

The Independent Newspaper for Gastroenterologists

With AAM-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 90% receivership rate, *Gastroenterology & Endoscopy News* is ranked No. 1 in the following readership categories:[†]

* AAM (Alliance of Audited Media), 2024 † M3 MI, 2023-2024

#1

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

2025 Editorial Calendar and Bonus Distribution

JANUARY

CCC CONFERENCE ISSUE

Special Section:

Expert Picks from ACG 2024

Bonus Distribution:

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

FEBRUARY

Special Sections:

Expert Picks from AASLD 2024
Hepatology in Focus
GI APP Corner

MARCH

SAGES CONFERENCE ISSUE

NATIONAL CRC AWARENESS MONTH

Special Section:

Endoscopy Suite

Bonus Distribution:

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

APRIL

DDW CONFERENCE ISSUE

IBS AWARENESS MONTH

Special Sections:

Expert Roundtable
GI APP Corner

Bonus Distribution:

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

MAY

SGNA CONFERENCE ISSUE

HEPATITIS AWARENESS MONTH

NATIONAL CELIAC DISEASE

AWARENESS MONTH

Special Section:

Hepatology in Focus

Bonus Distribution:

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

JUNE

Special Sections:

Endoscopy Suite
GI APP Corner

JULY

"Message Impact" Ad

Effectiveness Study: *Signet will help assess the effectiveness of every ad in the July 2025 issue by surveying a random sample of Gastroenterology & Endoscopy News' loyal readers.*

Special Section:

Expert Picks from DDW, Part 1

AUGUST

Special Sections:

Expert Picks from DDW, Part 2
Hepatology in Focus
GI APP Corner

SEPTEMBER

AFS CONFERENCE ISSUE

Special Section: Endoscopy Suite

Bonus Distribution:

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

OCTOBER

ACG CONFERENCE ISSUE

AASLD CONFERENCE ISSUE

Special Sections:

Hepatology in Focus
GI APP Corner

Bonus Distribution:

American College of
Gastroenterology (ACG)
October 24-29, Phoenix
The Liver Meeting (American
Association for the Study of Liver
Diseases [AASLD])
November 7-11, Washington, DC

NOVEMBER

AIBD CONFERENCE ISSUE

Special Section:

Expert Roundtable

Bonus Distribution:

Advances in IBD (AIBD)
December 8-10, Orlando, FL

DECEMBER

NYSGE CONFERENCE ISSUE

Special Sections:

Endoscopy Suite
Expert Picks from ACG 2025
GI APP Corner

Bonus Distribution:

New York Society for
Gastrointestinal Endoscopy
(NYSGE)
December 18-19, New York City

OCTOBER

*Gastroenterology
& Endoscopy News*
SPECIAL EDITION

Distributed at every
conference *Gastroenterology
& Endoscopy News* attends
between October 2025 and
September 2026.

2025 Potential Topics for Review Articles

FIRST QUARTER

JANUARY, FEBRUARY, MARCH

Liver Function Testing
GI Nutrition
Capsule Endoscopy
Bowel Preparation

SECOND QUARTER

APRIL, MAY, JUNE

GI Motility
Irritable Bowel Syndrome
Disordered Defecation

THIRD QUARTER

JULY, AUGUST, SEPTEMBER

Barrett's Esophagus
GI Stenting
Endoscopic Ultrasound
Pancreatic Cysts

FOURTH QUARTER

OCTOBER, NOVEMBER, DECEMBER

Inflammatory Bowel Disease
Polyp Removal Techniques
GI Bleeding
Eosinophilic Esophagitis

Total Circulation: 23,400

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

AAM (Alliance of Audited Media) *2024

Special Sections



BEST OF CONFERENCE COVERAGE, INCLUDING:

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

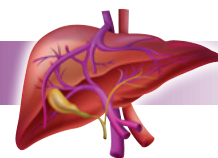
February issue

The focus is 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, metabolic-dysfunction-associated steatotic 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 radiofrequency ablation, surveillance, biopsies, new technologies and endoscopic surgery.

EXPERT ROUNDTABLES AND SPOTLIGHTS

Throughout the year, our panels of experts offer their insights on pressing topics, from practice management to the latest research in clinical medicine, affecting gastroenterologists today.





Gastroenterology & Endoscopy News

SPECIAL EDITION

Gastroenterology & Endoscopy News Special Edition is published in October and mailed as the annual supplement to *Gastroenterology & Endoscopy News*. This journal-size publication contains comprehensive reviews written by recognized experts in gastroenterology and hepatology, as well as other important features for the GI specialist.

The *Special Edition* is distributed at every conference *Gastroenterology & Endoscopy News* attends between October 2025 and September 2026, providing superior readership exposure and delivery efficiency to distribute your message and materials to your target audience.

Potential Review Articles for 2025*

- Bowel Preparation for Colonoscopy
- Current Trends in the Treatment of IBS
- Management of Barrett's Esophagus
- Current Treatment of Inflammatory Bowel Disease
- Gastrointestinal Stenting
- Noninvasive Liver Disease Assessment
- Endoscopic Ultrasound
- Polyp Removal Techniques
- Gastrointestinal Bleeding
- Managing Pancreatic Cysts
- Gastrointestinal Motility
- Disordered Defecation
- Eosinophilic Esophagitis

Conference Distribution

- Crohn's & Colitis Congress
- Society of American Gastrointestinal and Endoscopic Surgeons
- Society of Gastroenterology Nurses and Associates
- Digestive Disease Week
- American Foregut Society
- American College of Gastroenterology
- The Liver Meeting
(American Association for the Study of Liver Diseases)
- Advances in IBD
- New York Society for Gastrointestinal Endoscopy

DEADLINES

Closing Date: September 5, 2025

Material Due: September 12, 2025

Issuance Date: October 15, 2025

* Subject to change.

Production Specifications

Gastroenterology & Endoscopy News

Trim Sizes

Non-Bleed Sizes (Live Area: .25" all sides)

Bleed Sizes

Advertising Units

	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. Tabloid-size inserts: Allow 1/8" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a 1/8" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a 1/8" head trim. For all inserts, to allow for tipping, no live text should appear within 1/8" of the gutter.

Insert and Belly Tip Quantity: 24,000

Paper stock: From 80# text to 100# text max.

DEADLINES

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

Gastroenterology & Endoscopy News SPECIAL EDITION

Trim Sizes

Non-Bleed Sizes (Live Area .25" all sides)

Bleed Sizes

Unit Sizes

	Width	Height	Width	Height	Width	Height
Journal-size page	8.375"	10.75"	7.875"	10.25"	8.625"	11"
Journal-size spread	16.75	10.75	16.25	10.25	17.25	11

Publication Trim Size: 8.375" × 10.75"

Type of Binding: Perfect bound

Inserts: Journal-size accepted. Allow for 1/8-inch trim from spine and head. Any excess will trim from face and foot.

DEADLINES

Closing Date: September 5, 2025
Material Due: September 12, 2025
Issuance Date: October 15, 2025



Belly Tips

Trim Sizes

Live Area

Bleed Sizes

	Width	Height	Width	Height	Width	Height
GEN PDFs to be printed	10.25"	4" max	9.75"	3.75" max	10.5"	4.25" max
GEN Supplied belly tip	10.25"	4" max				
GENSE PDFs to be printed	8.25"	4" max	8"	3.75" max	8.5"	4.25" max
GENSE Supplied belly tip	8.25"	4" max				

Paper stock: From 60# text to 100# text maximum. Additional production specifications such as wafer seals may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket or is folded closed).

PRODUCTION REQUIREMENTS

Acceptable ad formats:

Adobe Acrobat PDF/X-1a; 300 PPI. No spot colors or RGB. Embed all fonts and artwork. Free system or composite fonts must be outlined. Submit all ads at the bleed size; crop marks must be included to indicate the trim size and be positioned outside of the bleed area.

Ad Reproduction Guarantee:

Publications are printed to SWOP standards. Clients with color concerns should provide a color press proof. Ads provided with spot colors or RGB images will automatically be converted to CYMK.

SHIPPING INSTRUCTIONS

Insertion Orders and Production

Materials:

McMahon Publishing
Attn: Ron Redfern
545 W. 45th St., 8th Fl.,
New York, NY 10036
rredfern@mcmahonmed.com

Receiveables:

McMahon Publishing
Attn: Mariella Sindoni
545 W. 45th St., 8th Fl.
New York, NY 10036
Fax: (866) 515-8845
msindoni@mcmahonmed.com

Deliveries must arrive between 8 a.m. and 3:30 p.m., Monday through Friday. Supplied materials arriving after hours will not be verified. Telephone notification of quantity, number of pallets, shipper and estimated time of arrival should be forwarded to your Customer Service Account Administrator prior to shipping.

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

Inserts/Belly Tips to:

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Co-founders

Ray and Rosanne McMahon

Corporate Office

West Redding, CT

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.

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Bonus Conference Distribution*

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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.

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

Sample Ad Sizes

½ Horizontal

⅛ Horizontal

½ Vertical

¼ Vertical

Ad Placement/Ad Materials

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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)

GastroEndoNews.com

Unit
970 × 250
300 × 600
970 × 90
728 × 90
320 × 50
300 × 250

Instream Video
Monthly Flat Rate

52,355

Website page views per month

44,791

Unique visitors per month

24,605

Registered Users

Data supplied by Google Analytics.



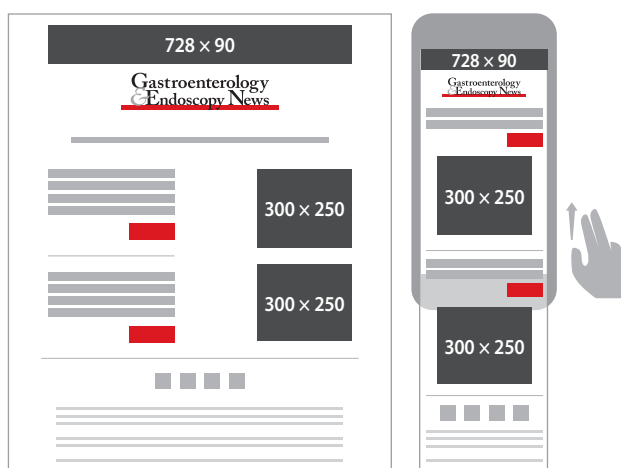
e-Newsletter

e-Newsletter
728 × 90
300 × 250
Targeted e-Newsletter
Conference Callout
728 × 90
300 × 250
Both

Targeted e-Newsletter

Received by more than 12,000 clinicians, this 100% share of voice e-Newsletter is an opportunity for clients to select a specific gastroenterology disease state, technique or procedure for clinicians to *Focus On*....

- Inflammatory Bowel Disease
- Barrett's Esophagus
- Endoscopic Ultrasound
- Hepatology
- NASH/NAFLD
- Irritable Bowel Syndrome
- Ulcerative Colitis
- CRC Screening



12,271

Opt-in recipients

44.8%

Open rate

18.9%

click-through rate

Data supplied by Robly.

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Corporate Office
West Redding, CT

Digital Media Planner 2025

GastroEndoNews.com Digital Ad Specifications

Website

Desktop

Dimensions	970 × 250	970 × 90	728 × 90*	300 × 250	300 × 600
Name	Billboard	Super Leaderboard	Leaderboard	Medium Rectangle	Half Page
Initial File Size	50k	50k	50k	50k	50k
Polite File Size	100k	100k	100k	100k	100k
Rich Media	Yes	Yes	Yes	Yes	Yes
Third Party	Yes	Yes	Yes	Yes	Yes
Expandable (user initiated)	-	2× (970 × 180)	2× (728 × 180)	2× (600 × 250)	2× (600 × 600)
Expandable Direction	-	Down	Down	Right or Left	Left
Static Image	jpg/gif	jpg/gif	jpg/gif	jpg/gif	jpg/gif
HTML 5	Yes	Yes	Yes	Yes	Yes
Frame Rate	24	24	24	24	24
Border	1px	1px	1px	1px	1px
Animation/Looping	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Z-Index	1,000,000	1,000,000	2,000,000	3,000,000	3,000,000

Mobile

Dimensions	320 × 50*	300 × 250	300 × 600
Name	Mobile Leaderboard	Medium Rectangle	Half Page
File Size	30k	30k	30k
Rich Media	Yes	Yes	Yes
Third Party	Yes	Yes	Yes
Static Image	jpg/gif	jpg/gif	jpg/gif
HTML 5	Yes	Yes	Yes
Border	1px	1px	1px
Animation/Looping	Yes	Yes	Yes

e-Newsletter

Dimensions	728 × 90	300 × 250	300 × 600
Name	Leaderboard	Medium Rectangle	Half Page
File Size	40k	40k	40k
Rich Media	No	No	No
Pixel Tracker	Yes	Yes	Yes
Static Image	jpg/gif	jpg/gif	jpg/gif
HTML 5	No	No	No
Border	1px	1px	1px
Animation/Looping	Yes	Yes	Yes

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels.

All audio must be user initiated (via click).

Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

* If you reserve a Leaderboard (728 × 90), you must also provide a Mobile Leaderboard (320 × 50) file to appear on mobile devices.

Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1×1 and click tracker.

Advertorial Spotlight:

Title: 50 characters including spaces

Description: 400 characters including spaces

Photo/Logo: 100 × 100 (maximum size)

Please submit digital ad materials to digitalads@mcmahonmed.com

In the submission email, include the name of the website and the month in which the ad is scheduled to run.