OBSTETRICS & GYNECOLOGY

50,454
Total Subscribers

311,921
Obstetrics & Gynecology Specialty Average Monthly Visits

Format

Print and Online



Website

http://www.greenjournal.org/

Specialty

Obstetrics & Gynecology; Surgery (Specialty)

Audience

Obstetricians, gynecologists, and providers who support the care of women's health

Content Focus

Obstetrics & Gynecology is the official publication of the American College of Obstetricians and Gynecologists (ACOG). Popularly known as "The Green Journal," *Obstetrics & Gynecology* has been published since 1953. Then as is now, the goal of the journal is to promote excellence in the clinical practice of obstetrics and gynecology and closely related fields. To do so, the journal publishes articles on a variety of translational and clinical topics.

Obstetrics & Gynecology ranks #1 in total readers, average issue readers, and average page exposures

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

Organizational Affiliation

Official Publication of the American College of Obstetricians and Gynecologists

Impact Factor

5.1

Impact Factor Ranking

10/143 in Obstetrics & Gynecology category

Editor-in-Chief

Jason D. Wright, MD

Frequency

12 issues per year

Bonus Distribution / Special Issues

The May issue will have bonus distribution at the 2027 ACOG Annual Clinical & Scientific Meeting, May 21-23 in Los Angeles, CA

Advertising Guidelines

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

Distribution

	US	ROW	TOTAL
Total Subscribers	48,634	1,820	50,454
Print Circulation	48,589	175	48,764
Online-Only Circulation	45	1,645	1,690

Digital Audience Engagement

	US	ROW	TOTAL
Obstetrics & Gynecology Specialty Average Monthly Visits	169,187	142,734	311,921
Obstetrics & Gynecology Specialty Average Monthly Page Views	347,303	257,474	604,777

Digital Advertising

Website Banners

Interstitial, run of site, and targeted banner options are available on journal websites. Ask 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.

ACOG Spotlight Enewsletter

You pick the topic, we find the article content. eNewsletters capitalize on quality content and offer an efficient way to market your product as a sponsor of the qualified opt-in audience of OB-GYNs.

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 enewsletters 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.

Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

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.

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.

Case Explorer

Engage HCPs with interactive clinical simulations mirroring real-world decision-making. Designed by medical experts, this tool transforms content into evidence-based, scenario-driven experiences tailored to a therapeutic area. It boosts clinical confidence, deepens engagement, and delivers measurable ROI with seamless integration.

Sponsored Articles

Align recent trial data, DSE, or product innovations with trusted journals through this exclusive tactic. Sponsors can provide content, including advertorials and white papers, which are hosted on a custom URL with 100% SOV display banners. Promotional drivers are included to maximize visibility.

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)
1x	$15,155	$10,570	$12,965	$8,380
6x	$14,840	$10,255	$12,715	$8,130
12x	$14,540	$9,955	$12,475	$7,890
24x	$14,245	$9,660	$12,245	$7,660
36x	$13,955	$9,370	$12,015	$7,430
48x	$13,680	$9,095	$11,790	$7,205
60x	$13,410	$8,825	$11,580	$6,995
72x	$13,150	$8,565	$11,375	$6,790
96x	$12,895	$8,310	$11,175	$6,590
120x	$12,650	$8,065	$10,980	$6,395
144x	$12,415	$7,830	$10,790	$6,205

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
$8,505	$6,890	$4,220	$1,815

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	11/19/2025	11/24/2025	12/1/2025	12/3/2025	12/18/2025
February	12/17/2025	12/22/2025	12/26/2025	12/30/2025	1/15/2026
March	1/23/2026	1/28/2026	2/2/2026	2/4/2026	2/19/2026
April	2/20/2026	2/25/2026	3/2/2026	3/4/2026	3/19/2026
May	3/20/2026	3/25/2026	3/30/2026	4/1/2026	4/16/2026
June	4/17/2026	4/22/2026	4/27/2026	4/29/2026	5/14/2026
July	5/21/2026	5/27/2026	6/1/2026	6/3/2026	6/18/2026
August	6/18/2026	6/23/2026	6/26/2026	6/30/2026	7/16/2026
September	7/24/2026	7/29/2026	8/3/2026	8/5/2026	8/20/2026
October	8/20/2026	8/25/2026	8/28/2026	9/1/2026	9/17/2026
November	9/18/2026	9/23/2026	9/28/2026	9/30/2026	10/15/2026
December	10/23/2026	10/28/2026	11/2/2026	11/4/2026	11/19/2026

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

7 3/4" x 10 3/4". 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:	6 7/8"	x	10 1/8"	8	x	11 1/16"
1/2 page horizontal:	6 7/8"	x	4 7/8"	16	x	5 7/16"
1/2 page vertical:	3 1/8"	x	10 1/8"	8	x	5 7/16"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	6 3/4"	x	9 7/8"
1/2 page horizontal:	6 3/4"	x	4 3/4"
1/2 page vertical:	3 1/4"	x	9 7/8"
1/4 page:	3 1/4"	x	4 3/4"
1/8 page:	3 1/4"	x	2 1/4"

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: Sample must be submitted to Sales Representative for approval.

Sizes: 2-page insert: 8" x 11-1/16"; 4-page insert: 16" x 11-1/16" before folding. 3/16" from head, 1/8" from foot and sides. Jogs to head. All inserts must be furnished printed, folded, and untrimmed.

Quantity: Contact the Production Associate.

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

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.

Advertising Representative (U.S.)

Name: Tanya Wilson

Phone: 410-776-5890

Email: tanya.wilson@wolterskluwer.com

Advertising Representative (Europe)

Name: Farah Sheikh

Phone: +44 7855 162463

Email: farah.sheikh@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Gabbe (Angel) Velazco

Phone: +44 20 3197 6534

Email: angel.rodas@wolterskluwer.com

Recruiting Representative (Europe)

Name: Gabbe (Angel) Velazco

Phone: +44 20 3197 6534

Email: angel.rodas@wolterskluwer.com

Reprints Representative (U.S.)

Name: Meredith Edelman

Phone: 215-356-2721

Email: meredith.edelman@wolterskluwer.com

Reprints Representative (Europe)

Name: Therese Tshiteya

Phone: +44 (0)203 197 6513

Email: therese.tshiteya@wolterskluwer.com

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