

2027 Media Planner



Issuance

Monthly magazine plus two additional supplemental editions: The **2027 Compendium of Federal Medicine** (publishes in May 2027) and the **2028 Directory of Federal Medical Treatment Facilities** (publishes in December 2027).

Market Served and Editorial Content

U.S. Medicine magazine is the leading publication dedicated to the federal healthcare community and is widely recognized as the authoritative source for news and clinical information across the federal healthcare market. With a readership of more than 34,000 physicians, pharmacists, nurse practitioners, physician assistants, and healthcare administrators, the magazine reaches professionals throughout the Veterans Health Administration (VHA), the Military Health System (MHS), and the U.S. Public Health Service (USPHS).

Together, these organizations comprise the nation's largest integrated healthcare system, delivering care to more than 18 million veterans, active-duty service members, military retirees, their families, and other populations served by the U.S. Public Health Service.

Since 1964, U.S. Medicine has focused exclusively on the federal healthcare sector, earning a longstanding reputation for delivering timely news, expert analysis, and clinical insights tailored to the unique needs of federal healthcare providers and the patients they serve. Each monthly issue features:

Special Focus: Two or three in-depth original articles exploring a key clinical topic.

Clinical Consults: Coverage of significant clinical research and study results from the VA, DoD, and other federal healthcare organizations, organized by specialty.

Pharmacy Update: Comprehensive reporting on therapeutic advances, newly approved medications, medical devices, innovative treatment approaches, and pharmacy-related developments across the VA, DoD, and other federal healthcare agencies.



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2027 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 34,047—Total Average Qualified Nonpaid Circulation for 12 months ending June 30, 2026 Business/Occupational Analysis at right	Circulation by Federal Agency	
	Veteran's Health Administration	28,225
	Military Health System	5,347
	U.S. Public Health Service	436
	Space Force	39
	Circulation by Federal Job Title	
	Physicians	23,952
	Pharmacists	6,009
	PA's and NP's	3,153
	Administrators	933

U.S. Medicine 2027 Advertising Rates

King-page	1x	24x	48x
Net Rate: King-Page, Four-Color	\$10,225	\$9,635	\$9,135
Island-page	1x	24x	48x
Net Rate: Island-Page, Four-Color	\$8,445	\$8,040	\$7,950
Black and White pages	1x	24x	48x
Net Rate: King-Page, Black and White	\$6,330	\$6,225	\$5,820
Net Rate: Island-Page, Black and White	\$6,285	\$5,880	\$5,635

2027 Premium Positions Rates

Premium Positions	Cover 4 Premium	Cover 2 Premium	Front Cover Banner Ad	Cover Tip*
Net Rate	\$3,595	\$1,785	\$9,900	\$19,600
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, VP Sales & Marketing, 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>

2027 Supplemental Editions

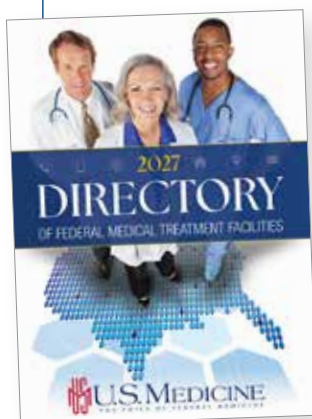


2027 Compendium of Federal Medicine

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 2027 *Compendium* is included as a supplement to the May 2027 issue of *U.S. Medicine*.

Ad Unit	Net Rate
Page, Four-Color	\$9,585
Page, Black and White	\$6,575
Half-Page, Black and White	\$5,610
Ad closing date	April 9, 2027
Publishing date: 2027 <i>Compendium of Federal Medicine</i>	May 2027

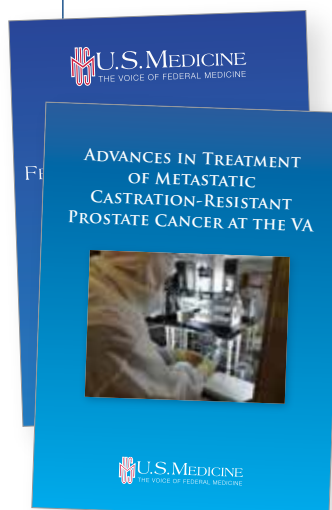


2028 Directory of Federal Medical Treatment Facilities

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 2028 *Directory* is included as a supplement to the December 2027 issue of *U.S. Medicine*

Ad Unit	Net Rate
Page, Four-Color	\$9,585
Page, Black and White	\$6,575
Half-Page, Black and White	\$5,610
Ad closing date	November 19, 2027
Publishing date: 2028 <i>Directory of Federal Medical Treatment Facilities</i>	December 2027



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

2027 Closing and Material Due Dates

U.S. Medicine

Monthly Issues	Closing	Materials	Supplied Inserts
January	December 18, 2026	December 31, 2026	January 5, 2027
February	January 22	January 29	February 11
March	February 19	February 26	March 5
April	March 19	March 26	April 8
May	April 16	April 23	May 7
June	May 14	May 28	June 7
July	June 18	June 25	July 9
August	July 16	July 23	August 6
September	August 20	August 27	September 9
October	September 17	September 24	October 8
November	October 15	October 22	November 9
December	November 19	November 30	December 9

Supplemental Editions

Title	Closing	Materials	Supplied Inserts
2027 Compendium	April 9, 2027	April 16, 2027	May 7, 2027
2027 Directory	November 19, 2027	November 29, 2027	December 8, 2027

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"	

Insert Specifications and Cover Tip Specifications

Inserts

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

Cover Tips

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

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 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

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

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.