

2026 Media Planner



Issuance

Monthly magazine plus two additional supplemental editions: The **2026 Compendium of Federal Medicine** (publishes in May 2026) and the **2027 Directory of Federal Medical Treatment Facilities** (publishes in December 2026).

Market Served and Editorial Content

U.S. Medicine magazine is the most widely read and respected magazine covering the federal healthcare market. The publication is read by more than 34,000 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 service members and their dependents, plus those served by the U.S. Public Health Service.

Since 1964, *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.



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2026 Editorial Calendar

ISSUE	SPECIAL FOCUS	CLINICAL CONSULT		UPDATES
January	Dermatology	Prostate Cancer	Respiratory Infections	Pharmacy
February	Mental Health	Neurology	Lung Cancer	Pharmacy
March	COPD/Asthma	Kidney Disease	Multiple Myeloma	Pharmacy
April	Cardiology	Liver Cancer	Addiction	Pharmacy
May	Women's Health	Pain	Parkinson's Disease	Pharmacy
June	Diabetes	Urology	Hematology	Pharmacy
July	Oncology	Multiple Sclerosis	Heart Disease	Pharmacy
August	Pulmonology	Rheumatology	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	Obesity	Pharmacy

U.S. Medicine Circulation

 Alliance for Audited Media TRANSACTION WITH TRUST Audit Report—B2B Media 34,043—Total Average Qualified Nonpaid Circulation for 12 months ending December 31, 2024 Business/Occupational Analysis at right	Circulation by Federal Agency	
	Department of Veterans Affairs	28,649
	Department of Defense	4,952
	U.S. Public Health Service	435
	Space Force	10
	Circulation by Federal Job Title	
	Physicians	24,270
	Pharmacists	6,062
	PAs and NPs	3,138
	Administrators	566

U.S. Medicine 2026 Advertising Rates

King-page	1x	24x	48x
Net Rate: King-Page, Four-Color	\$9,840	\$9,275	\$8,790
Island-page	1x	24x	48x
Net Rate: Island-Page, Four-Color	\$8,130	\$7,760	\$7,650
Black and White pages	1x	24x	48x
Net Rate: King-Page, Black and White	\$6,090	\$5,930	\$5,600
Net Rate: Island-Page, Black and White	\$6,050	\$5,660	\$5,425

2026 Premium Positions Rates

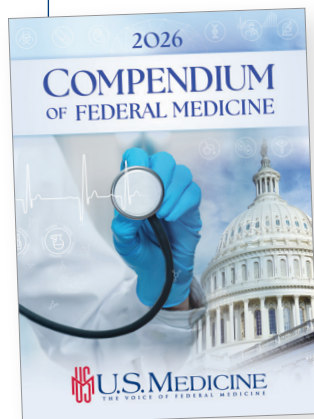
Premium Positions	Cover 4 Premium	Cover 2 Premium	Front Cover Banner Ad	Cover Tip*
Net Rate	\$3,460	\$1,720	\$9,900	\$18,850
Combination Rates: Combine advertising pages in <i>U.S. Medicine</i> , the <i>Compendium of Federal Medicine</i> , and the <i>Directory of Federal Medical Treatment Facilities</i>				
*Based on 10" (wide) x 7" (high) for monthly issues of <i>U.S. Medicine</i> ; client supplied, single-leaf, 2-page cover tip. Please contact Kristin Mendola, <i>VP Sales & Marketing</i> , at (203) 761-0202 for pricing and availability of inserts containing wafer sealed PI pages.				

Continuity and Incentives

U.S. Medicine

Advertise in 5 issues of <i>U.S. Medicine</i>	Receive a free insertion in a 6th issue of <i>U.S. Medicine</i>
Advertise in 10 issues of <i>U.S. Medicine</i>	Receive free insertions in the 11th and 12th issues of <i>U.S. Medicine</i>

2026 Supplemental Editions

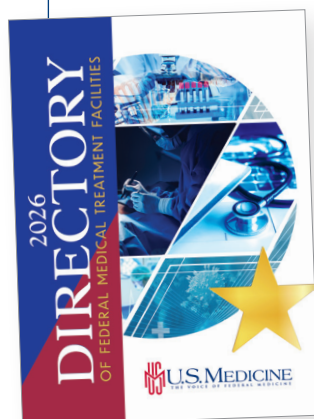


2026 Compendium of Federal Medicine

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 2026 *Compendium* is included as a supplement to the May 2026 issue of *U.S. Medicine*.

Ad Unit	Net Rate
Page, Four-Color	\$9,225
Page, Black and White	\$6,330
Half-Page, Black and White	\$5,400
Ad closing date	April 10, 2026
Publishing date: 2026 <i>Compendium of Federal Medicine</i>	May 2026

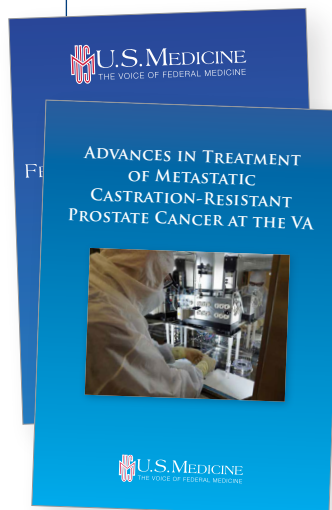


2027 Directory of Federal Medical Treatment Facilities

Editorial Focus The *Directory of Federal Medical Treatment Facilities* is the most comprehensive and requested directory, listing more than 1,850 treatment facilities in the VA, DoD and USPHS.

Circulation The 2027 *Directory* is included as a supplement to the December 2026 issue of *U.S. Medicine*

Ad Unit	Net Rate
Page, Four-Color	\$9,225
Page, Black and White	\$6,330
Half-Page, Black and White	\$5,400
Ad closing date	November 20, 2026
Publishing date: 2027 <i>Directory of Federal Medical Treatment Facilities</i>	December 2026



Single-Sponsored Supplements

Editorial Focus *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 to 4 staff-written articles are included (with advertising) in an 8-, 16-, or 32-page supplement.

Single-Sponsorship includes	
Exclusive advertising exposure in the supplemental edition	
Distribution to the full circulation of <i>U.S. Medicine</i>	
Electronic hosting on the <i>U.S. Medicine</i> for website for up to one year	
For sponsorship availability and pricing, please contact Kristin Mendola, VP Sales & Marketing, (203) 761-0202	

2026 Closing and Material Due Dates

U.S. Medicine

Monthly Issues	Closing	Materials	Supplied Inserts
January	December 17, 2025	December 30, 2025	January 5, 2026
February	January 20	January 27	February 9
March	February 20	February 27	March 6
April	March 20	March 27	April 8
May	April 17	April 24	May 8
June	May 15	May 29	June 8
July	June 19	June 26	July 9
August	July 17	July 24	August 7
September	August 21	August 28	September 9
October	September 18	September 25	October 9
November	October 16	October 23	November 9
December	November 20	November 30	December 9

Supplemental Editions

Title	Closing	Materials	Supplied Inserts
2026 Compendium	April 10, 2026	April 17, 2026	May 8, 2026
2027 Directory	November 20, 2026	November 30, 2026	December 8, 2026

Ad Specifications for *U.S. Medicine*

U.S. Medicine trim size: 10.5" x 13"

Ad	Trim Size	Bleed Size
King Page	10.5" x 13"	11" x 13.5"
King Spread	21" x 13"	21.5" x 13.5"
3/4 King Horizontal	10.5" x 9.75"	11" x 10.25"
3/4 King Vertical	7.5" x 13"	8" x 13.5"
Island*	7.5" x 10.25"	8" x 10.75"
1/2 King Horizontal	10.5" x 6.5"	11" x 7"
1/2 King Vertical	5.25" x 13"	5.75" x 13.5"
Front Cover	5" x 1.5"	NA

Supplemental Editions: *Compendium*, *Directory*, and Sponsored Supplements trim size: 7.875" x 10.75"

Ad	Trim Size	Bleed Size
Full Page	7.875" x 10.75"	8.375" x 11.25"
Spread	15.75" x 10.75"	16.25" x 11.25"
1/2 Page Vertical	4" x 10.75"	4.25" x 11.25"
1/2 Page Horizontal	7.875" x 5.25"	

Live matter

Allow .5" 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 at Production@USMedicine.com for live area specifications.

Insert Specifications and Cover Tip Specifications

Inserts

<i>U.S. Medicine</i>	8.375" x 10.75"	Must be pre-trimmed to size
<i>Compendium</i>	8.125" x 11"	Trims to 7.875" x 10.75" Keep live area .5" from final trim
<i>Directory</i>	8.125" x 11"	Trims to 7.875" x 10.75" Keep live area .5" from final trim

Cover Tips

<i>U.S. Medicine</i>	10" wide x 7" high	Must be pre-trimmed to size
<i>Compendium</i>	7" wide x 10" high	Must be pre-trimmed to size
<i>Directory</i>	7" wide x 10" high	Must be pre-trimmed to size

Note: Sizes listed for supplied inserts and cover tips are maximum sizes.

Insert and Cover Tip Shipping

Please supply inserts or cover tips as boxed loose or skid packed in gaylords, instead of shrink wrapped in small bundles. Label each box with publication name, issue date, and quantity and send printed inserts to:

Publication Printers Corp.

Attn: Mark Mollenauer
2001 S. Platte River Drive
Denver, CO 80223

Email:

Mark@PublicationPrinters.com
(303) 936-0303, X132

Digital Specifications

Digital media: “Press quality” PDF (high-resolution) required. For file guidelines, please contact *U.S. Medicine’s* production manager, at Production@USMedicine.com.

Color: Must be CMYK.

Crop Marks: Crop marks must be provided.

Bleed: 0.25 inch.

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

Contact: Tim Bayha, *Production Manager*
Production@USMedicine.com, (603) 960-4533

Insertion Orders and Advertising Materials

Insertion Orders

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

Email all insertion orders to Kristin Mendola, *VP Sales & Marketing*:
Mendola@USMedicine.com
(609) 397-5522

Advertising Materials

Email all ad materials to Tim Bayha, *Production Manager*:
Production@USMedicine.com
(603) 960-4533

Electronic Ad Submission

Submit ads as high-resolution PDFs. Please include advertiser name, issue name, date in the filename, and the ad’s code.

For files under 10 MB, send a high-resolution PDF via email to Tim Bayha 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

Send a confirmation email to Tim Bayha at Production@USMedicine.com once files have been sent/uploaded.

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.