

# NeurologyToday®

25,608  
Total Subscribers

1,664,672  
Neurology Specialty Average Monthly Visits

## Website

<http://NeurologyToday.com/>

## Specialty

Neurology

## Audience

Neurologists, neuroscientists, neurology advanced practice providers, and those supporting care for patients with neurologic disorders.

## Content Focus

*Neurology Today*®, the official news source of the American Academy of Neurology, is an award-winning publication that provides neurologists with critical and independent analysis of clinical and translational research developments in neurology. The publication also features legislative and health policy issues, medico-legal and professionalism concerns, specialty and subspecialty trends and controversies, and comprehensive reports from medical meetings.

## Organizational Affiliation

American Academy of Neurology

## Editor-in-Chief

Joseph E. Safdieh, MD, FAAN

## Frequency

24 issues a year

## Advertising Guidelines

Subject to approval by Editor-in-Chief and AAN. [Uniform Guidelines for Advertisements in AAN Publications](#) apply. **New copy must be received by the Publisher two weeks before closing date.**

## Distribution

	US	ROW	TOTAL
Total Subscribers	20,517	5,091	25,608
Print Circulation	17,062	4,453	21,515



## Digital Audience Engagement

	US	ROW	TOTAL
Neurology Specialty Average Monthly Visits	747,363	917,309	1,664,672
Neurology Specialty Average Monthly Page Views	1,020,457	1,357,726	2,378,183

## 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	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)
1 x	\$13,395	\$9,535	\$12,420	\$8,560	\$10,215	\$6,355
12 x	\$13,220	\$9,360	\$12,145	\$8,285	\$10,055	\$6,195
24 x	\$13,075	\$9,215	\$12,105	\$8,245	\$9,890	\$6,030
36 x	\$12,985	\$9,125	\$12,025	\$8,165	\$9,835	\$5,975
48 x	\$12,655	\$8,795	\$11,880	\$8,020	\$9,690	\$5,830
72 x	\$12,570	\$8,710	\$11,785	\$7,925	\$9,630	\$5,770
96 x	\$12,390	\$8,530	\$11,580	\$7,720	\$9,450	\$5,590
144 x	\$11,670	\$7,810	\$10,890	\$7,030	\$8,925	\$5,065
180 x	\$11,485	\$7,625	\$10,785	\$6,925	\$8,760	\$4,900
216 x	\$11,250	\$7,390	\$10,520	\$6,660	\$8,640	\$4,780
288 x	\$11,145	\$7,285	\$10,320	\$6,460	\$8,525	\$4,665
360 x	\$11,055	\$7,195	\$10,240	\$6,380	\$8,410	\$4,550

## 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

**Rates:** Billed at earned B/W (PI) page rate

**Production Charge:** \$300 (non-commissionable)

## 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.

King Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
\$9,175	\$7,815	\$6,245	\$4,140	\$2,680	\$1,575

## 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 5	11/28/2022	12/5/2022	12/8/2022	12/9/2022	1/5/2023
January 19	12/9/2022	12/16/2022	12/21/2022	12/22/2022	1/19/2023
February 2	12/23/2022	1/3/2023	1/6/2023	1/9/2023	2/2/2023
February 16	1/10/2023	1/18/2023	1/23/2023	1/24/2023	2/16/2023
March 2	1/25/2023	2/1/2023	2/6/2023	2/7/2023	3/2/2023
March 16	2/8/2023	2/15/2023	2/20/2023	2/21/2023	3/16/2023
April 6	3/1/2023	3/8/2023	3/13/2023	3/14/2023	4/6/2023
April 20	3/15/2023	3/22/2023	3/27/2023	3/28/2023	4/20/2023
May 4	3/29/2023	4/5/2023	4/10/2023	4/11/2023	5/4/2023
May 18	4/12/2023	4/19/2023	4/24/2023	4/25/2023	5/18/2023
June 1	4/25/2023	5/2/2023	5/5/2023	5/8/2023	6/1/2023
June 15	5/9/2023	5/16/2023	5/19/2023	5/22/2023	6/15/2023
July 6	5/30/2023	6/6/2023	6/9/2023	6/12/2023	7/6/2023
July 20	6/13/2023	6/20/2023	6/23/2023	6/26/2023	7/20/2023
August 3	6/27/2023	7/5/2023	7/10/2023	7/11/2023	8/3/2023
August 17	7/12/2023	7/19/2023	7/24/2023	7/25/2023	8/17/2023
September 7	8/1/2023	8/8/2023	8/11/2023	8/14/2023	9/7/2023
September 21	8/15/2023	8/22/2023	8/25/2023	8/28/2023	9/21/2023
October 5	8/29/2023	9/6/2023	9/11/2023	9/12/2023	10/5/2023
October 19	9/13/2023	9/20/2023	9/25/2023	9/26/2023	10/19/2023
November 2	9/27/2023	10/4/2023	10/9/2023	10/10/2023	11/2/2023
November 16	10/11/2023	10/18/2023	10/23/2023	10/24/2023	11/16/2023
December 7	10/30/2023	11/6/2023	11/9/2023	11/10/2023	12/7/2023
December 21	11/13/2023	11/20/2023	11/27/2023	11/28/2023	12/21/2023

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

# Online Specifications

[Download Online Advertising Specs](#)

# Print Specifications

Type of Binding

Saddle-stitched

## 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; 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:** A sample of the insert or BRC must be submitted in advance for approval. For information, please contact Nick Strickland at (646) 674-6539.

**Sizes:** Submit 8" x 11". Final size with 1/8" head trim: 8" x 10 7/8".

**Packing Instructions:** Carton packing preferred with quantity, publication and issue clearly indicated.

**Shipping Address:** Quad Receiving, N11896 Hwy. 175, Lomira, WI 53048, phone: 920-269-4700

## 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.

## Cover Tips

Specifications: 10" wide X 6" high (maximum size), 5" wide X 4" high (minimum). Safety: Allow 1/4" from trim on all sides. Paper stock: 80# or 100# gloss

text. Jogs: to center unless issue is less than 40pp. If less than 40pp, jogs to foot (as determined by USPS). A sample of insert must be sent to the Advertising Coordinator for approval 3 weeks prior to the insert due date.

[Contact Us](#)

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