

DERMATOLOGIC SURGERY

7,727

Total Subscribers

2,044,318

Surgery (Specialty) Average Monthly Visits

Website

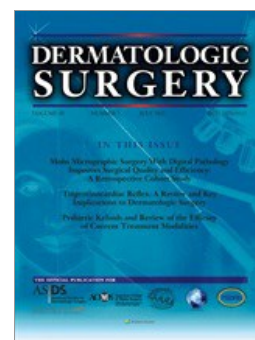
<http://www.dermatologicsurgery.org/>

Specialty

Surgery (Specialty); Dermatology

Audience

Dermatologists, dermatologic surgeons, plastic surgeons, oculoplastic surgeons and facial plastic surgeons



Content Focus

Dermatologic Surgery publishes the most comprehensive and up-to-date information in its field. This unique monthly journal provides today's most expansive and in-depth coverage of skin surgery and skin cancer, through peer-reviewed original articles, extensive illustrations, case reports, ongoing features, literature reviews, meeting coverage, and correspondence.

Organizational Affiliation

The official Journal of the American Society for Dermatologic Surgery, the American College of Mohs Surgery, the International Society of Hair Restoration Surgery, and the Dermatologic & Aesthetic Surgery International League.

Editor-in-Chief

William Coleman, 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	6,236	1,491	7,727
Print Circulation	6,210	1,310	7,520
Online-Only Circulation	26	181	207

Digital Audience Engagement

	US	ROW	TOTAL
Surgery (Specialty) Average Monthly Visits	867,697	1,176,621	2,044,318
Surgery (Specialty) Average Monthly Page Views	1,813,414	2,168,214	3,981,628

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	\$5,255	\$3,590	\$4,180	\$2,515
6 x	\$5,145	\$3,480	\$4,110	\$2,445
12 x	\$5,040	\$3,375	\$4,040	\$2,375
24 x	\$4,940	\$3,275	\$3,960	\$2,295
36 x	\$4,830	\$3,165	\$3,880	\$2,215
48 x	\$4,720	\$3,055	\$3,810	\$2,145
60 x	\$4,595	\$2,930	\$3,730	\$2,065
72 x	\$4,500	\$2,835	\$3,670	\$2,005
84 x	\$4,395	\$2,730	\$3,585	\$1,920
96 x	\$4,290	\$2,625	\$3,505	\$1,840
108 x	\$4,180	\$2,515	\$3,440	\$1,775
120 x	\$4,090	\$2,425	\$3,365	\$1,700

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

Insert: Rates are determined using the black and white earned rate per number of insert pages, plus 10%.

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
\$3,335	\$2,290	\$1,510	\$990

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	12/6/2022	12/9/2022	12/16/2022	12/16/2022	1/5/2023
February	1/11/2023	1/17/2023	1/24/2023	1/24/2023	2/9/2023
March	2/9/2023	2/14/2023	2/21/2023	2/21/2023	3/9/2023
April	3/9/2023	3/14/2023	3/21/2023	3/21/2023	4/6/2023
May	4/6/2023	4/11/2023	4/18/2023	4/18/2023	5/4/2023
June	5/10/2023	5/15/2023	5/22/2023	5/22/2023	6/8/2023
July	6/7/2023	6/12/2023	6/19/2023	6/19/2023	7/6/2023
August	7/11/2023	7/14/2023	7/21/2023	7/21/2023	8/8/2023
September	8/9/2023	8/14/2023	8/21/2023	8/21/2023	9/7/2023
October	9/7/2023	9/12/2023	9/19/2023	9/19/2023	10/5/2023
November	10/12/2023	10/17/2023	10/24/2023	10/24/2023	11/9/2023
December	11/7/2023	11/10/2023	11/17/2023	11/17/2023	12/7/2023

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 9/16"
1/2 page vertical:	3 1/2"	x	10"	4 4/15"	x	11 1/8"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/4"	x	9 7/8"

Non-Bleed Size

	Width		Height
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: Sample of insert must be submitted to Sales Representative for approval.

Sizes: 2-page insert: 8 1/2" x 11 1/8"; 4-page insert: 8 1/2" x 11 1/8". All inserts must be furnished printed and folded.

Trim: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.

Paper Stock: Not to exceed 80 lb. coated.

Quantity: Contact Production Associate.

Packing Instructions: Carton packing preferred, with quantity, publication name, and month 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.

Contact Us

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