

# Emergency Medicine News

40,000  
Total Subscribers

154,885  
Average Monthly Visits

## Website

<http://www.em-news.com/>

## Content Focus

A news magazine for the nation's 41,000 emergency physicians, *Emergency Medicine News* provides breaking coverage of advances, trends, and issues within the field, as well as clinical commentary by Editorial Board Chairman James R. Roberts, MD, a leader in the specialty. The news magazine features comprehensive special reports, illuminating profiles, and dynamic editorials.



## Editor-in-Chief

Lisa Hoffman

## 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



**Print Circulation:** 40,000

**Total Subscribers:** 40,000

## Website Engagement

**Average Monthly Visits:** 154,885

**Average Monthly Page Views:** 191,419

## Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	King Page Color	King Page B/W (PI)	3/4 Page Color	3/4 Page B/W (PI)	Island Half Page Color	Island Half Page B/W (PI)
1x	\$12,360	\$10,010	\$11,225	\$8,875	\$9,690	\$7,340
3x	\$12,110	\$9,760	\$11,030	\$8,680	\$9,530	\$7,180
6x	\$11,875	\$9,525	\$10,805	\$8,455	\$9,340	\$6,990
12x	\$11,620	\$9,270	\$10,605	\$8,255	\$9,165	\$6,815
24x	\$11,200	\$8,850	\$10,245	\$7,895	\$8,825	\$6,475
36x	\$10,955	\$8,605	\$9,880	\$7,530	\$8,630	\$6,280
48x	\$10,775	\$8,425	\$9,770	\$7,420	\$8,600	\$6,250
60x	\$10,470	\$8,120	\$9,655	\$7,305	\$8,340	\$5,990

## 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:** 2.5 times earned B/W (PI) page rate

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

**8-page:** 8.5 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 and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

King Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
\$10,830	\$9,225	\$7,375	\$4,900	\$3,160	\$1,865

## Line Rates

**Base Rate:** \$8.50/word

**Minimum Charge:** \$425 (50 words)

**Bold Type:** \$0.75/word

**Logo:** \$325

**Featured Ad:** \$150

**Icon:** \$125

## Agency Commission

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

## Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

### Website Banners

Interstitial, 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. Advertise in just one ad position, or lock in 100% SOV with all positions.

Exclusive advertisers can run different ads in each position for maximum exposure.

### 3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

### eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

## Premium Sponsorship Opportunities

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

## 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	11/24/2020	11/26/2020	12/3/2020	12/2/2020	12/28/2020
February	1/6/2021	1/6/2021	1/13/2021	1/12/2021	2/4/2021
March	2/1/2021	2/1/2021	2/8/2021	2/5/2021	3/2/2021
April	3/3/2021	3/3/2021	3/10/2021	3/9/2021	4/1/2021
May	4/2/2021	4/2/2021	4/9/2021	4/8/2021	5/1/2021
June	5/3/2021	5/3/2021	5/10/2021	5/7/2021	6/1/2021
July	6/2/2021	6/2/2021	6/9/2021	6/8/2021	7/1/2021
August	7/2/2021	7/2/2021	7/9/2021	7/8/2021	8/1/2021
September	8/3/2021	8/3/2021	8/10/2021	8/9/2021	9/1/2021
October	9/2/2021	9/2/2021	9/9/2021	9/8/2021	10/1/2021
November	10/1/2021	10/1/2021	10/8/2021	10/7/2021	11/1/2021
December	11/2/2021	11/2/2021	11/9/2021	11/8/2021	12/1/2021

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

## Type of Binding

Saddle Stched

## Journal Trim Size

10 1/2" x 14". Safety allowance for live matter: 1/2" from trim.

## Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
King page:	9 1/2"	x	13"	10 3/4"	x	14 1/4"
3/4 page horizontal:	9 1/2"	x	10"	10 3/4"	x	10 3/4"
3/4 page vertical:	7"	x	13"	7 7/8"	x	14 1/4"
Island 1/2 page:	7"	x	10"	7 7/8"	x	10 3/4"

## Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
King page:	9 1/4"	x	12"
3/4 page:	6 7/8"	x	12"
1/2 page horizontal:	9 1/4"	x	5 7/8"
1/2 page vertical:	4 1/2"	x	12"
1/4 page horizontal:	4 1/2"	x	5 7/8"
1/4 page vertical:	2 1/8"	x	12"
1/8 page horizontal:	4 1/2"	x	2 7/8"
1/8 page vertical:	2 1/8"	x	5 7/8"
1/16 page:	2 1/3"	x	3 1/3"

[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; Type 1 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.

**Availability:** Consult Production Associate for insert specifications, quantity, and shipping instructions.

## 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.

## Advertising Representative (U.S.)

**Name:** Amber Howard

**Phone:** 508-561-6570

**Email:** [amber.howard@wolterskluwer.com](mailto:amber.howard@wolterskluwer.com)

## Advertising Representative (Europe)

**Name:** Donaree Stephens

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**Email:** [donaree.stephens@wolterskluwer.com](mailto:donaree.stephens@wolterskluwer.com)

## Recruiting Representative (U.S.)

**Name:** Ben Crowe

**Phone:** 612-298-7474

**Email:** [benjamin.crowe@wolterskluwer.com](mailto:benjamin.crowe@wolterskluwer.com)

## Recruiting Representative (Europe)

**Name:** Donaree Stephens

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## Reprints Representative (U.S.)

**Name:** Meredith Edelman

**Phone:** 215-356-2721

**Email:** [meredith.edelman@wolterskluwer.com](mailto:meredith.edelman@wolterskluwer.com)

## Reprints Representative (Europe)

**Name:** Donaree Stephens

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## Advertising Coordinator

**Name:** Linda Meshey

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