

Critical Care Medicine

12,831

Total Subscribers

479,568

Critical Care Specialty Average Monthly Visits

Website

<http://www.ccmjournal.org/>

Specialty

Critical Care; Emergency Medicine; Trauma

Audience

Specialists who treat patients in the ICU and CCU, including chest physicians, surgeons, pediatricians, pharmacists/pharmacologists, anesthesiologists, critical care nurses, and other healthcare professionals.

Content Focus

Critical Care Medicine is the premier peer-reviewed, scientific publication in critical care medicine. Directed to those specialists who treat patients in the ICU and CCU, including chest physicians, surgeons, pediatricians, pharmacists/pharmacologists, anesthesiologists, critical care nurses, and other healthcare professionals, *Critical Care Medicine* covers all aspects of acute and emergency care for the critically ill or injured patient. Each issue presents critical care practitioners with clinical breakthroughs that lead to better patient care, the latest news on promising research, and advances in equipment and techniques.

Organizational Affiliation

Society of Critical Care Medicine

Editor-in-Chief

Timothy G. Buchman, PhD, MD, MCCM

Frequency

12 issues / year

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	12,050	781	12,831
Print Circulation	11,000	669	11,669

Digital Audience Engagement

	US	ROW	TOTAL
Critical Care Specialty Average Monthly Visits	162,115	317,453	479,568
Critical Care Specialty Average Monthly Page Views	248,949	543,195	792,144

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)
1 x	\$9,005	\$5,495	\$7,305	\$3,795
3 x	\$8,905	\$5,395	\$7,225	\$3,715
6 x	\$8,750	\$5,240	\$7,115	\$3,605
12 x	\$8,515	\$5,005	\$6,920	\$3,410
24 x	\$8,215	\$4,705	\$6,700	\$3,190
36 x	\$8,020	\$4,510	\$6,600	\$3,090
48 x	\$7,855	\$4,345	\$6,470	\$2,960
60 x	\$7,765	\$4,255	\$6,395	\$2,885

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate

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

Cover 4: 50% of earned B/W (PI) page rate

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

Insert Rates

2-page: 2.5 times earned B/W (PI) page rate

4-page: 4.5 times earned B/W (PI) page rate

6-page: 6.5 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	1/8 Page
\$5,165	\$3,520	\$2,340	\$1,525

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

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	11/14/2022	11/17/2022	11/28/2022	11/30/2022	12/15/2022
February	1/3/2023	1/6/2023	1/13/2023	1/18/2023	2/2/2023
March	1/23/2023	1/26/2023	2/2/2023	2/6/2023	2/21/2023
April	2/15/2023	2/20/2023	2/27/2023	3/1/2023	3/16/2023
May	3/15/2023	3/20/2023	3/27/2023	3/29/2023	4/13/2023
June	4/19/2023	4/24/2023	5/1/2023	5/3/2023	5/18/2023
July	5/16/2023	5/19/2023	5/26/2023	5/31/2023	6/15/2023
August	6/13/2023	6/16/2023	6/23/2023	6/27/2023	7/13/2023
September	7/19/2023	7/24/2023	7/31/2023	8/2/2023	8/17/2023
October	8/15/2023	8/18/2023	8/25/2023	8/29/2023	9/14/2023
November	9/13/2023	9/18/2023	9/25/2023	9/27/2023	10/12/2023
December	10/18/2023	10/23/2023	10/30/2023	11/1/2023	11/16/2023

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

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"
1/8 page:	3 1/2"	x	2 1/8"

[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. Copy should be supplied to Sales Representative prior to printing inserts. Allow three weeks for approval.

Sizes: 2-page insert: 8 3/8" x 11 1/8"; 4-page insert: 8 3/8" x 11 1/8"; Larger sizes upon request.

Trim: 3/16" off head, 1/8" bottom, gutter and outside edge; margin for live matter 1/2" inside all edges of untrimmed insert.

Paper Stock: 70 lb. minimum, 100 lb. text maximum.

Quantity: Consult Production Associate.

Shipping Address: Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Business Reply Cards: A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the Production Associate for minimum and maximum sizes, paper stock, and binding requirements.

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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