

2017

Gastroenterology & Endoscopy News

gastroendonews.com

SPECIAL EDITION

Gastroenterology & Endoscopy News Special Edition is published in October as the annual supplement to *Gastroenterology & Endoscopy News*. This journal-size publication contains comprehensive clinical reviews written by recognized experts in gastroenterology and hepatology.

The *Special Edition* provides superior readership exposure and delivery efficiency to distribute your message and materials to your target audience. The journal-size format affords readers greater ease in sharing and storing the journal, further increasing the reach of your message. A limited number of premium positions flanking each review article are available, allowing clients to advertise adjacent to specific therapeutic categories related to your products.

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 a 92% receivership rate,[†] *Gastroenterology & Endoscopy News* is the best-read gastroenterology publication in the United States, ranked No. 1 in the following readership categories[†]:

#1 Total Readers
High Readers
Average Issue Readers
Average Page Exposures
Ad Page Exposures

*BPA Worldwide, July 2016

†Kantar Media, June 2016

Special Edition
Print Media Planner

Potential Clinical Reviews for 2017

- Treatment of Hemorrhoids
- Bowel Preparation for Colonoscopy
- Current Trends in the Treatment of IBS
- Treatment of Barrett's Esophagus
- Treatment Strategies for *H. pylori*
- Current Treatment of Ulcerative Colitis
- Diagnosis and Management of Hepatitis C
- NASH and NAFLD
- Endoscopic Ultrasonography
- Advanced Colonoscopic Imaging

Mailing and Conference Distribution

Gastroenterology & Endoscopy News Special Edition will be mailed as a supplement to the October 2017 issue of *Gastroenterology & Endoscopy News*. In addition, the *Special Edition* will be distributed at every conference *Gastroenterology & Endoscopy News* attends between October 2017 and September 2018, including:

- Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)
- American Society of Colon and Rectal Surgeons (ASCRS)
- Digestive Disease Week (DDW)
- American College of Gastroenterology (ACG)
- The Liver Meeting (American Association for the Study of Liver Diseases [AASLD])
- Advances in IBD
- New York Society for Gastrointestinal Endoscopy (NYSGE)



Gastroenterology News

Clinical Oncology News

Gastroenterology & Endoscopy News

General Surgery News

Pharmaceutical News

Pharmacy Practice News

Specialty Pharmacy Consultant

IDSE (Intensive Digestive Endoscopy)

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2017 Advertising Rates

Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Journal-size page	\$4,070	\$3,965	\$3,860	\$3,805	\$3,755	\$3,700	\$3,675	\$3,650	\$3,625
Journal-size 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
Bleeds: No charge

Premium Positions:
4th Cover—\$2,500
2nd Cover—\$2,000
3rd Cover—\$1,000
Adjacent to Clinical Review—\$1,500
Opposite TOC—\$1,500

Front Cover Belly Tip: Conference Issue—\$25,000 (quantity: 23,000)
Limited Advertising: A limited number of premium advertising positions are available: opposite the Table of Contents; before and after each clinical review; and on the inside

front cover, inside back cover and back cover. Premium rates apply to each premium position reserved.
ROB: Run-of-book ads and inserts (without a specific reserved premium position placement) are not subject to premium rates.

Total Circulation: 18,385



Gastroenterologists.....	14,339
Colon and rectal surgeons.....	1,683
Pediatric gastroenterologists.....	1,318
Physician assistants.....	839
Hepatologists.....	108
Nurse practitioners.....	98
TOTAL.....	18,385

Based on July 2016 statement

Production Specifications

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

DEADLINES

Closing Date: September 1, 2017
Material Due: September 11, 2017
Issuance Date: October 15, 2017

Publication Trim Size: 8.375" x 10.75"

Printing Process: Web offset

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.

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

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