



2021 RATES AND DATA PRINT AND DIGITAL

The Journal of Clinical Endocrinology & Metabolism

The Most Essential Journal for Thought Leaders and Practitioners

Endocrine News

Excellent Readership and Exposure in all Categories

Endocrine Reviews

One of the Most Referenced Journals in the Field

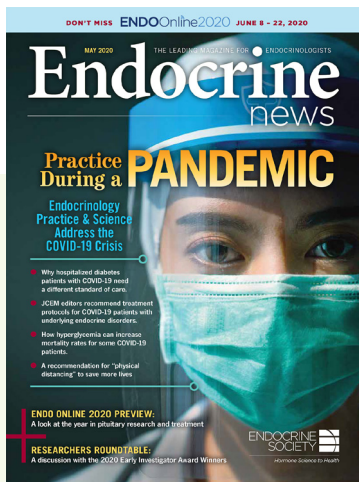
endocrine.org/journals

Advertising Representatives

Pharmaceutical Media, Inc.
30 East 33rd Street, 4th floor
New York, NY 10016
pminy.com

Joe Schuldner
212.904.0377
jschuldner@pminy.com

John Alberto
212.904.0364
jalberto@pminy.com



ENDOCRINE NEWS

- US Circulation includes the universe of endocrinologists and 6,125 High Rx PCPs
- The most efficient publication in the diabetes/endocrinology market
- **#1 in Total Readers***

*Source: Kantar, May 2020, Tables 119+219 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2021 PRINT RATES & DATA

Editorial

Editor-in-Chief:

Mark A. Newman, Endocrine Society

Established: 2004

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Interspersed

Circulation

Total Circulation: 26,225

Circulation Breakdown:

22,552 US; 3,673 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

Phone: 212.904.0377 Email: jschuldner@pminy.com

John Alberto

Phone: 212.904.0364 Email: jalbarto@pminy.com

Advertising Information

Earned Rates: Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

Agency Commission: 15%

Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,500	\$2,000	\$1,200
6x	\$3,450	\$1,950	\$1,100
12x	\$3,400	\$1,900	\$1,050
24x	\$3,350	\$1,850	\$1,000
48x	\$3,300	\$1,800	\$950
72x	\$3,250	\$1,750	\$900
96x	\$3,150	\$1,700	\$850

Color Rates (in addition to B/W rates):

Standard Color: \$ 800

Matched Color: \$1,150

3/or 4/Color: \$2,200

Preferred Position Premiums:

Cover 2: 35%

Cover 4: 50%

All Others: 15%

Inserts: Charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Covertips and Outserts: Available; contact your sales representative for more information.

Advertising Incentive Continuity Program:

Place 6 insertions for the same product in *Endocrine News* during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

Combination Incentive Program: Place an ad in JCEM and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January 2021	Dec 10	Dec 17	Dec 23
February 2021	Jan 11	Jan 18	Jan 25
March 2021	Feb 10	Feb 17	Feb 24
April 2021	Mar 10	Mar 17	Mar 24
May 2021	Apr 9	Apr 16	Apr 23
June 2021	May 10	May 17	May 24
July 2021	Jun 10	Jun 17	Jun 24
August 2021	Jul 9	Jul 16	Jul 23
September 2021	Aug 10	Aug 17	Aug 24
October 2021	Sep 10	Sep 17	Sep 24
November 2021	Oct 11	Oct 18	Oct 25
December 2021	Nov 10	Nov 17	Nov 24

Bonus Distribution Issues:

March	ENDO 2021
April	AACE
May	American Diabetes Association
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 100 lb coated;
Interior, 60 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
1/2 page horizontal	7"	5"	8.375"	5.5"
1/2 page vertical	3.5"	10"	4.125"	11.125"
1/4 page	3.5"	5"		

Reproduction Requirements (ROB):

Digital Files Required

Preferred Format: PDF/X-1a

Checklist Before Submission:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area
- Email final pdf file to shouston@pmi.com

Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Delivered Size: 8.375" x 11.125"

Trim: 1/8" from all four sides; jogs to head

Stock: 70lb minimum; 100lb maximum

Quantity: 26,500 US; 28,000 Full Run

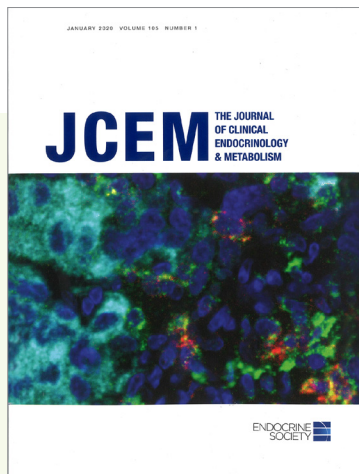
Packing: Carton packing preferred with quantity, publication, and month clearly indicated.

Ship Inserts and Covertips to:

Endocrine News
Sheridan NH
Attn: Donna Hendee
69 Lyme Road
Hanover, NH 03755
Phone: 603.653.7208

Send All Insertion Orders and PDF Files to:

Shemika Houston
Pharmaceutical Media, Inc.
Email: shouston@pmi.com
Phone: 212-904-0367



THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- #1 clinical endocrinology publication in average issue readers and total readers*
- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 5,244 3rd party verified by specialty

*Source: Kantar, May 2020, Tables 119+219 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2021 PRINT RATES AND DATA

Editorial

Editor-in-Chief:

Paul M. Stewart, FRCP, F. Med. Sci., University of Leeds, UK

Established: 1941

Origin of Editorial: 100% submitted

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Stacked

2019 Impact Factor: 5.399

Circulation

Total Circulation: 5,244

Circulation Breakdown:

4,816 US; 428 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

Phone: 212.904.0377 Email: jschuldner@pminy.com

John Alberto

Phone: 212.904.0364 Email: jalberto@pminy.com

Advertising Information

Earned Rates: Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

Agency Commission: 15%

Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,150	\$2,000	\$1,450
6x	\$3,100	\$1,950	\$1,400
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24x	\$3,000	\$1,850	\$1,300
48x	\$2,950	\$1,800	\$1,250
72x	\$2,900	\$1,750	\$1,200
96x	\$2,850	\$1,700	\$1,150

Color Rates (in addition to B/W rates):

Standard Color: \$1,100

Matched Color: \$1,450

3/ or 4/Color: \$2,400

Preferred Position Premiums:

Cover 2: 35%

Cover 4: 50%

All Others: 15%

Inserts: Inserts are charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Covertips and Outserts: Available; contact your sales representative for more information.

Advertising Incentive Continuity Program:

Place 6 insertions for the same product in JCEM during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

Combination Incentive Program: Place an ad in JCEM and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

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May 2021	Mar 29	Mar 30	Apr 7
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August 2021	Jul 1	Jul 6	Jul 9
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May	American Diabetes Association
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 80 lb coated;

Interior, 40 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
1/2 page horizontal	7"	5"	8.375"	5.5"
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- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Delivered Size: 8.375" x 11.125"

Trim: 1/8" from all four sides; jogs to head

Stock: 70 lb minimum; 80 lb maximum

Quantity: 7,500 US; 8,000 Full Run

Packing: Carton packing preferred with quantity, publication, and month clearly indicated.

Ship Inserts and Covertips to:

JCEM

Sheridan NH

Attn: Donna Hendee

69 Lyme Road

Hanover, NH 03755

Ph: 603.653.7208

Send All Insertion Orders and PDF Files to:

Shemika Houston

Pharmaceutical Media, Inc.

Email: shouston@pminy.com

Phone: 212-904-0367





ENDOCRINE REVIEWS

Endocrine Reviews publishes comprehensive, authoritative, and timely review articles balancing experimental and clinical endocrinology.

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2021 PRINT RATES AND DATA

Editorial

Editor-in-Chief:

Daniel J. Drucker, MD
Lunenfeld-Tanenbaum Research Institute,
Mt. Sinai Hospital Toronto, ON

Established: 1980

Origin of Editorial: 100% submitted

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Stacked

2019 Impact Factor: 14.661

Circulation

Total Circulation: 515

Circulation Breakdown:

321 US : 194 International

Circulation Basis: Paid

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

Phone: 212.904.0377 Email: jschuldner@pmny.com

John Alberto

Phone: 212.904.0364 Email: jalberto@pmny.com

Advertising Information

Position	Net
Cover 4	\$3,000
Cover 3	\$2,000
Cover 2	\$2,000
Page ROB	\$1,500

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
February 2021	Jan 4	Jan 5	Jan 8
April 2021	Mar 1	Mar 3	Mar 8
June 2021	May 3	May 5	May 10
August 2021	Jul 1	Jul 6	Jul 9
October 2021	Aug 30	Sept 1	Sep 7
December 2021	Nov 1	Nov 2	Nov 9

Advertising Incentive Program

Run an ad in 3 issues and 4th ad is free.

Full Year: Run an ad in 4 issues and get 2 free ads.

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 80 lb coated; Interior, 40 lb coated

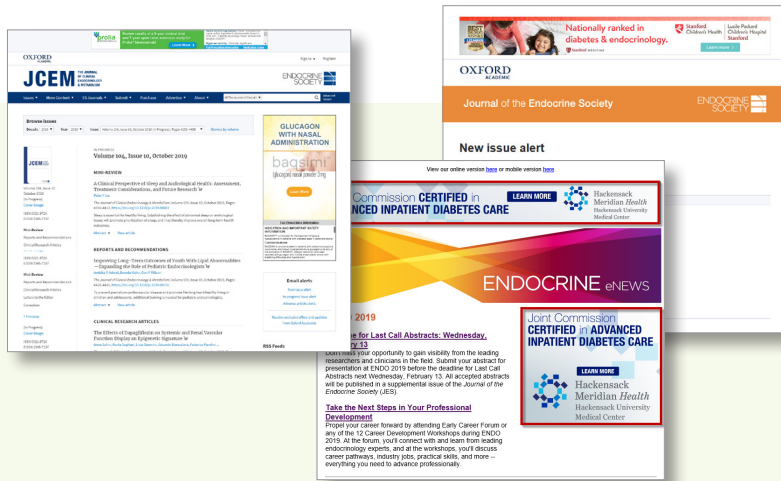
Halftone Screen: 150

Ad Sizes	Non-Bleed		Bleed	
Unit Sizes	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
1/2 page horizontal	7"	5"	8.375"	5.5"
1/2 page vertical	3.5"	10"	4.125"	11.125"
1/4 page	3.5"	5"		

Submission of Advertising Materials:

PDF files only: PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Send All Insertion Orders and PDF Materials to:
Shemika Houston, shouston@pmny.com; 212-904-0367



DIGITAL ADVERTISING OPPORTUNITIES

- Endocrine Society Online Network
- Endocrine Society e-Newsletters and e-TOCs

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

Endocrine Society Online Network

The Endocrine Society Online Network is the only resource for the latest content published in *The Journal of Clinical Endocrinology & Metabolism* (JCEM), *Journal of the Endocrine Society*, *Endocrine Reviews*, *Endocrinology* and *Endocrine News*.

Network Landing Pages

endocrine.org
endocrinenews.endocrine.org
academic.oup.com/endocrinesociety
academic.oup.com/jcem
academic.oup.com/jes
academic.oup.com/edrv
academic.oup.com/endo

US Monthly Metrics

Unique Visitors	35,000
Impressions	550,000
Average CTR	0.06%

Contextual Targeting

Campaigns can be targeted to articles containing specific keywords. Call your representative for availability and pricing.

Keyword Projected Monthly Impressions (US)*:

Diabetes/Insulin	170,000	Bone/Osteoporosis	55,000
Obesity	80,000	Testosterone	80,000
Growth Hormones	25,000	Thyroid	88,000
CGM	4,000		

*Monthly avails vary based on final selected keywords

Sizes and Specifications

Leaderboard: 728 x 90

Box/MPU: 300 x 250

Mobile: 300 x 50

Half Page: 300 x 600

Skyscraper: 160 x 600

File Format: GIF, JPG, PNG, HTML5

Rich Media on Approval

Max File Size: 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

Banner Sizes and Specifications

Online Rates (net)

Geo-targeted ROS	\$125 CPM
Global Run of Site	\$115 CPM
Contextual Targeted	\$225 CPM



EMAIL OPPORTUNITIES

Endocrine Society eTOCs:

100% Opt-in, monthly eTOCs with direct links to articles published in:

- **Journal of Clinical Endocrinology & Metabolism (JCEM)** – The most essential publication in the endocrinology market
- **Journal of the Endocrine Society (JES)** – An Open Access journal providing rapid publication of clinical research, clinical practice information, and basic research in all areas of endocrinology.
- **Endocrinology** – is the authoritative source of emerging hormone science for scientists and clinicians. Direct reach to PhDs and other scientific members of the society
- **Endocrine Reviews** (Even months only) – Publishes authoritative review articles on clinical and research topics in endocrinology and related areas.

Average Drop Metrics

JCEM eTOC

Distribution (US Members)	7,075
Unique Open Rate	28.0%
Average Ad CTR	0.18%

JES eTOC

Distribution (US Members)	9,364
Unique Open Rate	30.0%
Average Ad CTR	0.25%

Endocrinology eTOC

Distribution (US Members)	1,401
Unique Open Rate	33.0%
Average Ad CTR	0.35%

Monthly eTOC Packages

Creative and Pricing

JCEM, JES, and Endocrinology plus Endocrine Reviews

- Even Months only
- 728 x 90 Top or 300 x 250 Side
- \$5,000 net per month

JCEM or JES Single eTOC Advertiser

- 728 x 90 Top or 300 x 250 Side
- \$2,500 net per month

Endocrinology (100% SOV)

- 728 x 90 Top and 300 x 250 Side
- \$1,500 net per month

Endocrine e-News:

100% Opt-in, weekly e-newsletter for members with society news updates and highlights of the latest events and clinical reports published in the societies scientific publications including *Journal Content Reviews & Links*

Distribution (US Members)	8,547
Unique Open Rate	30.0%
Average CTR	0.30%

Exclusive Weekly Advertiser

Creative and Pricing

- 728 x 90 Top or 300 x 250 Side
- \$4,000 net per drop
- Drops weekly on Wednesday

Continuity Incentive: Buy 6, get 1 Free

Weekly Continuity Incentive:

Buy 3 consecutive weeks, get 4th week free

Endocrine e-News: Contextual Highlights:

100% SOV e-newsletter series on specific topics such as innovations in diabetes, thyroid, men's health, CDV, women's health, osteoporosis, lipids, v are actively engaged in the latest data available in a contextually relevant environment. Excellent CTR and open rates. Single send timed around specific events, quarterly, or bi-monthly distribution.

Distribution (US Members)	8,547
Unique Open Rate	30.0%
Average CTR	0.18%

Please contact your sales representative for more information and pricing.