size: 10.5" × 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

Commitment Deadline: 1st of prior month

Material Due: 10th of prior month

Issuance Date: 15th of each month

Ad Placement/Ad Materials

Craig Wilson, Classified Advertising Manager
McMahon Publishing
545 West 45th Street, 8th Fl
New York, NY 10036
cwilson@mcmahonmed.com

Material 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

Text-only ads may be submitted via Microsoft Word document.

Acceptable software: Acrobat Distiller (PDF files) 4.x and 5.0 (recommended)