ANESTHESIA & ANALGESIA®

6,787

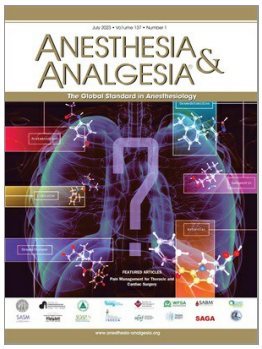
Total Subscribers

533,653

Anesthesiology / Pain Medicine Specialty Average Monthly Visits

Format

Print and Online



Website

http://www.anesthesia-analgesia.org/

Specialty

Anesthesiology / Pain Medicine

Audience

Members of the International Anesthesia Research Society

Content Focus

ANESTHESIA & ANALGESIA is the "Gold Standard in Anesthesiology," and provides the practice-oriented, clinical research you need to keep current and provide< optimal care to your patients. Each monthly issue brings you peer reviewed articles on the latest advances in drugs, preoperative preparation, patient monitoring, pain management, pathophysiology, and many other timely topics.

Organizational Affiliation

Official Journal of the International Anesthesia Research Society, the Society of Cardiovascular Anesthesiologists, the Society for Pediatric Anesthesia, the Society for Ambulatory Anesthesia, the International Society for Anaesthetic Pharmacology, the Society for Technology in Anesthesia, the Anesthesia Patient Safety Foundation, the Society of Critical Care Anesthesiologists, the Society for Obstetric Anesthesia and Perinatology, and the Society of Anesthesia and Sleep Medicine.

Editor-in-Chief

Jean-Francois Pittet, MD

Deputy Editor-in-Chief

Thomas R. Vetter, MD

Frequency

Monthly

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

Additional Audience Data

	US	ROW	TOTAL
Total Subscribers	5,531	1,256	6,787
Print Circulation	2,597	704	3,301
Online-Only Circulation	2,934	552	3,486

Digital Audience Engagement

	US	ROW	TOTAL
Anesthesiology / Pain Medicine Specialty Average Monthly Visits	216,351	317,302	533,653
Anesthesiology / Pain Medicine Specialty Average Monthly Page Views	302,164	531,947	834,111

Digital Advertising

Website Banners

High impact ad units, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Exclusive, 100% SOV, two ad positions & advertisers have the ability to run a different ad in each position.

A&A Bulletin Enewsletter

Monthly enewsletter is a digest including commentaries and articles for upcoming issues of *Anesthesia & Analgesia* and *A&A Practice*, IARS news, messages from the editors, podcasts, and videos. Sent to all IARS members, it is also tailored to HCPs engaged in the disciplines broadly related to anesthesiology which include perioperative medicine, critical care, and pain management.

Custom Emails

100% advertiser-provided email sent to Lippincott's opt-in specialty audience. Over 130+ specialty audiences to choose from.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

Conference Coverage

Daily updates on the latest clinical research presented during key society meetings. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

Resource Centers

Custom-created therapeutic microsite addressing target HCP's or patients' needs for the most current information on disease states, procedures, and effective treatments. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

Anesthesia and Analgesia Featured Article Podcast

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our reprints portal and search our database to find the right article for your campaign needs.

Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	$8,400	$4,210	$7,090	$2,900
6x	$7,845	$3,655	$6,720	$2,530
12x	$7,420	$3,230	$6,435	$2,245
24x	$7,145	$2,955	$6,225	$2,035
36x	$7,055	$2,865	$6,010	$1,820
48x	$6,835	$2,645	$5,875	$1,685

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 3 times earned B/W (PI) page rate

4-page: 5 times earned B/W (PI) page rate

6-page: 7 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your Sales Representative for volume discounts.

Full Page	1/2 Page	1/4 Page
$3,800	$2,595	$1,720

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our reprints portal. Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/13/2020	11/16/2020	11/25/2020	11/25/2020	12/15/2020
February	12/16/2020	12/17/2020	12/29/2020	12/29/2020	1/15/2021
March	1/20/2021	1/21/2021	2/1/2021	2/1/2021	2/18/2021
April	2/17/2021	2/18/2021	3/1/2021	3/1/2021	3/17/2021
May	3/18/2021	3/19/2021	3/30/2021	3/30/2021	4/15/2021
June	4/23/2021	4/26/2021	5/5/2021	5/5/2021	5/21/2021
July	5/18/2021	5/19/2021	5/28/2021	5/28/2021	6/16/2021
August	6/16/2021	6/17/2021	6/28/2021	6/28/2021	7/15/2021
September	7/20/2021	7/21/2021	7/30/2021	7/30/2021	8/17/2021
October	8/17/2021	8/18/2021	8/27/2021	8/27/2021	9/15/2021
November	9/23/2021	9/24/2021	10/5/2021	10/5/2021	10/21/2021
December	10/19/2021	10/20/2021	10/29/2021	10/29/2021	11/16/2021

To inquire about extension dates, please contact your Sales Representative.

Online Specifications

Download Online Advertising Specs

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	x	11 1/8"

Career & Events Section Page Sizes

Non-Bleed Size

	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"
1/4 page:	3 1/2"	x	4 3/4"

Download Career & Events Section guidelines

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: All inserts subject to approval by Editor. Sample should be supplied to Sales Representative. Allow three weeks for approval.
Sizes: 2 page insert: 8 3/8" x 11 1/4". 4 page insert: 8 3/8" x 11 1/4" folded with 1/8" lip high folio page. 1/8" head, foot, width; 1/2" safety margin in gutter. All inserts (tipped or gathered) always jog to head. All inserts to be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.
Paper Stock: 80 lb. maximum. Coated or 60 lb. offset.
Quantity: Contact your Production Associate.
Packing Instructions: Carton packing preferred with quantity, publication, and issue clearly indicated.
Shipping Address: Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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