

Anesthesiology

- **51,502** Total Subscribers
- **422,964** Average Monthly Visits

- [About](#)
- [Audience](#)
- [Rates](#)
- [Closing Dates](#)
- [Specifications](#)
- [Contacts](#)
- [Download Kit](#)

Journal Cover Image Society Image

Website

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

Content Focus

ANESTHESIOLOGY, the official journal of the American Society of Anesthesiologists, leads the world in publication of peer-reviewed novel research that transforms clinical practice and fundamental understanding in perioperative, critical care, and pain medicine.

Organizational Affiliation

Official publication of the American Society of Anesthesiologists (ASA)

Impact Factor

7.067

Impact Factor Ranking

1 of 32 in Anesthesiology

Editor-in-Chief

Evan D. Kharasch, M.D., Ph.D.

Frequency

12 issues per year

Advertising Guidelines

Subject to approval by Editor and the ASA. New copy must be received by the Publisher two weeks before closing date. [View the ASA Publications Advertising Policy.](#)

[webinar series](#)

Distribution

Print Circulation: 43,332
Electronic-Only Circulation: 8,170
Total Subscribers: 51,502

Website Engagement

Average Monthly Visits: 422,964
Average Monthly Page Views: 562,542

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)
1x	\$7,175	\$4,185	\$6,465	\$3,475
6x	\$6,960	\$3,970	\$6,315	\$3,325
12x	\$6,740	\$3,750	\$6,140	\$3,150
24x	\$6,500	\$3,510	\$5,920	\$2,930
36x	\$6,405	\$3,415	\$5,850	\$2,860
48x	\$6,205	\$3,215	\$5,690	\$2,700

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.

Full Page 1/2 Page 1/4 Page

\$7,175 \$5,640 \$3,735

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

Cover Tips, Belly Bands, Inserts and Outserts

Print and Digital Supplements

Supplements allow you to reach our audience of KOLs and society members and include article collections, meeting content, and companion issues.

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

Showcase 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 Programs

Add value to our HCP relationships with branded anatomical charts, tear pads, and more.



ANESTHESIOLOGY Podcast

Each month, ANESTHESIOLOGY issues an Editor-in-Chief podcast highlighting research and editorials in that issue. Additional podcasts include discussions with the authors of articles, adding context to their research.

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	11/3/2020	11/4/2020		11/13/2020		11/18/2020	12/8/2020
February	12/8/2020	12/9/2020		12/18/2020		12/23/2020	1/12/2021
March	1/7/2021	1/8/2021		1/19/2021		1/22/2021	2/9/2021
April	2/3/2021	2/4/2021		2/16/2021		2/19/2021	3/9/2021
May	3/11/2021	3/12/2021		3/23/2021		3/26/2021	4/13/2021
June	4/8/2021	4/9/2021		4/20/2021		4/23/2021	5/11/2021
July	5/5/2021	5/6/2021		5/17/2021		5/20/2021	6/8/2021
August	6/9/2021	6/10/2021		6/21/2021		6/24/2021	7/13/2021
September	7/8/2021	7/9/2021		7/20/2021		7/23/2021	8/10/2021
October	8/11/2021	8/12/2021		8/23/2021		8/26/2021	9/14/2021
November	9/9/2021	9/10/2021		9/21/2021		9/24/2021	10/12/2021
December	10/7/2021	10/8/2021		10/19/2021		10/22/2021	11/9/2021

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"

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 vertical:	4 7/8"	x 7"	5 1/2"	x 8 3/8"

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"

[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:** Submit a sample of proposed insert to your Sales Representative for approval.
- **Sizes:** 8 3/8" x 11 3/16", includes 3/16" trim from top, 1/8" bottom, outside edges and gutter; live matter to be 1/2" from trim. Jogs to top. Supply multiple leaf inserts folded; if back-up required, supply flat. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.
- **Paper Stock:** 100 lb. textweight maximum for single leaf; 80 lb. textweight maximum for multiple leaf.
- **Quantity:** Contact your Production Associate.
- **BRMs:** 4 1/4" x 6" minimum; allow 3/16" head and gutter trim and 1/2" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock .007.
- **Packing Instructions:** Carton packing preferred. Quantity, publication and issue must be marked on outside of carton.
- **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.

Advertising Representative (U.S.)

- **Name:** Hilary Druker
- **Phone:** 609-304-9187
- **Email:** hilary.druker@wolterskluwer.com

Advertising Representative (Europe)

- **Name:** Ben Newall
- **Phone:** +44 7855162462
- **Email:** ben.newall@wolterskluwer.com

Recruiting Representative (U.S.)

- **Name:** Dave Wiegand
- **Phone:** 847-361-6128
- **Email:** dave.wiegand@wolterskluwer.com

Recruiting Representative (Europe)

- **Name:** Ben Newall
- **Phone:** +44 7855162462
- **Email:** ben.newall@wolterskluwer.com

Reprints Representative (U.S.)

- **Name:** Meredith Edelman
- **Phone:** 215-356-2721
- **Email:** meredith.edelman@wolterskluwer.com

Reprints Representative (Europe)

- **Name:** Therese Tshiteya
- **Email:** internationalreprints@wolterskluwer.com

Advertising Coordinator

- **Name:** Patricia Muller
- **Phone:** 215-521-8840
- **Email:** patricia.muller@wolterskluwer.com

Related Media Kits

- [ASA Monitor](#)

Copyright ©2021, Wolters Kluwer Health. All rights reserved.