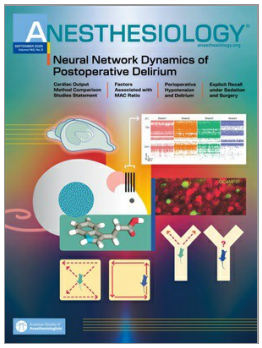
ANESTHESIOLOGY®

58,702
Total Subscribers

510,239
Anesthesiology / Pain Medicine Specialty Average Monthly Visits



American Society of Anesthesiologists

Format

Print and Online

Website

https://journals.lww.com/anesthesiology

Specialty

Anesthesiology / Pain Medicine

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.

Anesthesiology ranks #3 in total readers, average issue readers, and average page exposures

(Source: Anesthesiology Tables 402 & 403, Medical/Surgical Media Measurement 2026, M3 MI)

Organizational Affiliation

Official journal of the American Society of Anesthesiologists (ASA)

Impact Factor

9.4

Impact Factor Ranking

2/72 in Anesthesiology category

Editor-in-Chief

James P. Rathmell, M.D.
Professor of Anaesthesia, Harvard Medical School
Department of Anesthesiology, Mass General Brigham
Boston, Massachusetts

Frequency

12 issues per year

Bonus Distribution / Special Issues

The October issue will have bonus distribution at the 2027 ANESTHESIOLOGY Annual Meeting

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 Advertising Policy.

Distribution

	US	ROW	TOTAL
Total Subscribers	56,946	1,756	58,702
Print Circulation	138	54	192
Online-Only Circulation	56,808	1,702	58,510

Digital Audience Engagement

	US	ROW	TOTAL
Anesthesiology / Pain Medicine Specialty Average Monthly Visits	209,625	300,614	510,239
Anesthesiology / Pain Medicine Specialty Average Monthly Page Views	304,401	520,525	824,926

Digital Advertising

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. Receive 100% SOV with two ad positions and ability to have different ads in each position.

ASAP Weekly Enewsletter

The official enewsletter of the ASA, sent to members weekly. ASAP Weekly is a collection of timely ASA news, products, and services announcements, advocating for anesthesiologists and insights into the *Anesthesiology* journal.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

Anesthesiology Podcast

Podcasts from *Anesthesiology* journal include an overview of new journal content from Editor-in-Chief James P. Rathmell, M.D., M.B.A. as well as issue overviews, translations and author interviews. Your 15 second audio ad will be read by the podcast host. On average 30,000 global downloads.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements developed in electronic formats enable inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail or distribute at your conference or meeting booth. Visit our reprints portal and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our reprints portal and search our database to find the right article for your campaign needs.

Run of Book Rates

Anesthesiology

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	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	$5,420	$3,170	$4,885	$2,635
6x	$5,325	$3,075	$4,810	$2,560
12x	$5,235	$2,985	$4,735	$2,485
24x	$5,150	$2,900	$4,665	$2,415
36x	$5,065	$2,815	$4,595	$2,345
48x	$4,985	$2,735	$4,525	$2,275

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

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

Anesthesiology/ASA Monitor Combination Rates

Receive a full page print ad in *Anesthesiology* and a king page print ad in *ASA Monitor* at a discounted bundle rate. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Color	B/W (PI)
1x	$13,112	$7,940
6x	$12,712	$7,540
12x	$12,492	$7,320
24x	$12,280	$7,108
36x	$12,072	$6,900
48x	$11,872	$6,700

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
$5,585	$3,805	$2,515

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 Rates

Print and digital reprints are available. Contact your Sales Representative for pricing.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/4/2025	11/7/2025	11/14/2025	11/19/2025	12/9/2025
February	12/9/2025	12/12/2025	12/19/2025	12/24/2025	1/13/2026
March	1/7/2026	1/12/2026	1/20/2026	1/23/2026	2/10/2026
April	2/5/2026	2/10/2026	2/17/2026	2/20/2026	3/10/2026
May	3/12/2026	3/17/2026	3/24/2026	3/27/2026	4/14/2026
June	4/9/2026	4/14/2026	4/21/2026	4/24/2026	5/12/2026

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
July	5/6/2026	5/11/2026	5/18/2026	5/21/2026	6/9/2026
August	6/10/2026	6/15/2026	6/22/2026	6/25/2026	7/14/2026
September	7/9/2026	7/14/2026	7/21/2026	7/24/2026	8/11/2026
October	8/5/2026	8/10/2026	8/17/2026	8/20/2026	9/8/2026
November	9/10/2026	9/15/2026	9/22/2026	9/25/2026	10/13/2026
December	10/8/2026	10/13/2026	10/20/2026	10/23/2026	11/10/2026

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"
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; 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: 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: Contact Sales Representative.

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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