

# MEDICAL CARE

917

Total Subscribers

125,849

Healthcare Management Specialty Average Monthly Visits

## Website

<http://www.lww-medicalcare.com/>

## Content Focus

Rated as one of the top ten journals in healthcare administration, *Medical Care* is devoted to all aspects of the administration and delivery of healthcare. This scholarly journal publishes original, peer-reviewed papers documenting the most current developments in the rapidly changing field of healthcare. This timely journal reports on the findings of original investigations into issues related to the research, planning, organization, financing, provision, and evaluation of health services. In addition, numerous special supplementary issues that focus on specialized topics are produced with each volume. All subscribers to the Journal receive copies of supplemental issues along with their regular issue.



## Organizational Affiliation

Official Journal of the Medical Care Section of the American Public Health Association

## Editor-in-Chief

Catarina Kiefe, MD, PhD  
 Jeroan J. Allison, MD, MS

## 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

	US	ROW	TOTAL
Total Subscribers	883	34	917
Print Circulation	17	12	29
Online-Only Circulation	866	22	888

## Digital Audience Engagement

	US	ROW	TOTAL
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	US	ROW	TOTAL
Healthcare Management Specialty Average Monthly Visits	67,811	58,038	125,849
Healthcare Management Specialty Average Monthly Page Views	107,189	94,649	201,838

## 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	\$1,175	\$1,175	\$795	\$795

### 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.

## 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
\$1,855	\$1,280	\$850	\$555

### 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	11/21/2022	11/28/2022	12/5/2022	12/5/2022	12/16/2022
February	12/23/2022	12/29/2022	1/6/2023	1/6/2023	1/20/2023

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
<b>March</b>	1/30/2023	2/2/2023	2/9/2023	2/9/2023	2/22/2023
<b>April</b>	2/22/2023	2/27/2023	3/6/2023	3/6/2023	3/17/2023
<b>May</b>	3/22/2023	3/27/2023	4/3/2023	4/3/2023	4/14/2023
<b>June</b>	4/26/2023	5/1/2023	5/8/2023	5/8/2023	5/19/2023
<b>July</b>	5/23/2023	5/26/2023	6/5/2023	6/5/2023	6/16/2023
<b>August</b>	6/20/2023	6/23/2023	6/30/2023	6/30/2023	7/14/2023
<b>September</b>	7/26/2023	7/31/2023	8/7/2023	8/7/2023	8/18/2023
<b>October</b>	8/22/2023	8/25/2023	9/1/2023	9/1/2023	9/15/2023
<b>November</b>	9/27/2023	10/2/2023	10/9/2023	10/9/2023	10/20/2023
<b>December</b>	10/25/2023	10/30/2023	11/6/2023	11/6/2023	11/17/2023

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 spread:	15"	x	10"	16 1/2"	x	11 3/16"
Full page:	7"	x	10"	8 3/8"	x	11 3/16"
1/2 page H spread:	15"	x	4 7/8"	16 1/2"	x	5 1/2"
1/2 page horizontal:	7"	x	4 7/8"	8 3/8"	x	5 1/2"

### 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"
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

**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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