Endocrine News informs and engages the global endocrine community by delivering timely, accurate, and trusted content covering the practice, research, and profession of endocrinology. The mission of the Endocrine Society is to advance excellence in endocrinology and promote its essential and integrative role in scientific discovery, medical practice, and human health.

Advertising & Sales
Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor  NY, NY  10016
Phone: 212-685-5010  Fax: 212-685-6126
Web: www.pminy.com

Display Advertising Account Managers:
Joe Schuldner, 212-904-0377, jschuldner@pminy.com
John Alberto, 212-904-0364, jalberto@pminy.com

Classified Advertising Account Manager:
Daniel Simone, 212-904-0360, dsimone@pminy.com

Advertising Production Manager:
Monica Griffiths, 212-904-0362, mgriffiths@pminy.com

Publishing & Editorial:
Endocrine Society
2055 L Street NW , Suite 600, Washington, DC  20036
Phone: 202-971-3636  Fax: 202-951-2617
Web: www.endocrine.org

Managing Editor:
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:  23,069
Circulation Breakdown:
16,458 US : 6,611 International
Circulation Basis: Basis: Paid, Benefit of Dues
Circulation Verification: Sworn Statement

Advertising Information
Earned Rates: Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.
Agency Commission: 15%

B/W Space Charges:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,250</td>
<td>$2,050</td>
<td>$1,350</td>
</tr>
<tr>
<td>6x</td>
<td>3,100</td>
<td>2,000</td>
<td>1,250</td>
</tr>
<tr>
<td>12x</td>
<td>2,950</td>
<td>1,950</td>
<td>1,150</td>
</tr>
<tr>
<td>24x</td>
<td>2,800</td>
<td>1,850</td>
<td>1,050</td>
</tr>
<tr>
<td>48x</td>
<td>2,650</td>
<td>1,750</td>
<td>950</td>
</tr>
<tr>
<td>72x</td>
<td>2,500</td>
<td>1,650</td>
<td>850</td>
</tr>
<tr>
<td>96x</td>
<td>2,400</td>
<td>1,550</td>
<td>750</td>
</tr>
</tbody>
</table>

Color Rates (in addition to B/W rates):
Standard Color: $800
Matched Color: $1,150
3/C or 4/Color: $1,900

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.

Tip-on Cards and Outserts: Available; sample must be submitted for rate quote.

*Source: Kantar, June 2016
## Issuance and Closing Dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Commitment</th>
<th>ROB Materials</th>
<th>Insert Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Dec 7</td>
<td>Dec 12</td>
<td>Dec 15</td>
</tr>
<tr>
<td>February</td>
<td>Jan 4</td>
<td>Jan 11</td>
<td>Jan 20</td>
</tr>
<tr>
<td>March</td>
<td>Feb 1</td>
<td>Feb 8</td>
<td>Feb 17</td>
</tr>
<tr>
<td>April</td>
<td>Mar 1</td>
<td>Mar 6</td>
<td>Mar 10</td>
</tr>
<tr>
<td>May</td>
<td>April 5</td>
<td>April 12</td>
<td>April 21</td>
</tr>
<tr>
<td>June</td>
<td>May 4</td>
<td>May 11</td>
<td>May 19</td>
</tr>
<tr>
<td>July</td>
<td>June 5</td>
<td>June 12</td>
<td>June 20</td>
</tr>
<tr>
<td>August</td>
<td>July 6</td>
<td>July 13</td>
<td>July 21</td>
</tr>
<tr>
<td>September</td>
<td>Aug 4</td>
<td>Aug 11</td>
<td>Aug 21</td>
</tr>
<tr>
<td>October</td>
<td>Sept 6</td>
<td>Sept 13</td>
<td>Sept 21</td>
</tr>
<tr>
<td>November</td>
<td>Oct 5</td>
<td>Oct 12</td>
<td>Oct 20</td>
</tr>
<tr>
<td>December</td>
<td>Nov 1</td>
<td>Nov 18</td>
<td>Nov 22</td>
</tr>
</tbody>
</table>

### Bonus Distribution Issues:
- **April**: ENDO 2017, 10,000 additional copies
- **April**: Amer. Assoc. of Clinical Endocrinologists
- **May**: American Diabetes Association
- **Sept**: Clinical Endocrinology Update & EBR
- **October**: American Thyroid Association

## Electronic Submission of Advertising Materials:

**PDF files only.**

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

**Advertising files must be submitted to the Endocrine Society’s ad portal at**

[https://endocrine_society.sendmyad.com](https://endocrine_society.sendmyad.com)

For portal details contact Monica Griffiths (mgriffiths@pminy.com or 212-904-0362).

**Ship Color Proofs To:**

Sheridan NH  
69 Lyme Road  
Hanover, NH 03755  
Attn: Donna Hendee  
Ph: 603-653-7208

## Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.  
**Trim**: 1/8” from all 4 sides; jogs to head.  
**Delivered Size**: 8.375” x 11.125”  
**Stock**: 70 lb minimum; 100 lb maximum  
**Quantity**: 20,000 U.S.; 25,000 Full Run  
**Packing**: Carton packing with quantity, publication, and month clearly indicated.

**Ship to:**

Endocrine News  
Sheridan NH  
Attn: Donna Hendee  
69 Lyme Road  
Hanover, NH 03755  
Ph: 603-653-7208

## Send All Insertion Orders to:

Monica Griffiths  
mgriffiths@pminy.com  
phone: 212-904-0362  
fax: 212-685-6126  
Pharmaceutical Media, Inc.  
30 East 33rd Street, 4th floor  
New York, NY 10016

## 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:

<table>
<thead>
<tr>
<th>Unit Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>Height</td>
<td>Width</td>
</tr>
<tr>
<td>Full Page</td>
<td>7”</td>
<td>10”</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7”</td>
<td>5”</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3.5”</td>
<td>10”</td>
</tr>
<tr>
<td>¼ page</td>
<td>3.5”</td>
<td>5”</td>
</tr>
</tbody>
</table>