

Journal of the American Academy of Orthopaedic Surgeons

30,387

Total Subscribers

383,320

Orthopaedics Specialty Average Monthly Visits

Format

Print and Online

Website

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

Specialty

Orthopaedics; Surgery (Specialty)

Audience

Practicing orthopaedic professionals

Content Focus

JAAOS is the #1 most-read journal in Orthopaedic Surgery (Source: Kantar Medical/Surgical Media Measurement, 2022, Orthopedic Surgery).

The mission of this open-access journal is the dissemination of knowledge to improve the care of patients with musculoskeletal disorders. Each issue includes richly illustrated peer-reviewed articles focused on clinical diagnosis and management, and research articles chosen for quality and timeliness. Special features in select issues provide commentary on developments in pharmacotherapeutics, materials and techniques, and the cutting edge of basic research. The editorial board selects review articles that critically evaluate and synthesize current information on the diagnosis and management of musculoskeletal conditions and document the current state of orthopaedic practice.

Organizational Affiliation

American Academy of Orthopaedic Surgeons (AAOS)

Editor-in-Chief

Peter S. Rose, MD, FAAOS

Frequency

Twice monthly

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

**AAOS**
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

	US	ROW	TOTAL
Total Subscribers	27,556	2,831	30,387
Print Circulation	20,054	2,535	22,589
Online-Only Circulation	7,502	296	7,798

Digital Audience Engagement

	US	ROW	TOTAL
Orthopaedics Specialty Average Monthly Visits	161,544	221,776	383,320
Orthopaedics Specialty Average Monthly Page Views	289,396	395,507	684,903

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. 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.

JAAOS Sub-Specialty eNewsletters

Segmentation is key in the orthopaedic market. JAAOS offers enewsletters targeted by subspecialty breakouts to improve your alignment with key content topics. Each enewsletter is exclusive to one sponsor, with 2 banner ad positions (160x600 and 728x90).

- Hip & Knee
- Foot & Ankle
- Arthroscopy & Sports Medicine
- Hand & Wrist
- Shoulder & Elbow
- Trauma
- Adult Spine
- Pediatric Ortho & Spine
- Total Joint (combine with other sub-specialties where appropriate)

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

JAAOS Unplugged Podcast

The monthly podcast will summarize research articles and review a featured article from the latest issue of the JAAOS. Your 15 second audio ad will be read by the podcast host at the beginning of the episode. Average monthly downloads: 700. [View podcast >](#)

Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

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	\$6,395	\$3,955	\$4,790	\$2,350
6 x	\$6,240	\$3,800	\$4,710	\$2,270
12 x	\$6,060	\$3,620	\$4,605	\$2,165

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
24x	\$5,870	\$3,430	\$4,490	\$2,050
48x	\$5,695	\$3,255	\$4,425	\$1,985
60x	\$5,625	\$3,185	\$4,380	\$1,940
84x	\$5,530	\$3,090	\$4,315	\$1,875

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:** 3 times earned B/W (PI) page rate
- 4-page:** 5 times earned B/W (PI) page rate
- 8-page:** 9 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. Upgrade your print recruitment ad to include a posting on [PhysiciansJobsPlus](#) for a 50% discount.

Full Page	1/2 Page	1/4 Page
\$3,970	\$2,360	\$1,215

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.

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 1st	12/2/2020	11/23/2020	12/4/2020	12/4/2020	12/21/2020
January 15th	12/18/2020	12/11/2020	12/22/2020	12/22/2020	1/8/2021
February 1st	1/5/2021	12/28/2020	1/7/2021	1/7/2021	1/22/2021

	Run of Book	Career & Events Section Space and	Run of Book Print	Insert	Approximate Mail
Issue	Space	Materials	Materials	Materials	Date
February 15th	1/25/2021	1/18/2021	1/27/2021	1/27/2021	2/11/2021
March 1st	2/5/2021	1/29/2021	2/9/2021	2/9/2021	2/25/2021
March 15th	2/18/2021	2/10/2021	2/22/2021	2/22/2021	3/9/2021
April 1st	3/4/2021	2/25/2021	3/8/2021	3/8/2021	3/23/2021
April 15th	3/23/2021	3/16/2021	3/25/2021	3/25/2021	4/9/2021
May 1st	4/6/2021	3/30/2021	4/8/2021	4/8/2021	4/23/2021
May 15th	4/20/2021	4/13/2021	4/22/2021	4/22/2021	5/7/2021
June 1st	5/4/2021	4/27/2021	5/6/2021	5/6/2021	5/21/2021
June 15th	5/17/2021	5/10/2021	5/19/2021	5/19/2021	6/4/2021
July 1st	6/1/2021	5/24/2021	6/3/2021	6/3/2021	6/18/2021
July 15th	6/21/2021	6/14/2021	6/23/2021	6/23/2021	7/9/2021
August 1st	7/6/2021	6/28/2021	7/8/2021	7/8/2021	7/23/2021
August 15th	7/20/2021	7/13/2021	7/22/2021	7/22/2021	8/6/2021
September 1st	8/3/2021	7/27/2021	8/5/2021	8/5/2021	8/20/2021
September 15th	8/19/2021	8/12/2021	8/23/2021	8/23/2021	9/8/2021
October 1st	9/2/2021	8/26/2021	9/7/2021	9/7/2021	9/22/2021
October 15th	9/21/2021	9/14/2021	9/23/2021	9/23/2021	10/8/2021
November 1st	10/5/2021	9/28/2021	10/7/2021	10/7/2021	10/22/2021
November 15th	10/19/2021	10/12/2021	10/21/2021	10/21/2021	11/5/2021
December 1st	11/2/2021	10/26/2021	11/4/2021	11/4/2021	11/19/2021
December 15th	11/16/2021	11/9/2021	11/18/2021	11/18/2021	12/7/2021

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

Career & Events Section Page Sizes

Non-Bleed Size		
	Width	Height
Full page:	7"	x 10"
1/2 page horizontal:	7"	x 4 7/8"

Non-Bleed Size			
	Width		Height
1/2 page vertical:	3 3/8"	x	10"
1/4 page:	3 3/8"	x	4 7/8"

[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: 2-page insert: minimum 8 1/2" x 11 1/8"; 4-page insert: 17" x 11 1/8" (before folding). All inserts must be furnished printed, folded, and untrimmed.

Trim: 1/8" from all four sides. Jogs to head.

Paper Stock: 50 lb. minimum; 80 lb. maximum.

Quantity: Consult Production Associate.

Packing Instructions: Carton packing preferred, with quantity, JAAOS, and month of 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.

** Please keep trim marks offset so they are outside the bleed area.*

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