

The Delaware Medical Journal

*Targeted Advertising to Delaware's
Affluent, Educated & Influential
Medical Community*

With a BI-MONTHLY DOUBLE ISSUE PUBLISHING SCHEDULE and ENHANCED CONTENT for 2019!

- ▶ The trusted and **well-read member magazine** of the Delaware Medical Society.
- ▶ Mailed to all **DMS member physicians, practice offices, hospitals and clinics** across the state, as well as to Delaware State Legislators.
- ▶ Providing **essential, timely, high-value content** to readers.



Medical Society of Delaware
LEADING THE WAY TO A HEALTHY DELAWARE



OUR READERS

Among the nation's highest earners, with many doctors making \$250,000+ per year.*

Active and engaged in a range of leisure pursuits:**

- ▶ Exercise **60+%**
- ▶ Culture (theater, museums, etc.) **40+%**
- ▶ Travel **55+%**
- ▶ Food & Wine **40+%**

*Source: MedScape 2014 Physician Compensation Report. **Source: MedScape 2012 Physician Lifestyle Report.

EDITORIAL CALENDAR

Each issue under our bi-monthly schedule will feature scientific and technology articles, member and hospital news, upcoming events and special features on physician practice management and lifestyle topics.

<u>Issue</u>	<u>Focus Feature</u>
Jan-Feb	Trends in Professional Education
March-Apr	Retirement Planning for Doctors
May-June	Insurance Options for Doctors
July-Aug	Tools for Office Relocation
Sept-Oct	Technology Trends
Nov-Dec	TBD

2019 AD RATES (ALL PRICES ARE NET)			
Premium Positions	6x	3x	1x
Back Cover	\$1,280	\$1,440	\$1,600
Inside Front Cover	\$1,200	\$1,350	\$1,500
Inside Back Cover	\$1,120	\$1,260	\$1,400
Page One	\$1,120	\$1,260	\$1,400
Display Ads (4-color)	6x	3x	1x
Full Page	\$1,035	\$1,165	\$1,295
Half Page	\$675	\$760	\$845
Quarter Page	\$440	\$495	\$550

2019 AD DEADLINES			
	Space Reservation	Camera-Ready Ads	Publication Date
Jan-Feb	12/5	12/12	mid-Jan
March-Apr	2/6	2/13	mid-March
May-June	4/3	4/10	mid-May
July-Aug	6/5	6/12	mid-July
Sept-Oct	8/7	8/14	mid-Sept
Nov-Dec	10/2	10/9	mid-Nov

AD DIMENSIONS	
Ad Size	Inches Wide x Inches Deep
Full Page	7" x 10"
1/2 Vertical	3-3/8" x 10"
1/2 Horizontal	7" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"

Trim=8-1/8" x 10-7/8"; Bleed=8-3/8" x 11-1/8"

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