2017 Media Kit

Leadership, Impact, Influence

RATES & DATA

The Journal of Clinical Endocrinology & Metabolism
The Most Essential Journal for Thought Leaders & Practitioners

Endocrine News
Excellent Readership and Exposure in all Categories

Endocrine Reviews
The Highest Impact Journal in the Field

Endocrinology
The Cutting-Edge Authority for Researchers

www.endo-society.org/journals

SALES REPRESENTATIVE:
Pharmaceutical Media, Inc.
212-685-5010
www.pminy.com
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 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:**

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<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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**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:

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<th>Issue</th>
<th>Space Commitment</th>
<th>ROB Materials</th>
<th>Insert Delivery</th>
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<td>Nov 18</td>
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Bonus Distribution Issues:
- April: 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
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.

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

FOR MORE INFORMATION
Joe Schuldner | Pharmaceutical Media, Inc. | 212-904-0377 | jschuldner@pminy.com
John Alberto | Pharmaceutical Media, Inc. | 212-904-0364 | jalberto@pminy.com
The Journal of Clinical Endocrinology & Metabolism (JCEM)

JCEM is the world’s leading peer-reviewed journal for endocrine clinical research and clinical practice information. Each issue provides up-to-date coverage of new developments that enhance our understanding of pathophysiology, diagnosis and treatment of endocrine and metabolic disorders. Regular features of special interest include original reports of important advances in patient-oriented endocrine and metabolic research, personal perspectives on endocrinologic topics, clinical trials, clinical reviews, clinical practice guidelines, and case reports. JCEM has an Impact Factor of 5.531.

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**Advertising Discount Program:** 10% discount off JCEM when running the same product in the same month of Endocrine News.
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Endocrinology

The mission of *Endocrinology* is to publish papers that provide significant and novel information at the molecular, cellular, tissue, or organismal level of hormone function in the field of endocrinology. The journal primarily publishes original basic and translational endocrine studies, and we encourage submissions that provide significant mechanistic insight into an endocrine-related question. We are particularly interested in submissions investigating sex differences and similarities across the disciplines of endocrinology.

Topics include bone and mineral; growth factors; reproductive/steroids; neuroendocrinology/signal transduction; thyroid; and physiology. The low manuscript acceptance rate of 30% reflects the degree to which it is committed to the highest scientific standard. In the 2015 Thomson Reuters Journal Citation Report, Endocrinology received an Impact Factor of 4.159.
Endocrine Reviews publishes bimonthly comprehensive, authoritative and timely review articles balancing both experimental and clinical endocrinology themes and crystallizing the most significant clinical experience and current research in endocrinology and related areas such as cell biology, immunology, pharmacology, genetics, molecular biology, neuroscience, reproductive medicine, and pediatric endocrinology. In the 2015 Journal Citation Report, Endocrine Reviews has the highest Impact Factor ranking of the 128 journals in the category of Endocrinology and Metabolism: 14.898.

Discount Programs
Continuity: Run an ad in 3 issues and 4th ad is free.
Full Year: Run an ad in 4 issues and get 2 free ads.

Issuance and Closing Dates:

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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

Submission of Advertising Materials:
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New York, NY 10016

Advertising & Sales
Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor NY, NY 10016
Phone: 212-685-5010, 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, www.endocrine.org

Editor-in-Chief:
Leonard Wartofsky, MD
MedStar Washington Hospital Center
Washington, DC

Established: 1980
Origin of Editorial: 100% submitted
Acceptance of Advertising: All advertising is subject to the approval of the publisher.
Ad Placement: Stacked

Circulation
Total Circulation: 763
Circulation Breakdown: 394 US : 369 International
Circulation Basis: Paid, Benefit of Dues
Circulation Verification: Sworn Statement

Advertising Information

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**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

**Ship To:**
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