

## 2024 Media Planner

Staff	Issuance
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**Publisher**

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**Vice President, Sales**

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**Editorial Director**

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**Advertising Coordinator**

Melody English

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

**Editor-in-Chief**

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

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
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*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
<b>Net Rate - King-page, 4/c</b>	\$ 9,200	\$ 8,680	\$ 8,210

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

B/W page	1x	24x	48x
<b>King page b/w</b>	\$ 5,670	\$ 5,380	\$ 5,095
<b>Island page b/w</b>	\$ 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 *U.S. Medicine*, the *Compendium of Federal Medicine*, and the *Directory of Federal Medical Treatment Facilities*

\*Based on 10" wide x 7" deep (for monthly issues of *U.S. Medicine*); client supplied single leaf, 2-page cover tip.  
 Please contact Kristin Mendola for pricing and availability of inserts containing wafer sealed PI pages.

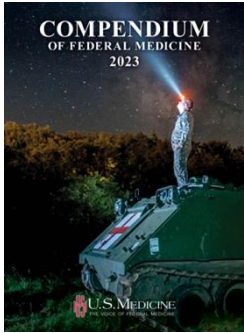
## Continuity and Incentives

### *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**

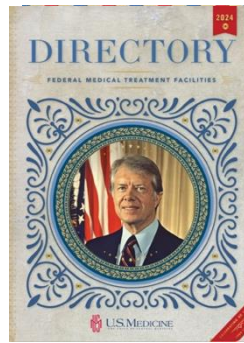
Ad Unit.....	Net Rate
Page, 4/c .....	\$ 8,630
Page, b/w .....	\$ 5,930
½ Page, b/w.....	\$ 5,000

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.

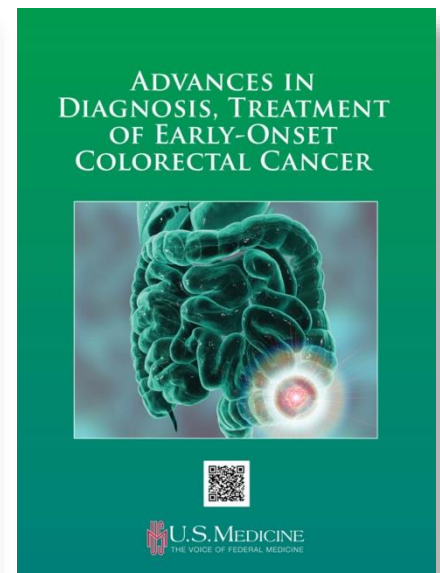
**Circulation:** The *2025 Directory* is included as a supplement to the December 2024 issue of *U.S. Medicine*.

## 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
<b>January</b>	December 18, 2023	December 28, 2023	January 3, 2024
<b>February</b>	January 19	January 26	February 5
<b>March</b>	February 22	February 28	March 4
<b>April</b>	March 22	March 29	April 5
<b>May</b>	April 18	April 26	May 6
<b>June</b>	May 17	May 30	June 4
<b>July</b>	June 20	June 28	July 8
<b>August</b>	July 19	July 26	August 5
<b>September</b>	August 23	August 30	September 9
<b>October</b>	September 20	September 27	October 4
<b>November</b>	October 18	October 25	November 4
<b>December</b>	November 22	November 27	December 6

### Supplemental Editions

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

#### U.S. Medicine

Trim Size: 10½" x 13"

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

#### Compendium, Directory, Sponsored Supplements

Trim Size: 7⅞" x 10¾"

Ad	Trim Size	Bleed Size
<b>Spread</b>	15¾" x 10¾"	16" x 11"
<b>Full Page</b>	7⅞" x 10 ¾"	8⅞" x 11"
<b>½ Page V</b>	Please contact <i>U.S. Medicine</i>	
<b>½ Page H</b>	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](mailto:tequila_wagner@epgraphics.com) • Phone: (260) 849-4766

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## 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:** Melody English—Advertising Coordinator: 207-451-5190

Email: [advertising@usmedicine.com](mailto:advertising@usmedicine.com)

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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

**Please email all insertion orders to:**

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

### Advertising Materials:

Melody English—Advertising Coordinator

**Phone:** 207-451-5190

**Please email all ad materials to:**

**Email:** [advertising@usmedicine.com](mailto:advertising@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 Melody English at: [advertising@usmedicine.com](mailto:advertising@usmedicine.com)

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

Once uploaded, send a confirmation email to Melody English—[advertising@usmedicine.com](mailto:advertising@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.