

## 2021 Media Planner

### Staff

**Publisher**

Jim Breuning  
609-397-5522

[breuning@usmedicine.com](mailto:breuning@usmedicine.com)

**Vice President, Sales**

Kristin Mendola  
203-761-0202

[mendola@usmedicine.com](mailto:mendola@usmedicine.com)

**Editorial Director**

Brenda L. Mooney

[mooney@usmedicine.com](mailto:mooney@usmedicine.com)

**Production Manager**

Anita Crandall  
609-397-1538

[production@usmedicine.com](mailto:production@usmedicine.com)

**Editor-in-Chief**

Chester "Trip" Buckenmaier III, MD  
COL (ret), MC, USA  
Prof., Uniformed Services University

### Issuance

Monthly plus two additional supplemental editions: The 2021 *Compendium of Federal Medicine* (publishes May 2021) and the 2022 *Directory of Federal Medical Treatment Facilities* (publishes December 2021).

### 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 57 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.

## 2021 Editorial Calendar

Issue	Special Focus	Clinical Consult		Updates
January	Infectious diseases	Prostate cancer	Pain	Pharmacy
February	Cardiology	Rheumatoid arthritis	Oncology	Pharmacy
March	COPD/Asthma	Diabetes	Hematology	Pharmacy
April	Neurology	Heart Failure	Ophthalmology	Pharmacy
May	Mental health	Insomnia	Women's health	Pharmacy
June	Vascular Disease/Stroke	Addiction	Oncology	Pharmacy
July	HIV	Hematology	Pulmonology	Pharmacy
August	Multiple sclerosis	Diabetes	Alzheimer's disease	Pharmacy
September	HCC/HCV	Mental Health	Vaccines	Pharmacy
October	Oncology	Neurology	Pain	Pharmacy
November	Diabetes	Influenza	Skin Cancer	Pharmacy
December	Hematology	Pulmonology	Neurology	Pharmacy

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## Circulation



### 34,232—Average Total Qualified Circulation

BPA Brand Report, period ending May, 2020

Business/Occupation Breakout of Qualified Circulation for Issue of May, 2020

#### Circulation by Federal Agency

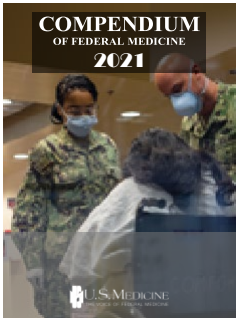
Department of Veterans Affairs:..... 27,101  
Department of Defense:..... 6,609  
U.S. Public Health Service: ..... 522

#### Circulation by Federal Job Title

Physicians: ..... 23,427  
Pharmacists: ..... 6,751  
PAs and NPs: ..... 3,420  
Administrators: ..... 634

## 2021 Supplemental Editions

**2021**  
**Compendium of Federal Medicine**




**Issuance: May 2021**

Ad Closing April 16, 2021

**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 2021 *Compendium* is included as a supplement to the May 2021 issue of *U.S. Medicine*.

**2022 Directory of**  
**Federal Medical Treatment Facilities**



**Issuance: December 2021**

Ad Closing: November 22, 2021

**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 2022 Directory is included as a supplement to the December 2021 issue of *U.S. Medicine*.

## Single Sponsored Supplements

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, 24-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



**\*FEDERAL HEALTHCARE REPORTER\***



SELECTED NEWS AND UPDATES FROM THE  
AMERICAN SOCIETY OF CLINICAL ONCOLOGY 2020 VIRTUAL ANNUAL MEETING

MAY 29-31, 2020

Reported and edited for the federal healthcare professional by the staff of U.S. Medicine

Veteran Survival Varies Widely With Immune Checkpoint Inhibitors.....	9
Pragmatic Models Fail to Reflect Racial Differences in Prostate Cancer.....	10
Guideline-Concomitant Skeletal Survey Might Overestimate Multiple Myeloma.....	11
Early Progression Tied to Worse Outcomes in Metastatic Renal Cell Carcinoma.....	12
Effective PDH-R Treatment for Older Patients With Aggressive Lymphomas.....	13
Value Calculations Conflict in Genomic Profiling of Tumors.....	14
Immunotherapy Increases Overall Survival in Veterans With NSCLC.....	15
More Screening Urged to Stem Increase in Colorectal Cancer in Younger Patients.....	17
More CVD Risk Mitigation Needed For VA Prostate Cancer Patients on ADT.....	18
Timely Care Not Received by Many Rural Veterans With Colorectal Cancer.....	19
How Uterine Cancer Manifests Differently In Black, White Women.....	20
Circulating Stromal Cells Could Serve as Solid Tumor Biomarkers.....	20
CHL Treatments Shift Significantly at VA From 2013-2018.....	21

**Hepatocellular Carcinoma**  
**Presents New Challenges**  
**for Federal Medicine**

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

## 2021 Closing and Material Due Dates

### U.S. Medicine

Monthly Issues	Closing	Materials	Supplied Inserts
January	December 18	December 30	December 30
February	January 22	January 26	January 29
March	February 22	February 26	March 1
April	March 22	March 26	March 29
May	April 19	April 26	April 30
June	May 21	May 28	June 1
July	June 20	June 30	July 1
August	July 19	July 28	July 30
September	August 23	August 30	August 31
October	September 21	September 28	September 30
November	October 19	October 28	October 29
December	November 22	November 29	November 30

### Supplemental Editions

Title	Closing	Materials	Supplied Inserts
2021 Compendium	April 16, 2021	April 26, 2021	April 30, 2021
2022 Directory	November 22, 2021	November 29, 2021	December 1, 2021

### U.S. Medicine

Trim Size: 10½" x 13"

### Compendium and Directory

Trim Size: 7⅞" x 10¾"

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

Ad	Trim Size	Bleed Size
Spread	15¾" x 10¾"	16" x 11"
Full Page	7⅞" x 10¾"	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

**Inserts: U.S. Medicine:** 8⅜" 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

### Shipping:

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

Pam Schock, Democrat Printing & Litho. 6401 Lindsey Road, Little Rock, AR 72206

Email: pschock@democratprinting.com • Phone: (501) 907-7944

## Mechanical Specifications

**Digital media:** High-resolution PDFs preferred. For file guidelines, please *U.S. Medicine's* production manager.

**Color:** Must be CMYK.

**Bleed:** Minimum of 0.125 inch. Crop marks should be provided.

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

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

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## Insertion Orders and Advertising Materials

### Insertion Orders:

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

**Phone:** 609 397-5522

**Fax:** 609-228-6185

**Email:** [breuning@usmedicine.com](mailto:breuning@usmedicine.com)

### Advertising Materials:

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

**Phone:** 609-397-1538

**Email:** [production@usmedicine.com](mailto: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](mailto: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) are preferred.

Once uploaded, send a confirmation email to Anita Crandall - [production@usmedicine.com](mailto:production@usmedicine.com)