

HEPATOLOGY

4,908

Total Subscribers

592,355

Gastroenterology Specialty Average Monthly Visits

Content Focus

The premier publication in the field of liver disease, HEPATOLOGY publishes original, peer-reviewed articles concerning all aspects of liver structure, function and disease. Each month, the distinguished Editorial Board monitors and selects only the best articles on subjects such as immunology, chronic hepatitis, viral hepatitis, cirrhosis, genetic and metabolic liver diseases and their complications, liver cancer, and drug metabolism.

Organizational Affiliation

American Association for the Study of Liver Diseases (AASLD)

Editor-in-Chief

Gregory J. Gores

Frequency

Monthly

Advertising Guidelines

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

Distribution

	US	ROW	TOTAL
Total Subscribers	3,379	1,529	4,908
Print Circulation	2,210	1,163	3,373
Online-Only Circulation	1,169	366	1,535

Digital Audience Engagement

	US	ROW	TOTAL
Gastroenterology Specialty Average Monthly Visits	268,188	324,167	592,355
Gastroenterology Specialty Average Monthly Page Views	380,981	552,298	933,279

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$3,000	\$1,765	\$2,470	\$1,235
3 x	\$2,950	\$1,715	\$2,435	\$1,200
6 x	\$2,895	\$1,660	\$2,400	\$1,165
12 x	\$2,845	\$1,610	\$2,360	\$1,125
24 x	\$2,790	\$1,555	\$2,325	\$1,090

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

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	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/22/2022	12/6/2022	12/8/2022	12/23/2022
February	12/21/2022	1/4/2023	1/6/2023	1/24/2023
March	1/26/2023	2/7/2023	2/9/2023	2/24/2023
April	2/23/2023	3/7/2023	3/9/2023	3/24/2023
May	3/24/2023	4/5/2023	4/7/2023	4/24/2023
June	4/25/2023	5/5/2023	5/9/2023	5/24/2023
July	5/25/2023	6/7/2023	6/9/2023	6/26/2023
August	6/22/2023	7/5/2023	7/7/2023	7/24/2023
September	7/27/2023	8/8/2023	8/10/2023	8/25/2023
October	8/24/2023	9/6/2023	9/8/2023	9/25/2023
November	9/25/2023	10/5/2023	10/9/2023	10/24/2023
December	10/24/2023	11/3/2023	11/7/2023	11/22/2023

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

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Journal Trim Size

8 1/4" 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 1/2"	x	11 1/8"
1/2 page horizontal:	7"	x	4 7/8"	8 1/2"	x	5 5/8"
1/2 page vertical:	3 3/8"	x	10"	4 1/4"	x	11 1/4"

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.

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](#)