

# 2022 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](https://endocrine.org/journals)



### **Advertising Representatives**

**Pharmaceutical Media, Inc.**  
4 South Orange Avenue, #504  
South Orange, NJ 07079  
[pminy.com](https://pminy.com)

**Joe Schuldner**  
212.904.0377  
[jschuldner@pminy.com](mailto:jschuldner@pminy.com)

**Gina Bennicasa**  
917.414.5038  
[gbennicasa@pminy.com](mailto:gbennicasa@pminy.com)



## THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- #1 clinical endocrinology publication in average issue readers, average page exposure and total readers\*
- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 5,850

\*Source: Kantar, May 2021, Tables 402+403 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • [endocrine.org](http://endocrine.org)

## 2022 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

**2020 Impact Factor:** 5.958

### Circulation

**Total Circulation:** 5,850

**Circulation Breakdown:**

5,332 US; 518 International

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

### Advertising Representatives

**Joe Schuldner**

P: 212.904.0377 E: [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

**Gina Bennicasa**

P: 917.414.5038 E: [gbennicasa@pminy.com](mailto:gbennicasa@pminy.com)

**Reprints:** LaNedra Lee, E: [lanedra.lee@oup.com](mailto:lanedra.lee@oup.com)

**Supplements:** Andrew Hill, E: [andrew.hill@oup.com](mailto:andrew.hill@oup.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
12x	\$3,050	\$1,900	\$1,350
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.

## Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January 2022	Nov 29	Dec 3	Dec 7
February 2022	Dec 27	Dec 31	Jan 4
March 2022	Jan 31	Feb 4	Feb 8
April 2022	Feb 28	Mar 4	Mar 7
May 2022	Mar 28	Apr 1	Apr 5
June 2022	Apr 27	May 2	May 6
July 2022	May 30	Jun 3	Jun 6
August 2022	Jun 27	Jul 1	Jul 5
September 2022	Jul 27	Aug 1	Aug 5
October 2022	Aug 29	Sept 2	Sept 6
November 2022	Sep 26	Sept 30	Oct 4
December 2022	Oct 31	Nov 4	Nov 7

### Bonus Distribution Issues\*:

April	AACE
May	American Diabetes Association and ENDO 2022
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

\*Pending confirmation of in-person meeting

## Mechanical Specifications

**Trim Size:** 8.25" x 10.875"

**Live Area:** 7.75" 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"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
1/2 page vertical	3.375"	10"	4.375"	11.125"
1/4 page	3.375"	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

## Insert Requirements

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

**Delivered Size:** 8.5" 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

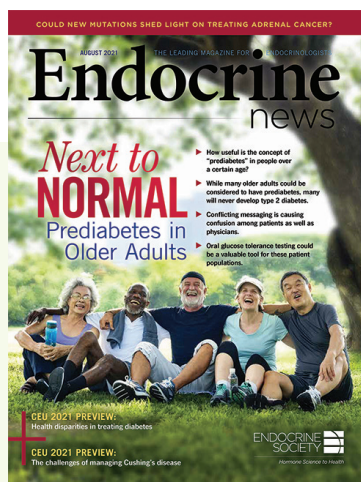
**Packing:** Carton packing preferred with quantity, publication, and month clearly indicated.

### Ship Inserts and Covertips to:

JCEM  
Sheridan NH  
Attn: Kelly Nanopoulos  
69 Lyme Road  
Hanover, NH 03755  
P: 603.653.7213

### Send All Insertion Orders and PDF Files to:

Shemika Houston  
Pharmaceutical Media, Inc.  
E: shouston@pminy.com  
P: 212-904-0367



## ENDOCRINE NEWS

- US Circulation includes the universe of endocrinologists and 6,125 High Rx PCPs
  - Quintile 5 Rx: insulins, DDP4, GLP-1, SGLT2 and anti-hyperlipidemic agents
- The most efficient publication in the diabetes/endocrinology market
- #2 in High Readers\*

\*Source: Kantar, May 2021, Tables 402+403 Dia/Endo, O+H

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## 2022 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:** 25,837

#### Circulation Breakdown:

22,183 US; 3,654 International

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

### Advertising Representatives

#### Joe Schuldner

P: 212.904.0377 E: [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

#### Gina Bennicasa

P: 917.414.5038 E: [gbennicasa@pminy.com](mailto:gbennicasa@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 2022	Dec 10	Dec 17	Dec 22
February 2022	Jan 7	Jan 14	Jan 24
March 2022	Feb 11	Feb 18	Feb 23
April 2022	Mar 11	Mar 18	Mar 25
May 2022	Apr 11	Apr 19	Apr 25
June 2022	May 9	May 16	May 23
July 2022	Jun 10	Jun 17	Jun 24
August 2022	Jul 11	Jul 18	Jul 25
September 2022	Aug 10	Aug 17	Aug 24
October 2022	Sep 9	Sep 16	Sep 23
November 2022	Oct 7	Oct 14	Oct 24
December 2022	Nov 9	Nov 16	Nov 23

### Bonus Distribution Issues\*:

April	AACE
May	American Diabetes Association and ENDO 2022
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

\*Pending confirmation of in-person meeting

## 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@pminy.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: Kelly Nanopoulos  
69 Lyme Road  
Hanover, NH 03755  
P: 603.653.7213

### Send All Insertion Orders and PDF Files to:

Shemika Houston  
Pharmaceutical Media, Inc.  
E: shouston@pminy.com  
P: 212-904-0367





## ENDOCRINE REVIEWS

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

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## 2022 PRINT RATES AND DATA

### Editorial

#### Editor-in-Chief:

Ashley Grossman, MD, FRCP, FMedSci  
University of Oxford  
Oxford, UK

**Established:** 1980

**Origin of Editorial:** 100% submitted

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

**Ad Placement:** Stacked

**2020 Impact Factor:** 19.871

### Circulation

**Total Circulation:** 650

**Circulation Breakdown:**

420 US; 230 International

**Circulation Basis:** Paid

**Circulation Verification:** Sworn Statement

### Advertising Representatives

**Joe Schuldner**

P: 212.904.0377 E: [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

**Gina Bennicasa**

P: 917.414.5038 E: [gbennicasa@pminy.com](mailto:gbennicasa@pminy.com)

**Reprints:** LaNedra Lee, E: [lanedra.lee@oup.com](mailto:lanedra.lee@oup.com)

**Supplements:** Andrew Hill, E: [andrew.hill@oup.com](mailto:andrew.hill@oup.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 2022	Dec 7	Dec 14	Dec 30
April 2022	Feb 8	Feb 15	Feb 24
June 2022	Apr 12	Apr 19	Apr 28
August 2022	Jun 14	Jun 21	Jun 30
October 2022	Aug 16	Aug 23	Sep 1
December 2022	Oct 25	Nov 1	Nov 10

### 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:** 8.25" x 10.875"

**Live Area:** 7.75" x 10.375"

**Binding:** Perfect

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

**Halftone Screen:** 150

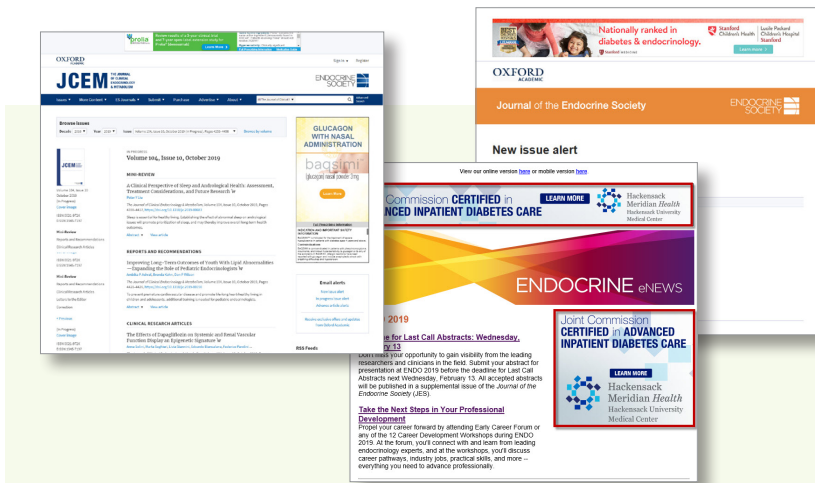
Ad Sizes	Non-Bleed		Bleed	
Unit Sizes	Width	Height	Width	Height
Full Page	7"	10"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
1/2 page vertical	3.375"	10"	4.375"	11.125"
1/4 page	3.375"	5"		

### 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, E: [shouston@pminy.com](mailto:shouston@pminy.com); 212-904-0367



## DIGITAL ADVERTISING OPPORTUNITIES

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

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## 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](http://endocrine.org)  
[endocrinenews.endocrine.org](http://endocrinenews.endocrine.org)  
[academic.oup.com/endocrinesociety](http://academic.oup.com/endocrinesociety)  
[academic.oup.com/jcem](http://academic.oup.com/jcem)  
[academic.oup.com/jes](http://academic.oup.com/jes)  
[academic.oup.com/edrv](http://academic.oup.com/edrv)  
[academic.oup.com/endo](http://academic.oup.com/endo)

### US Monthly Metrics

Unique Visitors	35,000
Impressions	500,000
Average CTR	0.07%

### 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	100,000	Bone/Osteoporosis	50,000
Obesity	50,000	Testosterone	70,000
Growth Hormones	10,000	Thyroid	85,000
CGM	5,000		

\*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

**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)*
- *Journal of the Endocrine Society (JES)*
- *Endocrinology*
- *Endocrine Reviews* (Even months only)

### Average Drop Metrics

#### JCEM eTOC

Distribution (US Members)	7,075
Unique Open Rate	25.1%
Average Ad CTR	0.22%

#### JES eTOC

Distribution (US Members)	8,746
Unique Open Rate	29.3%
Average Ad CTR	0.35%

#### Endocrinology eTOC

Distribution (US Members)	1,401
Unique Open Rate	23.0%
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
- \$4,000 net per month

##### JCEM or JES Single eTOC Advertiser

- 728 x 90 Top or 300 x 250 Side
- \$2,000 net per month

##### Endocrinology (100% SOV)

- 728 x 90 Top and 300 x 250 Side
- \$1,000 net per month

### Endocrinology in the Headlines:

100% Opt-in, weekly e-newsletter for members with news aggregated from global news outlets.

Distribution (US Members)	9,132
Unique Open Rate	33.9%
Average CTR	0.32%

### 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)	8,746
Unique Open Rate	29.3%
Average CTR	0.35%

### Endocrine e-News: Contextual Highlights:

100% SOV e-newsletter series on specific topics such as innovations in diabetes, thyroid, osteoporosis, lipids, etc. Excellent CTR and open rates. Single send timed around specific events, quarterly, or bi-monthly distribution.

#### Creative and Pricing

- **Endocrinology in the Headlines**
  - 728 x 90 Top or 300 x 250 Side
- **Endocrine e-News**
  - 300 x 250 Top or Side
- Exclusive Weekly Advertiser
  - \$4,000 net per drop
- Single Banner Advertising
  - \$2,500 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

Please contact your sales representative for more information and pricing.



# Endocrine Society Publications

## Cover Tip Specifications

### Sizes:

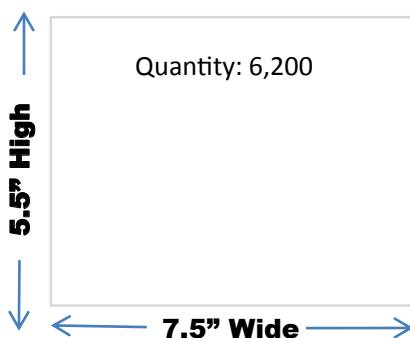
Maximum size: 7.5" wide x 5.5" high

Minimum size: 3.5" wide x 5" high

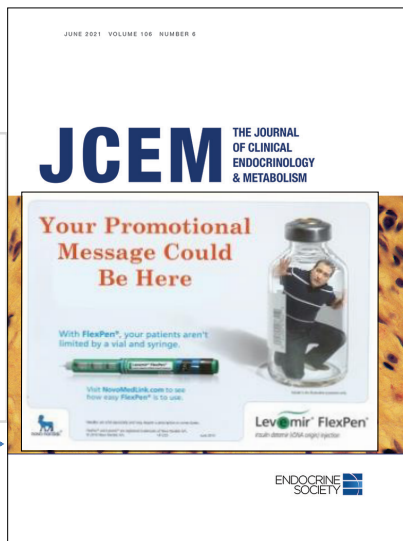
### Stock thickness:

Minimum stock - .007" (at least 80# text weight)

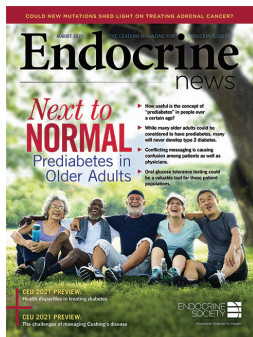
Maximum thickness of stock is 100# cover stock



Note: Specifications not drawn to actual size



Quantity: 26,500



Quantity: 1,200



### Ship To:

Sheridan NH

Attn: Kelly Nanopolous

69 Lyme Road | Hanover, NH 03755

Tel: 603-653-7213

For more info:



(212) 685-5010

Joe Schuldner | 212.904.0377 | [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

Gina Bennicasa | 917-414-5038 | [gbennicasa@pminy.com](mailto:gbennicasa@pminy.com)