

DOCTOR'S DIGEST®

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Rate Card 2011—Primary Care Edition

Doctor's Digest is a featured content provider on www.thedoctorschannel.com /Reuters Health (video podcast format). Our practice management content is now included in the curricula at 28 medical schools and is a membership benefit with associations such as AMWA.

Editorial Mission:

Doctor's Digest tackles the complex practice-management **problems** that physicians say distract them from patient care and diminish professional satisfaction. These easy-to-follow manuals draw on the expertise of professionals in their respective fields to provide **solutions** to such intricate issues as medical errors, optimal reimbursement, physician-patient communications, technology and life-work balance. They provide the information that physicians need to know to thrive both professionally and personally--in other words, information that is not taught in medical school.

Doctor's Digest---Single Topic pocket-sized reference guides that offer answers to physicians' most pressing practice-management needs.

Frequency: 6 Issues

January/February
March/April
May/June
July/August
September/October
November/December

Circulation: 95,000

GP, FP, FM, IM, DO's +Card's
Office-Based High Prescribers-
Analgesics, Anti Arthritics,
Antibiotics Broad/Medium,
Antidepressants, Antihistamines,
Calcium Channel Blockers
Cholesterol Reducers, Diabetic,

Advertising Rates:

Per Page Rates:

B&W \$11,478 per page – gross
4/C Add'l \$ 2,765 per page – gross

Brief Summary— Pages 2&3 , 50% of B/W rate, all pages 4 and on are **FREE**

FREE—Two bottom line ads

Loyalty Discount: 5%

New Advertiser Discount: 3%

Premium Positions:

Table of Contents	20%
Cover 2	25%
Cover 4	50%
Facing Cover Chapters-five	15%

ROB: Therapeutic exclusive

Agency Discount: 15%

Corporate Discounts:

\$250,000 to \$750,000	2%
\$750,000 to \$1,500,000	3%
\$1,500,000 +	5%

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Prepayment Discount: 3%

ONLINE ADVERTISING:

Banner Ads: \$1,200 per month FREE to premium advertisers

Therapeutic Exclusivity:

Guaranteed throughout issue for all advertisers, with first right of refusal in 2012.

Positions are non-cancelable, With the exception of FDA or Regulatory issues, then 60 days notice is required. **All cancellations will incur a 50% penalty.**

Ad/Edit %: 30/70

Specifications:

Perfect bound trim
Size: 5 1/4" x 8 1/4"
Live Area: 4 3/4" x 7 3/4" (1/2" margins all sides). Bleeds must extend a minimum of 1/8" on all sides (5 1/2" x 8 1/2")

Reproduction Requirements: Industry-standard PDF/X1a files are acceptable. Folio: 116 pgs + 4 pg cover. Stock: 40 lb. Text/8 pt. cover

Custom Projects: Gift/Single sponsored editions, Vodcasts, Podcasts, Portal Content iPhone/iPod Touch Advertising, Digital and E-Editions available.

Closing Dates:

	Close	Materials
Jan/Feb	12/6/10	12/17/10
Mar/Apr	2/7/11	2/21/11
May/June	4/4/11	4/18/11
July/Aug	6/6/11	6/20/11
Sept/Oct	8/8/11	8/19/11
Nov/Dec	10/3/11	10/17/11

