

2025 Classified Advertising Fact Sheet

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



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

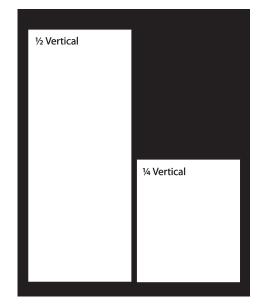
Circulation*

101AE
TOTAL 23,400
Nurse practitioners 150
Hepatologists 132
Physician assistants 900
Pediatric gastroenterologists 2,082
Colon and rectal surgeons 2,364
Gastroenterologists17,772

^{*}AAM (Alliance of Audited Media), 2024.

Sample Ad Sizes

1/2 Horizontal	
¹∕₅ Horizontal	
1/8 Horizontal	
1/8 Horizontal	
1/8 Horizontal	
¹∕₅ Horizontal	
¹ / ₈ Horizontal	
1/8 Horizontal	



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

Advertising Rates

4-Color Rates	1×	6×	12×
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
⅓ King page	1,855	1,795	1,750
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	1×	6×	12×
King page (tabloid)	1× \$3,690	6 × \$3,590	12 × \$3,490
King page (tabloid) ½ King page			
	\$3,690	\$3,590	\$3,490

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

Trim Size

Ad Unit	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
1/8 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)

^{*} M3 MI, 2023-2024.

^{*}Subject to change.