

2024 Media Planner

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 Prof., Uniformed Services University

Issuance

Monthly plus two additional supplemental editions: The *2024 Compendium of Federal Medicine* publishes (May 2024) and the *2025 Directory of Federal Medical Treatment Facilities* publishes (December 2024).

Market Served and Editorial Content

U.S. Medicine is the most widely read and respected magazine covering the federal healthcare market. The publication is read by more than 35,000 physicians, pharmacists, nurse practitioners, physician assistants and administrators working in Veterans Affairs, Military Health System and the U.S. Public Health Service. The federal market represents the largest integrated healthcare system in the United States, providing care to 18 million veterans, active duty and retired servicemembers and their dependents, plus those served by the U.S. Public Health Service.

For 60 years, *U.S. Medicine* has exclusively served the federal healthcare professional and has earned a reputation for delivering comprehensive and timely coverage of breaking federal healthcare news and clinical updates specific to the federal patient and their caregivers. Each month, *U.S. Medicine* includes for its readers:

Special Focus: Two or three full-length original articles on a specific clinical topic.

Clinical Consults: Articles featuring results of recent clinical studies conducted by VA or DoD in a specialty area.

Pharmacy Update: In-depth information on use of therapeutic agents, new devices and innovative techniques at the VA, DoD and other federal healthcare agencies. Also includes briefs on newly approved drugs.

2024 Editorial Calendar

Issue	Special Focus	Clinical Consult		Updates
January	Ophthalmology	Prostate Cancer	Respiratory Infections	Pharmacy
February	Mental Health	Neurology	Lung Cancer	Pharmacy
March	COPD/Asthma	Kidney Disease	Rehabilitation Medicine	Pharmacy
April	Cardiology	Liver Cancer	Addiction	Pharmacy
May	Women's health	Endocrinology	Parkinson's Disease	Pharmacy
June	Diabetes	Urology	Hematology	Pharmacy
July	Oncology	Multiple Sclerosis	Heart Disease	Pharmacy
August	Pulmonology	Dermatology	Genomics	Pharmacy
September	Gastroenterology	Prostate Cancer	Hematology	Pharmacy
October	Infectious Disease	Oncology	Alzheimer's Disease	Pharmacy
November	Neurology	Diabetes	Mental Health	Pharmacy
December	Hematology	Vascular Disease/Stroke	HIV	Pharmacy

Circulation



34,035—Average Total Qualified Circulation

BPA Brand Report, period ending June 2023

Business/Occupation Breakout of Qualified Circulation for Issue of May 2023

Circulation by Federal Agency

Department of Veterans Affairs: 28,131

Department of Defense: 5,424

U.S. Public Health Service: 482

Space Force: 11

Circulation by Federal Job Title

Physicians: 24,173

Pharmacists: 6,145

PAs and NPs: 3,102

Administrators: 617

2024 Advertising Rates for U.S. Medicine

King-page, 4/Color	1x	24x	48x
Net Rate - King-page, 4/c	\$ 9,200	\$ 8,680	\$ 8,210

Island-page, 4/Color	1x	24x	48x
Net Rate - King-page, 4/c	\$ 7,610	\$ 7,280	\$ 7,175

B/W page	1x	24x	48x
King page b/w	\$ 5,670	\$ 5,380	\$ 5,095
Island page b/w	\$ 5,510	\$ 5,250	\$ 5,070

Premium Positions	Cover 4 Premium	Cover 2 Premium	Front Cover Banner Ad	Cover Tip*
Net Rate	\$ 3,200	\$ 1,590	\$ 9,500	\$ 17,570
Combination Rates: Combine advertising pages in <i>U.S. Medicine</i> , the <i>Compendium of Federal Medicine</i> , and the <i>Directory of Federal Medical Treatment Facilities</i>				
*Based on 10" wide x 7" deep (for monthly issues of <i>U.S. Medicine</i>); client supplied single leaf, 2-page cover tip. Please contact Kristin Mendola for pricing and availability of inserts containing wafer sealed PI pages.				

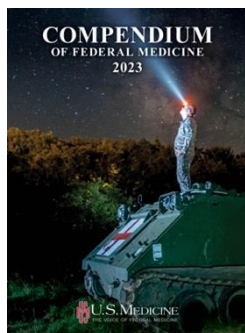
Continuity and Incentives

U.S. Medicine & Directory of Federal Medical Treatment Facilities

Advertise in five (5) issues of *U.S. Medicine* and receive a free insertion in a 6th issue of *U.S. Medicine*.
Advertise in ten (10) issues of *U.S. Medicine* and receive free insertions in the 11th and 12th issues of *U.S. Medicine*.

2024 Supplemental Editions

2024 Compendium of Federal Medicine



Publishes May 2024

Ad Unit..... Net Rate

Page, 4/c\$ 8,630

Page, b/w\$ 5,930

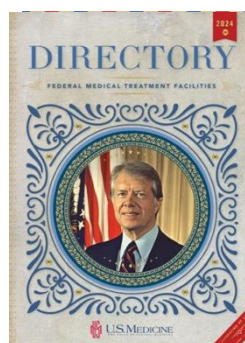
½ Page, b/w.....\$ 5,000

Ad Closing: April 10, 2024

Editorial Focus: *The Compendium of Federal Medicine* is a concise, yet comprehensive compilation of the current clinical review of the top disease states treated in the federal market.

Circulation: The 2024 *Compendium* is included as a supplement to the May 2024 issue of *U.S. Medicine*.

2025 Directory of Federal Medical Treatment Facilities



Publishes December 2024

Ad Unit.....Net Rate

Page, 4/c\$ 8,680

Page, b/w\$ 5,930

½ Page, b/w.....\$ 5,000

Ad Closing: November 18, 2024

Editorial Focus: *The Directory of Federal Medical Treatment Facilities* is the most comprehensive and requested directory, listing more than 1,800 treatment facilities in the VA, DoD and USPHS.

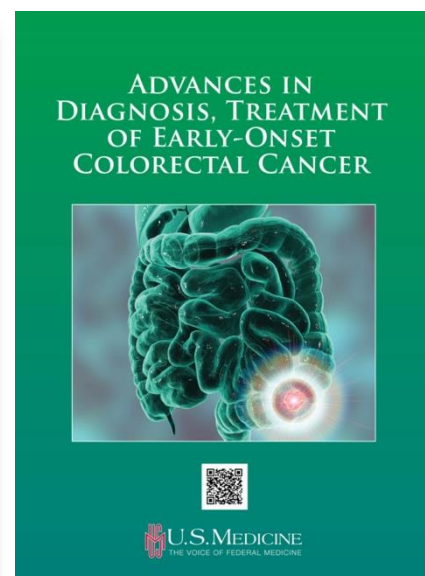
Circulation: The 2025 *Directory* is included as a supplement to the December 2024 issue of *U.S. Medicine*.

Single Sponsored Supplements

U.S. Medicine single sponsored supplements focus on a specific disease or topic of interest to readers and the sponsoring company. In cooperation with the sponsor, typically 3-4 staff written articles are included (with advertising) in an 8, 16, 32-page supplement.

Sponsorship includes:

- ▶ Exclusive advertising exposure in the supplemental edition
- ▶ Distribution to the full circulation of *U.S. Medicine*
- ▶ Electronic hosting on the *U.S. Medicine* for website for up to one year



For sponsorship availability and pricing, please contact Kristin Mendola, VP Sales. (203) 761-0202

2024 Closing and Material Due Dates

U.S. Medicine

Monthly Issues	Closing	Materials	Supplied Inserts
January	December 18, 2023	December 28, 2023	January 3, 2024
February	January 19	January 26	February 5
March	February 22	February 28	March 4
April	March 22	March 29	April 5
May	April 18	April 26	May 6
June	May 17	May 30	June 4
July	June 20	June 28	July 8
August	July 19	July 26	August 5
September	August 23	August 30	September 9
October	September 20	September 27	October 4
November	October 18	October 25	November 4
December	November 22	November 27	December 6

Supplemental Editions

Title	Closing	Materials	Supplied Inserts
2024 Compendium	April 10, 2024	April 16, 2024	May 3, 2024
2025 Directory	November 18, 2024	November 26, 2024	December 5, 2024

U.S. Medicine

Trim Size: 10½" x 13"

Ad	Trim Size	Bleed Size
King Spread	21" x 13"	21¼" x 13¼"
King page	10½" x 13"	10¾" x 13 ¼"
¾ King H	10½" x 9¾"	10¾ x 10"
¾ King V	7½" x 13"	7¾" x 13¼"
*Island	7½" x 10¼"	7¾" x 10½"
½ King H	10½" x 6 ½"	10¾" x 6¾"
½ King V	5¼" x 13"	5½" x 13¼"
Front Cover	5" x 1½"	n/a

Compendium, Directory, Sponsored Supplements

Trim Size: 7⅞" x 10¾"

Ad	Trim Size	Bleed Size
Spread	15¾" x 10¾"	16" x 11"
Full Page	7⅞" x 10 ¾"	8⅞" x 11"
½ Page V	Please contact U.S. Medicine	
½ Page H	7⅞" x 5¼"	

Live matter: Allow ½" safety from all trim edges

Type of Binding: U.S. Medicine: Saddle Stitch

Compendium: Perfect Binding

Directory: Perfect Binding

*Note: For island size bleed ads in U.S. Medicine, please contact production manager for live area specifications

Insert Specifications & Cover Tip Specifications

Inserts: **U.S. Medicine:** 8⅞" x 10¾" Must be pre-trimmed to size
Compendium: 8⅞" x 11" Trims to 7⅞" x 10¾" Keep live area ¼" from final trim
Directory: 8⅞" x 11" Trims to 7⅞" x 10¾" Keep live area ¼" from final trim

Cover tips: **U.S. Medicine:** 10" wide x 7" deep Must be pre-trimmed to size
Compendium: 7" wide x 10" deep Must be pre-trimmed to size
Directory: 7" wide x 10" deep Must be pre-trimmed to size

Shipping:

Label each box with publication name, issue date & quantity and send printed inserts to:

Tequila Wagner, EP Graphics

169 S. Jefferson, Berne, IN 46711

Email: tequila_wagner@epgraphics.com • Phone: (260) 849-4766

Mechanical Specifications

Digital media: 'Press quality pdf' (high-resolution) required. For file guidelines, please contact *U.S. Medicine's* production manager.

Color: Must be CMYK.

Crop Marks: Crop marks must be provided.

Bleed: Minimum of 0.25 inch (¼").

Materials: Held for one year from last insertion and then destroyed unless otherwise instructed.

Contact: Anita Crandall - Production Manager: 609-397-1538

Email: production@usmedicine.com

Insertion Orders and Advertising Materials

Insertion Orders:

U.S. Medicine
120 N. Union Street
Lambertville, NJ 08530

Phone: 609 397-5522

Please email all insertion orders to:

Email: Mendola@usmedicine.com

Advertising Materials:

Anita Crandall – Production Manager
14 Delevan Street
Lambertville, NJ 08530

Phone: 609-397-1538

Please email all ad materials to:

Email: production@usmedicine.com

Electronic Ad Submission:

Ads must be submitted as a high-resolution PDF with advertiser name and issue name and date in the filename.

For files under 10 MB, send a high-resolution PDF via email to Anita Crandall at: production@usmedicine.com

For files exceeding 10 MB, please use a 3rd party file sharing service. WeTransfer (wetransfer.com) can handle large files and service is FREE (1st choice); MailBigFile (mailbigfile.com); or Hightail (hightail.com).

Once uploaded, send a confirmation email to Anita Crandall - production@usmedicine.com

U.S. Medicine mailing dates:

Due to its mission of covering breaking federal healthcare news, *U.S. Medicine* mails by the last day of the month that corresponds to the cover date of the publication.