



2023 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

Largest circulation in the market including over 6,125 high Rx PCPs

Endocrine Reviews

One of the Most Referenced Journals

endocrine.org/journals

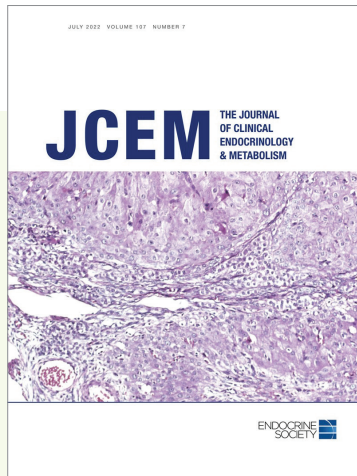


Advertising Representatives

Pharmaceutical Media, Inc.
4 South Orange Avenue, #504
South Orange, NJ 07079
pminy.com

Joe Schuldner
212.904.0377
jschuldner@pminy.com

Gina Bennicosa
917.414.5038
gbennicosa@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 5,335

*Source: Kantar, May 2022, Tables 402+403 Dia/Endo, O+H

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

2023 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

2021 Impact Factor: 6.134

Circulation

Total Circulation: 5,800

Circulation Breakdown:

5,335 US; 465 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 E: jschuldner@pminy.com

Gina Bennicasa

P: 917.414.5038 E: gbennicasa@pminy.com

Reprints: LaNedra Lee, E: lanedra.lee@oup.com

Supplements: Andrew Hill, E: 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	\$3,300	\$2,000	\$1,450
6x	\$3,250	\$1,950	\$1,400
12x	\$3,200	\$1,900	\$1,350
24x	\$3,150	\$1,850	\$1,300
48x	\$3,100	\$1,800	\$1,250
72x	\$3,050	\$1,750	\$1,200
96x	\$3,000	\$1,700	\$1,150

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

Standard Color: \$1,100

Matched Color: \$1,450

3/ or 4/Color: \$2,450

Preferred Position Premiums:

Cover 2: 50%

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 21	Nov 25	Dec 6
February 2022	Dec 13	Dec 19	Jan 2
March 2022	Jan 23	Jan 27	Feb 3
April 2022	Feb 13	Feb 17	Mar 7
May 2022	Feb 22	Feb 27	Apr 5
June 2022	Apr 24	Apr 28	May 5
July 2022	May 22	May 26	Jun 6
August 2022	Jun 15	Jun 22	Jul 5
September 2022	Jul 24	Ju 28	Aug 3
October 2022	Aug 21	Aug 25	Sep 5
November 2022	Sep 21	Sep 27	Oct 4
December 2022	Oct 23	Oct 27	Nov 6

Bonus Distribution Issues*:

March	AACE
April	ENDO 2023
May	American Diabetes Association
June	AADE
August	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"
½ page horizontal	7"	4.875"	8.5"	5.625"
½ page vertical	3.375"	10"	4.375"	11.125"
¼ 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

*Source: Kantar, May 2022, Tables 402+403 Dia/Endo, O+H

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

2023 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: 24,840

Circulation Breakdown:

21,469 US; 3,371 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 E: jschuldner@pminy.com

Gina Bennicasa

P: 917.414.5038 E: 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	\$2,050	\$1,350
6x	\$3,450	\$2,000	\$1,250
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24x	\$3,350	\$1,850	\$1,050
48x	\$3,300	\$1,750	\$950
72x	\$3,250	\$1,650	\$850
96x	\$3,200	\$1,550	\$750

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

Standard Color:	\$ 800
Matched Color:	\$1,150
3/or 4/Color:	\$2,100

Preferred Position Premiums:

Cover 2:	50%
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 2023	Dec 19	Dec 23	Dec 29
February 2023	Jan 13	Jan 20	Jan 25
March 2023	Feb 13	Feb 17	Feb 24
April 2023	Mar 13	Mar 17	Mar 28
May 2023	Apr 14	Apr 21	Apr 25
June 2023	May 15	May 19	May 25
July 2023	Jun 14	Jun 21	Jun 26
August 2023	Jul 14	Jul 21	Jul 25
September 2023	Aug 14	Aug 18	Aug 25
October 2023	Sep 13	Sep 20	Sep 25
November 2023	Oct 16	Oct 20	Oct 25
December 2023	Nov 13	Nov 17	Nov 27

Bonus Distribution Issues*:

April	ACE
June	American Diabetes Association and ENDO 2023
July	AADE
September	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"
½ page horizontal	7"	5"	8.375"	5.5"
½ page vertical	3.5"	10"	4.125"	11.125"
¼ 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

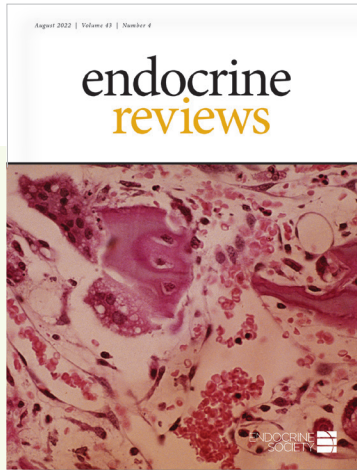
Packing: Carton packing preferred with quantity, publication, and month clearly indicated.

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.

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

2023 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

2021 Impact Factor: 25.261

Circulation

Total Circulation: 650

Circulation Breakdown:

450 US; 200 International

Circulation Basis: Paid

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 E: jschuldner@pminy.com

Gina Bennicasa

P: 917.414.5038 E: gbennicasa@pminy.com

Reprints: LaNedra Lee, E: lanedra.lee@oup.com

Supplements: Andrew Hill, E: 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 2023	Dec 5	Dec 9	Jan 3
April 2023	Feb 8	Feb 14	Feb 24
June 2023	Apr 12	Apr 18	May 1
August 2023	Jun 17	Jun 21	Jun 30
October 2023	Aug 14	Aug 18	Sep 1
December 2023	Oct 26	Nov 1	Nov 8

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"
½ page horizontal		7"	4.875"	8.5"	5.625"
½ page vertical		3.375"	10"	4.375"	11.125"
¼ 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; 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*, *JCEM Case Reports*, *Endocrinology* and *Endocrine News*.

Network Landing Pages

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

US Average Monthly Metrics

Unique Visitors	35,000
Impressions	650,000
Average CTR	0.07%
Interstitials	9,500

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	\$137.50 CPM
Global Run of Site	\$125 CPM
Contextual Targeted	\$250 CPM
Interstitials	\$450 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 Clinical Endocrinology & Metabolism (JCEM) Case Reports*
- *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	50.5%
Average Ad CTR	0.18%

JES eTOC

Distribution (US Members)	8,746
Unique Open Rate	46.1%
Average Ad CTR	0.19%

Endocrinology eTOC

Distribution (US Members)	1,401
Unique Open Rate	42.0%
Average Ad CTR	0.15%

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
- \$2,500 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	52.0%
Average CTR	0.20%

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)	9,000
Unique Open Rate	47.8%
Average CTR	0.21%

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.

