

PENNSYLVANIA MEDICAL SOCIETY — THE POWERFUL VOICE FOR PHYSICIANS

pennsylvania

# PHYSICIAN

# 2018

Advertising Media Guide



Pennsylvania  
MEDICAL SOCIETY®

# 2018

It's the one publication that all physicians in Pennsylvania turn to for health care industry news, updates, and regulatory guidelines.

## About *Pennsylvania Physician Magazine*

*Pennsylvania Physician* magazine is the trusted voice of what's happening in medicine in Pennsylvania. More than 40,000 health care professionals, including practicing physicians, medical residents, and medical students, rely on us for tips on medical practice, health care legislative and regulatory updates, and spotlights on the people and issues that interest them. There is always something to discover, innovate, or improve in medicine, and *Pennsylvania Physician* is the only publication to bring the industry issues that matter most to light.

## Our Audience

*Pennsylvania Physician* reaches all of Pennsylvania's **nearly 34,000 practicing physicians, more than 9,000 physicians** in their medical residencies, and **thousands of medical students** at the state's 10 prestigious medical schools. The magazine also reaches about **16,000 Pennsylvania Medical Society members, plus health care leaders and stakeholders** in Pennsylvania's hospitals and health systems, **state legislators, congressional members, and hundreds of physician practice managers.**

Increase your presence within the medical community. Get connected. Join the conversation.

# 2018

The magazine is distributed to 34,000 Pennsylvania practicing physicians & 16,000 PAMED members.

## 2018 Deadlines & Editorial Calendar\*

Issue	Themes	Ad Reservation Deadline	Ad Artwork Deadline	Publish Deadline
Winter	Innovation in Medicine	October 16, 2017	November 1, 2017	February 15, 2018
Spring Summer	Art of Medicine	March 1, 2018	April 18, 2018	June 7, 2018
Fall	House and Advocacy	July 3, 2018	August 1, 2018	September 27, 2018

\*editorial content and dates are subject to change

*Pennsylvania Physician* features columns by physicians and other health care experts, in-depth feature articles, tips on medical practice, health care legislative and regulatory updates, and spotlights on the people and issues that interest physicians.

## Columns/Departments

- Consulting Physician
- County Spotlight
- From the EVP's Desk
- Legislative & Regulatory Update
- Medical Economics
- Medicine Bag
- On Call
- PAMED Pulse
- Physician Newsmakers
- Physicians and Philanthropy
- Practice Made Perfect
- President's Prescription
- Strong Medicine
- The Section Scoop

70% of readers have visited an advertiser's website in the last year.\*

\*Source: PAMED Membership Survey

## Advertising Rates & Specifications

Size	Specs	1x	2x	3x
Full page	8.5" x 11" (plus .25" bleeds)	\$2,775	\$2,625	\$2,350
Two-page spread	11" x 17" (plus .25" bleeds)	\$4,700	\$4,465	\$4,000
1/2 page	H: 7.5" x 4.875" V: 4.875" x 7.5"	\$2,050	\$1,945	\$1,750
1/3 page	V: 2.35" x 10" Square: 4.875" x 4.875"	\$1,650	\$1,525	\$1,425
1/4 page	3.65" x 4.875"	\$1,400	\$1,325	\$1,190
Back cover	8.5" x 11" (plus .25" bleeds)	\$3,700	\$3,515	\$3,165
Inside cover	8.5" x 11" (plus .25" bleeds)	\$3,100	\$2,950	\$2,775
Full page advertorial	8.5" x 11" (plus .25" bleeds)	\$3,000 (supplied) \$4,500 (includes copywriting and design)	N/A	N/A

## General Requirements

- A high-resolution PDF/X-1 a file is required for all ads.
- Vital copy and images must be at least 3/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Ads must be suitable to print as-is. PAMED and Graphcom are not responsible for any errors in content supplied.
- All ads should be submitted with crop marks.
- All bleeds must be at least .25" on all sides.

# 2018

50% of readers have discussed an ad with others in their organization.\*

\*Source: PAMED Membership Survey

## Ad Design Requirements

- All fonts used must be embedded in the PDF file.
- All bleeds must be at least .25” on all sides.
- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Colors must be CMYK.
- Materials that do not meet these advertising specifications will be rejected.
  - Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in this media guide.

Graphic design available at \$100/hourly rate.

---

## Ready to advertise?

To reserve your print advertising space,  
please contact Kylee Myers at  
**[kmyers@graphcom.com](mailto:kmyers@graphcom.com)**  
or call **717.479.6431**.

---