

Circulation

21,191
Total Subscribers

6,155,710
Cardiology Specialty Average Monthly Visits

Format

Print and Online

Website

<https://www.ahajournals.org/journal/circ>

Specialty

Cardiology

Content Focus

Circulation publishes original research manuscripts, review articles, and other content related to cardiovascular health and disease, including observational studies, clinical trials, epidemiology, health services and outcomes studies, and advances in basic and translational research.

Organizational Affiliation

American Heart Association (AHA)

Editor-in-Chief

Joseph A. Hill, MD, PhD

Frequency

Weekly

Advertising Guidelines

Subject to approval by Editor and AHA. [Advertising policies](#) in AHA publications apply. New copy must be received by the Publisher two weeks before closing date.

Impact, Influence, and Quality Metrics

Learn more at www.ahajournals.org/metrics

Distribution

	US	ROW	TOTAL
Total Subscribers	17,616	3,575	21,191
Print Circulation	514	157	671



Online-Only Circulation

17,102

3,418

20,520

Digital Audience Engagement

	US	ROW	TOTAL
Cardiology Specialty Average Monthly Visits	2,440,100	3,715,610	6,155,710
Cardiology Specialty Average Monthly Page Views	3,525,679	6,169,114	9,694,793

Digital Advertising

Website Banners

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. Exclusive, 100% SOV, 3 ad positions & advertisers have the ability to run a different ad in each position.

Spotlight Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing newsletter from the editors of Lippincott's most valuable news sources.

Custom Emails

100% advertiser-provided email sent to Lippincott's opt-in specialty audience. Over 130+ specialty audiences to choose from.

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

Conference Coverage

Daily updates on the latest clinical research presented during key society meetings. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through newsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

Resource Centers

Custom-created therapeutic microsite addressing target HCP's or patients' needs for the most current information on disease states, procedures, and effective treatments. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

Circulation on the Run Podcast

Hosted by Carolyn Lam and Greg Hundley, Circulation on the Run is an audio summary of the headlines of the journal, so you can get caught up in 15 minutes, literally on the run or drive. In addition to getting an overview of the weekly issue content, you get the main take home messages as a clinician through interviews with an author and an editor, a behind the scenes look at the clinical significance of a featured article. Your 15 second audio ad will be read by the podcast host at the beginning of the episode.

Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

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 may be developed in print as well as electronic formats, enabling 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, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. 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

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)
1 x	\$4,075	\$1,960	\$3,465	\$1,350
3 x	\$4,020	\$1,905	\$3,425	\$1,310
6 x	\$3,965	\$1,850	\$3,390	\$1,275
12 x	\$3,910	\$1,795	\$3,355	\$1,240
24 x	\$3,860	\$1,745	\$3,320	\$1,205
36 x	\$3,810	\$1,695	\$3,285	\$1,170
48 x	\$3,760	\$1,645	\$3,250	\$1,135

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

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
\$3,185	\$2,175	\$1,445	\$945

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	Space	Materials	Materials	Materials	Date
January 7th	12/9/2024	12/12/2024	12/19/2024	12/30/2024	1/7/2025
January 14th	12/13/2024	12/18/2024	12/26/2024	1/6/2025	1/14/2025
January 21st	12/19/2024	12/24/2024	1/2/2025	1/10/2025	1/21/2025
January 28th	12/27/2024	1/2/2025	1/9/2025	1/17/2025	1/28/2025
February 4th	1/6/2025	1/9/2025	1/16/2025	1/27/2025	2/4/2025
February 11th	1/13/2025	1/16/2025	1/24/2025	2/3/2025	2/11/2025
February 18th	1/21/2025	1/24/2025	1/31/2025	2/10/2025	2/18/2025
February 25th	1/28/2025	1/31/2025	2/7/2025	2/17/2025	2/25/2025
March 4th	2/4/2025	2/7/2025	2/14/2025	2/24/2025	3/4/2025
March 11th	2/11/2025	2/14/2025	2/21/2025	3/3/2025	3/11/2025
March 18th	2/18/2025	2/21/2025	2/28/2025	3/10/2025	3/18/2025
March 25th	2/25/2025	2/28/2025	3/7/2025	3/17/2025	3/25/2025
April 1st	3/4/2025	3/7/2025	3/14/2025	3/24/2025	4/1/2025
April 8th	3/11/2025	3/14/2025	3/21/2025	3/31/2025	4/8/2025
April 15th	3/18/2025	3/21/2025	3/28/2025	4/7/2025	4/15/2025
April 22nd	3/25/2025	3/28/2025	4/4/2025	4/14/2025	4/22/2025
April 29th	4/1/2025	4/4/2025	4/11/2025	4/21/2025	4/29/2025
May 6th	4/8/2025	4/11/2025	4/18/2025	4/28/2025	5/6/2025
May 13th	4/15/2025	4/18/2025	4/25/2025	5/5/2025	5/13/2025
May 20th	4/22/2025	4/25/2025	5/2/2025	5/12/2025	5/20/2025
May 27th	4/28/2025	5/1/2025	5/8/2025	5/16/2025	5/27/2025
June 3rd	5/5/2025	5/8/2025	5/15/2025	5/23/2025	6/3/2025
June 10th	5/12/2025	5/15/2025	5/22/2025	6/2/2025	6/10/2025
June 17th	5/19/2025	5/22/2025	5/30/2025	6/9/2025	6/17/2025
June 24th	5/27/2025	5/30/2025	6/6/2025	6/16/2025	6/24/2025
July 8th	6/9/2025	6/12/2025	6/19/2025	6/27/2025	7/8/2025
July 15th	6/16/2025	6/19/2025	6/26/2025	7/7/2025	7/15/2025
July 22nd	6/23/2025	6/26/2025	7/3/2025	7/14/2025	7/22/2025
July 29th	6/30/2025	7/3/2025	7/11/2025	7/21/2025	7/29/2025
August 5th	7/8/2025	7/11/2025	7/18/2025	7/28/2025	8/5/2025
August 12th	7/15/2025	7/18/2025	7/25/2025	8/4/2025	8/12/2025
August 19th	7/22/2025	7/25/2025	8/1/2025	8/11/2025	8/19/2025
August 26th	7/29/2025	8/1/2025	8/8/2025	8/18/2025	8/26/2025
September 2nd	8/4/2025	8/7/2025	8/14/2025	8/22/2025	9/2/2025
September 9th	8/11/2025	8/14/2025	8/21/2025	8/29/2025	9/9/2025
September 16th	8/18/2025	8/21/2025	8/28/2025	9/8/2025	9/16/2025
September 23rd	8/25/2025	8/28/2025	9/5/2025	9/15/2025	9/23/2025
September 30th	9/2/2025	9/5/2025	9/12/2025	9/22/2025	9/30/2025
October 7th	9/9/2025	9/12/2025	9/19/2025	9/29/2025	10/7/2025
October 14th	9/16/2025	9/19/2025	9/26/2025	10/6/2025	10/14/2025
October 21st	9/23/2025	9/26/2025	10/3/2025	10/13/2025	10/21/2025
October 28th	9/30/2025	10/3/2025	10/10/2025	10/20/2025	10/28/2025
November 4th	10/7/2025	10/10/2025	10/17/2025	10/27/2025	11/4/2025
November 11th	10/14/2025	10/17/2025	10/24/2025	11/3/2025	11/11/2025
November 18th	10/21/2025	10/24/2025	10/31/2025	11/10/2025	11/18/2025
November 25th	10/28/2025	10/31/2025	11/7/2025	11/17/2025	11/25/2025
December 2nd	10/31/2025	11/5/2025	11/12/2025	11/20/2025	12/2/2025
December 9th	11/7/2025	11/12/2025	11/19/2025	12/1/2025	12/9/2025
December 16th	11/14/2025	11/19/2025	11/26/2025	12/8/2025	12/16/2025
December 23rd	11/21/2025	11/26/2025	12/5/2025	12/15/2025	12/23/2025

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

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"
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

Sizes: minimum size 8 7/16" x 11 1/8" (21.43 cm x 28.25 cm)

Trim: head, foot, face 3/16" (0.48 cm); gutter 1/8" (0.32 cm). Publication jogs to head. Safety keep live matter at least 1/2" (1.27 cm) from trim.

Paper Stock: Consult Production Associate.

Quantity: Consult Production Associate.

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

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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