



8,650  
Total Subscribers

## Format

Print

## Content Focus

*Plastic Surgery News*® is an award-winning publication published 8 times a year that targets the important socioeconomic aspects of the profession of plastic surgery. Editorial coverage includes in-depth analysis of complex cosmetic and reconstructive plastic surgery issues and articles that focus on the business of plastic surgery. Each issue includes regular columns on coding, technology, legislative issues and risk management.



## Organizational Affiliation

The American Society of Plastic Surgeons



## Editor-in-Chief

C. Scott Hultman, MD, MBA

## Associate Editors

Gary Smotrich, MD and Anureet Bajaj, MD

## Frequency

8 times a year

## Advertising Guidelines

Advertisements in *Plastic Surgery News* may be cancelled up to the issue's published space closing date (the "Close Date") in writing via email. Premium advertising positions require 30 days cancellation notice prior to the issues space closing date. Advertiser will be responsible for, and hereby agrees to pay, orders cancelled after the Close Date, regardless of the date of ad placement. Short rates may apply. [ASPS Advertising Policies](#) apply.

## Distribution

	US	ROW	TOTAL
Total Subscribers	8,650	0	8,650
Print Circulation	8,650	0	8,650

## 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.

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)	Junior Page Color	Junior Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)	1/3 Page Color	1/3 Page B/W (PI)	1/4 Page Color	1/4 Page B/W (PI)
1 x	\$5,655	\$3,970	\$5,110	\$3,425	\$4,665	\$2,980	\$4,345	\$2,660	\$4,180	\$2,495
3 x	\$5,480	\$3,795	\$4,975	\$3,290	\$4,505	\$2,820	\$4,255	\$2,570	\$4,040	\$2,355
6 x	\$5,310	\$3,625	\$4,805	\$3,120	\$4,390	\$2,705	\$4,110	\$2,425	\$3,910	\$2,225
12 x	\$5,235	\$3,550	\$4,730	\$3,045	\$4,310	\$2,625	\$4,020	\$2,335	\$3,810	\$2,125
24 x	\$5,110	\$3,425	\$4,665	\$2,980	\$4,255	\$2,570	\$4,005	\$2,320	\$3,690	\$2,005
48 x	\$4,935	\$3,250	\$4,510	\$2,825	\$4,125	\$2,440	\$3,880	\$2,195	\$3,595	\$1,910
60 x	\$4,805	\$3,120	\$4,400	\$2,715	\$4,025	\$2,340	\$3,800	\$2,115	\$3,510	\$1,825

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

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Closing Dates

Issue	Run of Book Space	Run of Book Print Materials	Approximate Mail Date
Jan/Feb	12/2/2022	12/12/2022	1/26/2023
March	1/13/2023	1/20/2023	3/3/2023
Apr/May	2/17/2023	2/24/2023	4/10/2023
June	4/21/2023	4/28/2023	5/30/2023
July/Aug	5/26/2023	6/2/2023	7/16/2023
September	7/21/2023	7/28/2023	8/25/2023
Oct/Nov	8/25/2023	9/1/2023	9/29/2023
December	10/20/2023	10/27/2023	12/1/2023

To inquire about extension dates, please contact your [Sales Representative](#).

Print Specifications

Type of Binding

Sheet-fed, matte stock and saddle-stitched

Journal Trim Size

11" x 15". 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:	22"	x	15"	22 1/2"	x 15 1/4"
Full page:	9 13/16"	x	14 7/16"	11 1/4"	x 15 1/4"
Junior page spread:	15 3/4"	x	10"	---	x ---
Junior page:	7 1/4"	x	10"	---	x ---
1/2 page horizontal:	9 3/4"	x	6 3/4"	---	x ---
1/2 page vertical:	4 3/4"	x	14"	---	x ---
1/3 page horizontal:	4 3/4"	x	10"	---	x ---
1/4 page:	2 1/4"	x	14"	---	x ---
1/8 page:	2 1/4"	x	6 3/4"	---	x ---

## 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. 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.

### FTP information:

Host name: ftp://ftp3.lww.com

Login: targeted

Password: tplww06

*Please name your file using the journal name, issue and advertiser name in that order on your file. Example:*

*PlasticSurgeryNews\_IssueDate\_AdvertiserName. Once you have sent the file, please send an email notification to [patricia.muller@wolterskluwer.com](mailto:patricia.muller@wolterskluwer.com) to let her know it has been sent along with the naming convention and a screenshot of the file location.*

## Insert Requirements

**Insert Sizes:** Saddle-stitched into publication, all inserts must have a minimum of a 4" hanger plus 1/4" foot trim. All live copy should be no closer than 1/4" from the trim. Alternative sized inserts (less than 7 1/2" X 10 1/4") accepted pending ASPS approval if furnished with 3 1/2" fold to the left of furnished copy. Inserts furnished without a fold or hanger may be tipped in pending ASPS and printer approvals and are subject to additional production costs.

**Insert Stock Weight:** 60 lb. coated stock for minimum weight and 100 lb. coated stock is the maximum.

**Business Reply Cards Size:** Final size: 4" x 6"; furnished size: 7 1/2" x 10 1/4" scored & folded; flat size: 10 1/8" x 4 1/4" add 1/4" foot trim.

**Business Reply Cards Stock Weight:** 75 lb. hi bulk (required by USPS)

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

**Shipping Address:** Barb Ehrenberg, Ripon Printers, 656 South Douglas Street, Ripon, WI 54971

## 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.)

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