Clinical Oncology Update

GUIDELINE WATCH

Focused Update on Management of Valvular Heart Disease

Three guidelines touch upon spurious endocarditis, treatment of patients with atrial fibrillation and valve disease, and diagnosis and treatment of infective endocarditis.

Sponsoring Organizations: American Heart Association and American College of Cardiology

Target Audience: Primary care providers and cardiologists (both general and subspecialty) who care for patients with valvular heart disease (VHD)

Target Population: Adults with VHD

Background and Objective

Since the 2014 publication of the last comprehensive guideline on VHD (Circulation. 2014;169:e157), knowledge has rapidly progressed regarding the natural history of VHD; new medications have been approved, such as the direct-acting oral anticoagulants (DOACs); and transcatheter aortic valve replacement (TAVR) has been approved for primary and secondary mitral regurgitation.

In chronic secondary (functional) regurgitation, a reasonable (a new Class IIa guideline) in symptomatic patients when there is persistent mitral regurgitation with left ventricular end-systolic diameter >40 mm and left ventricular ejection fraction <40%.

In chronic primary (annular) regurgitation, surgery is reasonable for patients at increased risk of adverse progression on serial imaging studies is evident.

For primary or degenerative severe mitral regurgitation (MR), surgery is reasonable for patients with severe MR, ejection fraction >60% and left ventricular end-systolic diameter <40 mm, if adverse progression on serial imaging studies is evident.

In asymptomatic patients even with normal left ventricular end-systolic diameter and ejection fraction, surgery is reasonable for patients with severe and symptomatic aortic stenosis (AS) at high risk for surgery and a Class IIa recommendation along with surgery is reasonable for those at intermediate risk.

Key Points

• DOACs are now considered reasonable anticoagulants (DOACs); and transcatheter aortic valve replacement (TAVR) has received a Class I (strong) recommendation for primary or degenerative severe mitral regurgitation (MR) when there is persistent mitral regurgitation with left ventricular end-systolic diameter >40 mm and left ventricular ejection fraction <40%.

• The age limit for considering a mechanical valve is now 60 to 50 (Class IIa), unless anticoagulation is not desired, cannot be monitored, or is contraindicated.

• In chronic secondary (functional) regurgitation, a reasonable (a new Class IIa guideline) in symptomatic patients when there is persistent mitral regurgitation.

• The age limit for considering a mechanical valve is now 60 to 50 (Class IIa), unless anticoagulation is not desired, cannot be monitored, or is contraindicated.

• The age limit for considering a mechanical valve is now 60 to 50 (Class IIa), unless anticoagulation is not desired, cannot be monitored, or is contraindicated.

• For primary or degenerative severe mitral regurgitation (MR), surgery is reasonable for patients with severe MR, ejection fraction >60% and left ventricular end-systolic diameter <40 mm, if adverse progression on serial imaging studies is evident.

• In asymptomatic patients even with normal left ventricular end-systolic diameter and ejection fraction, surgery is reasonable for patients with severe and symptomatic aortic stenosis (AS) at high risk for surgery and a Class IIa recommendation along with surgery is reasonable for those at intermediate risk.

• Transcatheter aortic valve replacement (TAVR) has been approved for primary and secondary mitral regurgitation.
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In print and digital, NEJM Group brings you a wide variety of advertising and sponsorship options for reaching influential specialists, from targeted demographic splits and cover tip advertising programs, to digital behavioral targeting and Image Challenge opportunities. Select any link in the Table of Contents (above) to explore NEJM Group advertising opportunities.
Trusted. Relevant. Impactful.

Reach your HCP audience through the publications of NEJM Group to guarantee that your message is seen alongside what’s new, what’s groundbreaking, and what’s most important to practicing physicians. Choose one of the most trusted, relevant, and impactful brands because context matters now more than ever before.

The New England Journal of Medicine keeps physicians at the leading edge of medical knowledge by publishing the world’s most influential, landmark research. In print and digital, NEJM brings physicians current and practical medical information — anytime and anywhere — making it the cornerstone of multichannel promotion for medical marketers.

The NEW NEJM Group Print Supplement “Update” Series features timely, clinically important, and topic-relevant content adjacent to key specialty conferences — in a short-form, visually dynamic format.

NEJM Journal Watch offers concise, easy-to-read summaries and expert commentary on important research from leading medical journals.

The New England Journal of Medicine is the most impactful general medical journal in the world.*

NEJM Print at a Glance

As the most widely read, cited, and influential general medical journal, the *New England Journal of Medicine* is committed to publishing reliable and leading-edge research for a worldwide **multispecialty physician audience**. Medical professionals rely on NEJM for its editorial independence, peer-reviewed content, and clinical relevance — and so can you!

NEJM has the highest impact factor of any general medical journal,* and physicians in 12 key specialties call it one of their top two essential journals.‡

**NEJM AT A GLANCE**

| Founded | 1812 |
| Print Frequency | WEEKLY |
| Editorial | INDEPENDENT |
| Impact Factor* | 74.699 |
| U.S. Print Circulation† | 110,732 |

**NEJM ESSENTIAL IN PRINT‡**

| Specialty | Essential Rank |
| Internal Medicine | 1 |
| Cardiology | 2 |
| Endocrinology | 1 |
| Hematology | 2 |
| Hematology/Oncology | 1 |
| Hematology/Oncology and Oncology | 1 |
| Hematology, Hematology/Oncology, and Oncology | 1 |
| Infectious Diseases | 2 |
| Nephrology | 3 |
| Neurology | 2 |
| Oncology | 2 |
| Pulmonology | 2 |
| Rheumatology | 2 |

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†BPA, 7/20
# NEJM Print 2021 ROB Full Run Rates

**Full Run Circulation:** 110,732

## ROB AND INSERT* FULL RUN RATES/BLACK AND WHITE

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<th>208x</th>
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*Insert minimum is two pages B&W.
†Higher frequency rates are available.

## Color
- Matched color/metallic sheen: $1,290
- Three- or four-color: $2,960
- Five-color: $4,150
- Bleed: No charge

## Preferred Position Rates*
- Second cover: 50%
- Fourth cover: 100%
- Facing second cover: 35%
- Facing first text: 30%
- Facing CME: 25%

*Premiums on black-and-white rates only.
Free insertions earned through discount programs cannot be taken as a premium position.

## Commissions
- 15% to recognized agencies (including in-house agencies).
- Production charges are noncommissionable.

## Insertion Orders
A written insertion order is required for each ad. Insertion orders, cancellations, and special instructions may be emailed to displayads@nejm.org.

## Print Cancellations
Cancellations must be received in writing 24 days before issue date for full-page ROB ads. Fractional ads may be canceled 20 days before issue date. Late cancellations are subject to full space charges up to a four-page unit. All cancellations or changes must be sent in writing to displayads@nejm.org.

## Print Information
All advertising submitted to NEJM is subject to approval. NEJM offers a 5-page competing ad separation; some restrictions apply.

## Earned Rates
Earned rates are based on the actual number of paid pages placed during one contract year. Full-page or fractional units count as one page. A specialty demo page counts toward your earned rate as one page. Free pages do not count toward your earned rate. Rates subject to change with 90 days’ notice.

## Closing Dates
Closing is one month prior to publication date. All ads must be approved prior to closing date.

See page 17 for special discounts.

See page 22 for full year issue and closing dates.
NEJM Targeted Specialty Demos

NEJM CARDIOLOGY ADVERTISING DEMO

Total Circulation: 10,900

2021 CARDIOLOGY DEMO RATES (FULL PAGE B&W)

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<th>Frequency</th>
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<th>12X</th>
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<th>286X</th>
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<td>$4,130</td>
<td>$4,050</td>
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</table>

*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

Color Rates

- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Highlights of NEJM CARDIOLOGY Capabilities

The New England Journal of Medicine is one of the most important sources of information for cardiologists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 65% of physicians in this unaided recall study named the New England Journal of Medicine an essential journal second only to a specialty journal.

**PHYSICIAN TRUST IN MEDICAL JOURNALS:** The Matalia Group, 2018

NEJM ranks #2 in overall trust among cardiologists who read cardiology journals.

**ARTICLES OF INTEREST**

In 2020, NEJM published 119 articles of interest to cardiologists, including 42 Original Articles.

Cardiology Cover Tip Program

$31,200 net

Cardiology Outsert Program

$28,000 net

See page 15 for more details.
Total Circulation: 4,300

### 2021 ENDOCRINOLOGY DEMO RATES (FULL PAGE B&W)

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<th>Frequency</th>
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<td>468X*</td>
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</tbody>
</table>

*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

#### Color Rates

- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

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### Highlights of NEJM ENDOCRINOLOGY Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for endocrinologists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 65% of physicians in this unaided recall study named the *New England Journal of Medicine* the #1 essential journal among all medical journals.

**PHYSICIAN TRUST IN MEDICAL JOURNALS:** The Matalia Group, 2018

*NEJM ranks #2 in overall trust among endocrinologists who read endocrinology journals.*

**ARTICLES OF INTEREST**

In 2020, NEJM published 61 articles of interest to endocrinologists, including 18 Original Articles.

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**Endocrinology Cover Tip Program**

$16,125 net

**Endocrinology Outsert Program**

$13,875 net

See page 15 for more details.
NEJM INFECTIONOUS DISEASES ADVERTISING DEMO

Total Circulation: 6,800

2021 INFECTIONOUS DISEASES DEMO RATES (FULL PAGE B&W)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>52X</th>
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<th>156X</th>
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<th>364X</th>
<th>468X*</th>
</tr>
</thead>
</table>

*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

Color Rates

- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Infectious Diseases Cover Tip Program

$18,000 net

Infectious Diseases Outsert Program

$15,000 net

See page 15 for more details.

Highlights of NEJM INFECTIONOUS DISEASES Capabilities

The New England Journal of Medicine is one of the most important sources of information for infectious disease specialists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 61% of physicians in this unaided recall study named the New England Journal of Medicine an essential journal second only to a specialty journal.

**PHYSICIAN TRUST IN MEDICAL JOURNALS:** The Matalia Group, 2018

NEJM ranks #2 in overall trust among infectious disease specialists who read infectious disease journals.

**ARTICLES OF INTEREST**

In 2020, NEJM published 431 articles of interest to infectious disease specialists, including 68 Original Articles.

NEJM HIV/AIDS ADVERTISING DEMO

Infectious Disease Specialists: 6,800

Other High Prescribers of HIV Drugs: 3,300

Total Circulation: 10,100

2021 HIV/AIDS DEMO RATES (FULL PAGE B&W)†

<table>
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<tr>
<th>Frequency</th>
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<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>52X</th>
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<td>$3,660</td>
<td>$3,610</td>
<td>$3,580</td>
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</table>

*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

†See pricing for color rates above. Color rates for HIV/AIDS are the same as Infectious Diseases.

Custom list of NEJM physicians who prescribe HIV/AIDS drugs. This demo includes all NEJM Infectious Diseases, key internal medicine, and other prescribers.

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.
### NEJM NEPHROLOGY ADVERTISING DEMO

**Total Circulation:** 1,800

#### 2021 NEPHROLOGY DEMO RATES (FULL PAGE B&W)

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<th>Rate 156X</th>
<th>Rate 208X</th>
<th>Rate 286X</th>
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*Higher frequency rates are available.  
Half pages are 50% of above rate. Minimum ad size is full page.

#### Color Rates

- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

### Highlights of NEJM NEPHROLOGY Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for nephrologists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 56% of physicians in this unaided recall study named the *New England Journal of Medicine* an essential journal third only to two specialty journals.

**ARTICLES OF INTEREST**

In 2020, NEJM published 54 articles of interest to nephrologists, including 17 Original Articles.
### 2021 NEUROLOGY DEMO RATES (FULL PAGE B&W)

<table>
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<tr>
<th>1X</th>
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</tbody>
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*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

### Color Rates

- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

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### Highlights of NEJM NEUROLOGY Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for neurologists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 41% of physicians in this unaided recall study named the *New England Journal of Medicine* an essential journal second only to a specialty journal.

**PHYSICIAN TRUST IN MEDICAL JOURNALS:** The Matalia Group, 2018

*NEJM ranks #2* in overall trust among neurologists who read neurology journals.

**ARTICLES OF INTEREST**

In 2020, NEJM published **94 articles** of interest to neurologists, including **20 Original Articles**.
## Oncology, Hematology/Oncology, and Hematology ADVERTISING DEMO

Oncology, Hematology/Oncology, and Hematology Specialists: **12,000**  
Other Specialists and High Prescribers of Cancer Drugs: **5,000**  
Total Circulation: **17,000**

### 2021 HEMATOLOGY/ONCOLOGY DEMO RATES (FULL PAGE B&W)

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<tr>
<th>X</th>
<th>1X</th>
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<th>12X</th>
<th>24X</th>
<th>52X</th>
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<th>208X</th>
<th>286X</th>
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</tr>
</tbody>
</table>

*Higher frequency rates are available.  
Half pages are 50% of above rate. Minimum ad size is full page.

### Demo Circulation Breakdown

- Hem/Onc: 7,700
- Oncology: 3,100
- Hematology: 1,200
- Surgical Oncology: 80
- Radiation Oncology: 350
- Hematology (Pathology): 900
- Gynecological Oncology: 65
- Pediatric Hem/Onc: 170
- Internal Medicine: 2380
- Dermatology: 200
- Urology: 255
- Gastroenterology: 600
- **HEM/ONC TOTAL**: 17,000

### Color Rates

- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

### Hematology/Oncology Cover Tip Program

- $31,200 net (12,000 hem/onc circulation)

### Hematology/Oncology Outsert Program

- $28,000 net (12,000 hem/onc circulation)

See page 15 for more details.

## Highlights of NEJM HEMATOLOGY/ONCOLOGY Capabilities

The New England Journal of Medicine is one of the most important sources of information for hematologists and oncolgists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 85% of hem/oncs in this unaided recall study named the New England Journal of Medicine the #1 essential journal among all medical journals.

**PHYSICIAN TRUST IN MEDICAL JOURNALS:** The Matalia Group, 2018

NEJM ranks #1 in overall trust among hematologists/oncologists who read hematology/oncology journals.

**ARTICLES OF INTEREST**

In 2020, NEJM ran 171 articles of interest to hematologists/oncologists, including 55 Original Articles.
### 2021 PULMONARY DISEASE AND ALLERGY DEMO RATES (FULL PAGE B&W)

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<td>468X*</td>
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</table>

*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

### Color Rates
- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

---

### Highlights of NEJM PULMONARY DISEASE AND ALLERGY Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for pulmonary disease and allergy specialists.

#### Essential Journal Study:
The Matalia Group, 2019

According to this study, 73% of physicians in this unaided recall study named the *New England Journal of Medicine* an essential journal second only to a specialty journal.

#### Physician Trust in Medical Journals:

**#2**

The Matalia Group, 2018

**NEJM ranks #2** in overall trust among pulmonologists who read pulmonology journals.

#### Articles of Interest

In 2020, NEJM published 178 articles of interest to pulmonologists, including 31 Original Articles.
Total Circulation: 4,400

2021 RHEUMATOLOGY DEMO RATES (FULL PAGE B&W)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>52X</th>
<th>104X</th>
<th>156X</th>
<th>208X</th>
<th>286X</th>
<th>364X</th>
<th>468X*</th>
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<td>Rate</td>
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<td>$3,110</td>
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<td>$2,760</td>
<td>$2,710</td>
<td>$2,660</td>
<td></td>
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</tbody>
</table>

*Higher frequency rates are available. Half pages are 50% of above rate. Minimum ad size is full page.

Color Rates
- Matched color or metallic sheen: $810
- Three- or four-color: $1,620
- Five-color: $2,350
- Bleed: No charge

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

Rheumatology Cover Tip Program
Rheumatology cover tip program: $16,125 net.

Rheumatology Outsert Program
Rheumatology outsert program: $13,875 net.

See page 15 for more details.

Highlights of NEJM RHEUMATOLOGY Capabilities

The *New England Journal of Medicine* is one of the most important sources of information for rheumatologists.

**ESSENTIAL JOURNAL STUDY:** The Matalia Group, 2019

According to this study, 51% of physicians in this unaided recall study named the *New England Journal of Medicine* an essential journal only second to a specialty journal.

**PHYSICIAN TRUST IN MEDICAL JOURNALS:** The Matalia Group, 2018

**NEJM ranks #2** in overall trust among rheumatologists who read rheumatology journals.

**ARTICLES OF INTEREST**

In 2020, NEJM published **31 articles** of interest to rheumatologists, including **8 Original Articles**.
**NEJM OTHER SPECIALTY ADVERTISING DEMOS**

NEJM specialty demos are available for most single specialties, combination of specialties, or special ME number list matches up to 20,000 physicians, with a minimum of 1,000. Insertions count toward earned frequency rate as full-run ad pages.

Please call NEJM Advertising Solutions at (781) 434-7757, -7556, or -7025 for pricing, circulation, or other questions.

**Closing Dates and Insert Preparation**

Same as full run.

Contact NEJM Ad Production at (781) 434-7036 or -7027 or displayads@nejm.org for insert quantities.

**Special ME Number List Matches for Inserts**

NEJM accepts special ME number list matches for both ROB and inserts; inserts are preferred. Special ME number list matches may be subject to additional processing fees. Please call NEJM Advertising Solutions at (781) 434-7757, -7556, or -7025 for pricing or questions.

Minimum ad size is full-page. Half-page ads must run in conjunction with full-page or larger. Half-page ads for demos are 50% of full-page rates. Rate categories are determined by the total circulation quantity for your specialty or combination of specialties. Click for quantities.

Minimum demo circulation buy is 1,000. Demographic splits greater than 20,000 will be charged the full-run rate.

Contact NEJM Advertising Solutions at (781) 434-7757, -7556, or -7025 or salessupport@nejm.org

**Other Specialties or Combinations of Specialties Are Available**

Other specialty examples:
- Gastroenterology
- GP/FP/FM (PCP)
- Emergency Medicine
- OB/GYN
- Pediatrics

Please contact Advertising Solutions at (781) 434-7757, -7556, or -7025 or salessupport@nejm.org for more information about these and other specialties.
High-Visibility Targeted Ad Programs

COVER TIP PROGRAM
A cover tip carrying your ad attached to NEJM subscriber copies is the first message your prospects see. By targeting the specialists of your choice, you get premium visibility for your product.

Specifications: 2-Page Cover Tip
Maximum size 7.5" w x 5.5" h
Minimum size 5" w x 5" h
Stock 100 lb. text
Max. weight single sheet (2p)

For additional sizes, weights, formats, and quotes, contact your Sales Director or displayads@nejm.org.

| 2021 COVER TIP CIRCULATION AND RATES |
|---|---|---|
| Demos | Circulation | Net Price per Issue* |
| Cardiology | 10,900 | $31,200 |
| Endocrinology | 4,300 | $16,125 |
| Gastroenterology | 1,800 | $16,125 |
| Hem/Onc, Onc, Hem | 12,000 | $31,200 |
| Infectious Diseases | 6,800 | $18,000 |
| Nephrology | 1,800 | $16,125 |
| Neurology | 5,500 | $16,125 |
| Pediatrics | 2,000 | $16,125 |
| Pulmonary and Allergy | 6,600 | $22,125 |
| Rheumatology | 4,400 | $16,125 |

*Price based on single sheet (2 pages) and includes poly bag and postage for the size and weight noted in specs above.

OUTSERT PROGRAM
When your message appears on a 4-page loose outsert in a clear poly bag, you capture your prospects’ attention even before they open their issues.

Specifications: 4-Page Outsert
Max. size folded 7.625" w x 10.25" h
Min. size folded 6" w x 8" h
Stock 120 lb. text stock
Max. weight Two 2-sided outserts (4 pages)

Please note: 4-page and larger outserts must be delivered folded.
Contact displayads@nejm.org for minimum sizes.

| 2021 OUTSERT CIRCULATION AND RATES |
|---|---|---|
| Demos | Circulation | Net Price per Issue* |
| Cardiology | 10,900 | $28,000 |
| Endocrinology | 4,300 | $13,875 |
| Gastroenterology | 1,800 | $13,875 |
| Hem/Onc, Onc, Hem | 12,000 | $28,000 |
| Infectious Diseases | 6,800 | $15,000 |
| Nephrology | 1,800 | $13,875 |
| Neurology | 5,500 | $13,875 |
| Pediatrics | 2,000 | $13,875 |
| Pulmonary and Allergy | 6,600 | $19,125 |
| Rheumatology | 4,400 | $13,875 |

*Price based on a 4-page sheet and includes poly bag and postage for the size and weight noted in specifications.

For other specialties and sizes, prices may vary, contact your Sales Director.

Cover tips and outserts should not be delivered shrink-wrapped.

Eligibility and Production Requirements
To be eligible for either program you must run at least six print insertions or six print special programs (or a combination of ads and special programs) in NEJM during a 12-month period. Cover tip/outsert creative pages will count toward frequency rate.

Prices are based on sizes, weights, and formats noted in specifications. Variations in size, format, or paper stock must be reviewed in advance and are subject to additional charges. Creative with pita pockets must be wafer-sealed.

Your creative and three mockups of the piece to be printed must be preapproved for content, weight, and size before printing. Your required mockups are due six weeks before the Thursday issue date. Your materials are due 21 days before the Thursday issue date.

Space reservations/IO’s are due 30 days prior to issue date. Cancellations are due six weeks prior to issue date.

Covertip and Outsert Program Corporate Discount:* Run 6–11 programs in a calendar year, receive 5% discount; run 12+, receive 10% discount.

*Cannot be combined with other discount programs.
COVERWRAP PROGRAM

Boost goodwill and product recognition among your target physicians by sending them a print subscription to NEJM.

Each issue includes a coverwrap that delivers your company name and advertising message to your target audience. Your coverwrap includes a custom cover and three or more full-page ads on the inside front, inside back, and back covers.

Programs are available for 6, 9, or 12 months and are limited to nonsubscribers in selected specialties.

You simply supply medical education numbers, specialties, names, and addresses, and we calculate the number of nonsubscriber physicians available for you to target.

Contact your Sales Director for more information.

<table>
<thead>
<tr>
<th>2021 COVERWRAP RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration</strong></td>
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<tr>
<td><strong>Quantity</strong></td>
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<tr>
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<td>3,000–3,999</td>
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<tr>
<td>4,000–4,999</td>
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<tr>
<td>5,000–7,499</td>
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<tr>
<td>7,500–9,999</td>
</tr>
<tr>
<td>10,000–12,499</td>
</tr>
<tr>
<td>12,500–14,999</td>
</tr>
</tbody>
</table>

United States only. All pricing is for six-month (26-week) programs. Nine- and 12-month programs are also available. For pricing on longer durations and quantities above 15,000, contact your Sales Director.

• Optional opt-out BRC card available.
• Optional poly bag with up to a 4-page outsert in back of wrap available. Subject to approval and increased cost.

Ask about complimentary market research (minimum six-month program).

See page 27 for production information.
NEJM Print Special Discount Programs*

There are many ways to stretch your media dollar using NEJM print discounts. You can combine two or three of the discount programs and save OVER 35% on your total print spend. Contact your NEJM Sales Director for suggestions on how to maximize your savings.

PRODUCT LAUNCH DISCOUNT
Advertise your new product or indication launch with NEJM for six paid issues, in the Full Run or Demo Edition, for the same product in one calendar or fiscal year, and receive a seventh ad free.

- Must be Full Page or larger, and least expensive ad unit qualifies as free ad
- Free ad does not count toward earned frequency
- Can only be combined with Buy 3 ... Get 1 Free and Two x Three programs
- Cover tips and outserts do not qualify for this program
- Premium position for free ad, if earned, will be based on availability
- Program applicable for a maximum period of six months

BAKER’S DOZEN
Run 12 paid insertions for the same product in one calendar year and receive a 13th insertion for the same product free. Insertions can be different ad units. For the value of your free ad when your units or placements differ, call NEJM Advertising Solutions at (781) 434-7757, -7556, or -7025. Exceptions may be made for launches at the end of the calendar year.

30% SAVINGS COMBO
Save up to 30%. Combine Buy 3 ... Get 1 Free and Baker’s Dozen and receive the equivalent of 17 insertions for the price of 12 every four months.

20% SAVINGS COMBO
Save up to 20%. Combine Two x Three and Baker’s Dozen and receive the equivalent of 15 insertions for the price of 12 every six months.

50% PI PAGE DISCOUNT
Save up to 50%. Run three or more prescribing information (PI) pages and receive a 50% discount on B&W page rate, beginning with the third PI page.

CONFERENCE DISCOUNT PROGRAM: BUY 2 ... GET 1 FREE
Conference discount programs are available. See page 20 for more information and program requirements.

*Free insertions earned through discount programs cannot be taken as premium positions.
NEW NEJM Group Update Disease State Supplement Series

Available In 11 Key Disease State Areas

Brought to you by NEJM Group, one of the most trusted brands in medicine, this NEW advertising vehicle features editorially independent and clinically relevant original content, written by physician experts.

Each high-value issue contains:
- Explorations of recent developments by topic experts
- Disease-state review articles
- Key opinion leader roundtable discussions
- Spotlights on clinical controversies
- Visual summaries/abstracts
- Updates to clinical guidelines
- Research summaries
- Meeting reports
- Clinical images

Presented in short-form, easy-to-read, full-color format!

Connect your audience with essential, topic-relevant content around key specialty conferences with bonus distribution. Each supplement is polybagged with the NEJM issue reaching relevant NEJM subscribers in your target specialty.

2021 SUPPLEMENT TITLES

- Breast Cancer Update
- Clinical Cardiology Update
- Clinical Endocrinology Update
- Clinical Hematology Update
- Clinical Infectious Diseases Update
- Clinical Neurology Update
- Clinical Oncology Update
- Gastrointestinal Cancer Update
- Lung Cancer Update
- Malignant Hematology Update
- Pulmonary and Respiratory Medicine Update

ADVERTISING SPONSORSHIP: Limited advertising space available including premium positions and interspersed ROB placements.

For pricing and additional information, please contact your Sales Director:

Meg Ainley: (773) 383-8804, mainley@nejm.org
Chrissy Miller: (617) 834-4702, cmiller@nejm.org
Corrie Bridgeman: (781) 775-1287, cbridgeman@nejm.org
Andrew McGuire: (973) 771-8926, amcguire@nejm.org

Supplement pages will be counted toward earned frequency rates. Earned discount programs do not apply.
NEW NEJM Group Conference Update eNewsletter Series

Available for 10 Key Specialty Conferences

NEJM Group is pleased to introduce a NEW conference advertising opportunity, featuring the clinically relevant and timely original content that you have come to know and trust from NEJM.

Each NEJM Group Conference Update eNL series includes:
- Pre-conference preview deployment
- Daily conference sends with coverage and analysis of conference proceedings as they are happening
- Post-conference wrap-up deployment

Daily emails will include:
- Video/audio interviews with key opinion leaders offering critical insights and perspectives on conference developments
- Short-form summaries of conference developments
- Review of any NEJM content presented at the conference, which may include video interviews with NEJM study authors, summaries, and links to full-text NEJM articles

2021 CONFERENCE UPDATES
- American Academy of Neurology Update, April 2021
- American College of Cardiology Update, May 2021
- American Society of Clinical Oncology Update, June 2021
- American Diabetes Association Update, June 2021
- International Association for the Study of Lung Cancer Update, September 2021
- ID Week Update, September/October 2021
- CHEST (American College of Chest Physicians) Update, October 2021
- San Antonio Breast Cancer Symposium Update, December 2021
- American Society of Hematology Update, December 2021

ADVERTISING OPPORTUNITY
- 33% SOV in each daily email deployment: Creative will rotate between three advertising positions, enabling equal exposure for all advertisers across all daily deployments
- 728 x 90 and 300 x 250 ad units required; GIF only
- Reach to high-value NEJM Group 100% opt-in audience
- Post-conference ad campaign and email performance metrics

For pricing and additional information, please contact your Sales Director:
Meg Ainley: (773) 383-8804, mainley@nejm.org
Chrissy Miller: (617) 834-4702, cmiller@nejm.org
Corrie Bridgeman: (781) 775-1287, cbridgeman@nejm.org
Andrew McGuire: (973) 771-8926, amcguire@nejm.org

Available first to NEJM Group Update Disease State Print Supplement advertisers. See page 18 for more information.
## 2021 U.S. NEJM Conference Offerings

<table>
<thead>
<tr>
<th>Conference*</th>
<th>Date</th>
<th>Location</th>
<th>NEJM Issue Date</th>
<th>NEJM Issue Closing Date</th>
<th>Demo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastrointestinal Cancers Symposium</td>
<td>1/15–1/17</td>
<td>Virtual</td>
<td>1/14/21</td>
<td>12/14/20</td>
<td>Hem/Onc</td>
</tr>
<tr>
<td>American College of Cardiology</td>
<td>5/15–5/17</td>
<td>Atlanta, GA</td>
<td>5/13/21</td>
<td>4/13/21</td>
<td>Card</td>
</tr>
<tr>
<td>IASLC World Conference</td>
<td>9/11–9/14</td>
<td>Virtual</td>
<td>9/9/21</td>
<td>8/9/21</td>
<td>Hem/Onc</td>
</tr>
<tr>
<td>ID Week</td>
<td>9/29–10/3</td>
<td>San Diego, CA</td>
<td>9/30/21</td>
<td>8/30/21</td>
<td>ID</td>
</tr>
<tr>
<td>CHEST</td>
<td>10/24–10/27</td>
<td>Vancouver, Canada</td>
<td>10/21/21</td>
<td>9/21/21</td>
<td>PUD/Allergy</td>
</tr>
<tr>
<td>ASN (Kidney Week)</td>
<td>11/2–11/7</td>
<td>San Diego, CA</td>
<td>11/4/21</td>
<td>10/4/21</td>
<td>Neph</td>
</tr>
<tr>
<td>San Antonio Breast Cancer Symposium</td>
<td>12/7–12/11</td>
<td>San Antonio, TX</td>
<td>12/2/21</td>
<td>11/2/21</td>
<td>Hem/Onc, OB/GYN</td>
</tr>
</tbody>
</table>

*NEJM Conference Discount Program available for these conferences and select Supplement Programs, based on specific therapeutic areas only.

Schedule and conference format (in-person or virtual) subject to change. Please contact your Sales Director for additional conference dates.

---

### BONUS CONFERENCE DISTRIBUTION

Bonus print copies of NEJM, including demo editions when available, are distributed at annual conferences of physician organizations.*

*Applies to in-person meetings only.

### CONFERENCE DISCOUNT PROGRAM

Receive one free print ad with the purchase of two paid ads for select 2021 conference and surrounding issues.

Program requirements:
- All three insertions must be in consecutive full-run or specialty-specific demos relating to conference.
- One insertion must run in the NEJM issue.
- Remaining two insertions must run adjacent to the NEJM issue, either before or after the conference.
- Ad must be for a specialty-specific product related to the conference or specific therapeutics (some restrictions apply).
- Unit size minimum is one full page.
- All ad units must be the same size.
- May only be used in conjunction with Baker’s Dozen program (two paid insertions can count toward Baker’s Dozen program).
- Free ads from discount programs do not count toward your earned frequency rate and cannot be used for premium positions.
- Advertising that utilizes a list match are not eligible for conference discount program.

For the most current information, visit nejmadsales.org/index.php/nejm/additional-opportunities.
Additional Offerings

MARKET RESEARCH
NEJM conducts independent market research to track physicians’ content consumption and prescribing habits and makes this information available to advertisers free of charge. These independent studies are now available:

**Brand Funnel Study, 2020**
This independent study of the physician universe focuses on physician awareness, familiarity, and satisfaction with leading medical journals across important internal medicine subspecialties, including cardiology, oncology, and infectious diseases. For your copy, contact your Sales Director.

**Essential Journal Study, 2019**
The *Essential Journal Study* is a unique series of studies conducted for the past 30 years among the universe of internists and internal medicine subspecialists. It’s an indispensable tool for pharmaceutical marketers as it identifies the “must-read” journals which physicians consider essential to their practice.

**Physicians Trust in Medical Journals, 2018**
Sources of medical information are growing exponentially. NEJM Group commissioned a market research study to determine physicians’ level of trust among the leading medical journals in nine specialties.

For each journal, physicians measured their level of trust for the following:
- Learning about changes and breakthroughs in therapies
- Preparing to discuss treatment therapies with their peers
- Helping to educate patients about treatment options
- Influencing their clinical decisions

In every specialty, a physician’s degree of trust in a publication correlated very strongly with readership.

PRINT AND DIGITAL ARTICLE REPRINTS
Reprints of articles are available in print or eprint formats. Reprints of articles from trusted journals, like NEJM, are an effective tool to help deliver your brand message. Contact a member of the reprints team at reprints@nejm.org to discuss the various features and options.

RECRUITMENT ADVERTISING
NEJM is one of the most effective sources for physician recruitment advertising. Both print and a wide array of digital offerings are available. Contact us today to learn how we target both active and passive jobseekers. For details, call (800) 635-6991, email ads@nejmcareercenter.org, or visit NEJMCareerCenter.org.

LIST RENTALS
You can rent the NEJM print subscriber list (minimum 5,000 names) for direct mail campaigns on a preapproved basis. For details, contact Mike Rovello at (402) 836-5639 or mike.rovello@infogroup.com. We do not offer rental of NEJM email subscriber lists.

INTERNATIONAL PRINT EDITIONS OF NEJM
Expand your reach in our Canadian, Japanese, and International print editions of NEJM. The International edition is also available in a European demographic split. For details contact Jed Clifton of Advertising Solutions at (781) 434-7322 or jclifton@nejm.org.
# NEJM Print Issue and Closing Dates

**Effective January 1, 2021**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Close</th>
<th>Material Close</th>
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<th>Material Close</th>
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<td>July 1</td>
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<td>December 30</td>
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</tr>
</tbody>
</table>

*Early closing dates are in red.*

The *New England Journal of Medicine* is published in print every Thursday by NEJM Group, a division of the Massachusetts Medical Society.

Full-page run-of-book ads and inserts close one month prior to publication date. For fractional units, closing is 20 days prior to issue date.

## Print Cancellations

Cancellations must be received in writing 24 days before issue date for full-page ROB ads and inserts. Late cancellations are subject to full space charges up to a four-page unit.

All cancellations or changes must be sent in writing to displayads@nejm.org.

These closing and material due dates do not apply to cover tips and outsers (see page 15).
Print Production Information

ROB PRODUCTION INFORMATION

Media
Mac CD preferred.

Media Labeling Requirements
• Issue date clearly marked on label
• Advertiser
• Agency name and contact person
• Phone number
• Vendor contact
• File name/number
• Return address
• Printout of disk contents

Digital Proofing
We require one digital halftone proof (contract proof) from the file being sent. Preferred proofs include Imation Matchprint™ Digital Halftone Proofs and Kodak Approvals. Contract proofs must meet SWOP specifications and include a quality control patch (color bars).

Disposition of Ad Materials
Digital files will be held for one year after last insertion and will then be destroyed unless otherwise notified.

Production Rates
Press stop $420
Plate change (per color) 200
Pre-trim charge (per thousand) 5

Typesetting
Full page $230
Half page 165
Quarter page 115
Eighth page 90
Key code change N/C
Corrections: <10 words N/C
>10 words 30

Trim Size
Trim size of publication 7 7/8" x 10 1/2"

Ad Page Sizes
Full page 7" x 10"
Half page: horizontal 7" x 4 7/8"
vertical 3 1/4" x 10"
Quarter page 3 1/4" x 4 7/8"
Eighth page 3 1/4" x 2 1/4"

Bleed Sizes
Full page 8 1/8" x 10 3/4"
Fractional page 8 1/8" x 5 1/8" or 4 1/8" x 10 3/4"
Gutter bleed 8 1/8" x 10 3/4"
Trim size of publication 7 7/8" x 10 1/2"
Spread 16 1/4" x 10 3/4"
Trim size of spread 15 3/4" x 10 1/2"

Supply double-page spread as a single file without any allowance for gutter bleed. Keep live matter 1/4" from trim on all 4 sides. Maximum live area: 7 1/8" x 10".

Specifications
NEJM is perfect bound, using 34 lb. coated text and 80 lb. coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%. Minimum is 10%.

Four-color process: 150-line screen preferred for all colors. Sum of percentages of tone values should not exceed 260%. No more than one solid color. Maximum screen tone value for every color is 85%. Minimize number of colors for reverse type, using key color for shape of letters, with type in subordinate colors slightly larger than key color for best registration.

continued
ROB PRODUCTION INFORMATION continued

Where to Send Materials

Contracts, insertion orders, and publication-set copy:
NEJM Advertising Production Department
860 Winter Street
Waltham, MA 02451-1413
displayads@nejm.org

Digital files and color proofs:
The New England Journal of Medicine
c/o Quad/Graphics
Hi-Tech Blue-Soho
Mary Colclasure
N64W23110 Main Street
Sussex, WI 53089

For all shipping questions, call NEJM Advertising Production at (781) 434-7036 or -7027 or email displayads@nejm.org. Printer cannot accept collect shipments.

Electronic delivery: Email ad to displayads@nejm.org with information regarding advertiser, issue date, and size of ad.

FTP information (NEJM ads only): Email displayads@nejm.org when ad has been posted, as well as information regarding advertiser, issue date, and size of ad.

Address: ftps.qg.com
Username: IN_NEJM
Password: WEmx8209

After login, use the following subfolders: INCOMING, IMAGING, WESTALLIS (drop off files here).
Insert Production Information

**Trim Size**

Trim size of publication  
7 7/8" x 10 1/2"

**Sizes**

Please make sure that inserts delivered to the printer meet the following pre-trim specifications:

- 2 pages  
  8 1/8" x 10 3/4"
- 4 pages  
  8 1/8" x 10 3/4" folded
- 6 pages  
  8 1/8" x 10 3/4" folded

**Trimming**

Head, foot, outside, and gutter trim is 1/8". Keep live matter 1/4" from trim on all 4 sides. Maximum live area: 7-1/8" x 10". Inserts jog to the foot. Oversized inserts subject to pretrimming charge.

**INSERT GUIDELINES**

Inserts for publication should be supplied fully printed, trimmed to publication size, and ready for binding.

- Maximum acceptable thickness of paper stock is .004".
- Unusual inserts (including gatefolds) must be approved and may be subject to a bindery slowdown charge.

Contact displayads@nejm.org for unusual or gatefold insert specs. Bindery slowdown costs may apply.

**Insert Quantities**

Full-run insert quantities are approximately 120,000. Please email displayads@nejm.org or call (781) 434-7036 or -7027 to confirm quantities.

**Disposition of Insert Materials**

Furnished inserts will be held for six months after last insertion. Advertisers will be notified before inserts are destroyed.

**Shipping and Labeling**

Ship inserts prepaid:

Quad Graphics  
Attn: NEJM (NE515)  
Receiving Department  
1900 West Sumner Street  
Hartford, WI 53027*  
(414) 566-2100

Please specify insert receiving.

Note: Printer cannot accept collect shipments.

*For shipping only. For all questions, please call NEJM Advertising Production at (781) 434-7036 or -7027 or email displayads@nejm.org.

Each skid and/or carton should be clearly marked, on all four sides, with:

- New England Journal of Medicine
- Publication issue date
- Counts per lift/carton
- Total counts per skid
- Total number of pieces (forms) for roll stock and/or fanfold
- Description of piece (Key Code, unique identifier)
- Title and Issue, or Quad/Graphics job number
- Insert name and job number
- Insert code/key number
- Publication issue date
- Total number of skids, cartons, and quantity of each insert

A packing list and bill of lading (BOL) must be attached to the outside of a skid or pallet for each shipment with the following information:

Each shipment must be packed according to the following guidelines:

- All skids must be secured, wrapped, and banded with plastic banding, not metal.
- The total height of the skid can be no more than 45"; the dimensions must be no more than 48" long by 40" wide, and not less than 46" long by 36" wide.

*continued*
Insert Production Information continued

Quad/Graphics reserves the right to refuse delivery of materials that do not meet the packaging requirements, or to repackage the materials for a fee (based on prevailing rates), or to require the materials to be picked-up by the customer.

Quad/Graphics’ Job Number

All product shipments must be accompanied by Quad/Graphics’ six-character job number on the BOL. If the Quad/Graphics’ job number is not available, the BOL must include the title and issue of the product being delivered.

Contact NEJM Ad Production at (781) 434-7036 or -7027 or email displayads@nejm.org for job numbers.

Multi-Part Shipments

For any multi-part shipment, the BOL must clearly state how many separate shipments will make up the total shipment. Example: “Shipment 1 of 3,” “Shipment 2 of 3,” etc.

Scheduled Delivery Appointments

In order to avoid delays, it continues to be our policy that all deliveries must be scheduled at least 24 hours in advance with Quad/Graphics’ Inventory Control Department. As a carrier, you should make an appointment; you’ll be provided an appointment number, which must appear on the BOL. If you do not have an appointment, delivery will not be refused, but will be delayed until the receiving schedule permits an unscheduled delivery.

When calling to schedule delivery appointments, please specify “Insert Receiving.”
(414) 566-2100

For more details regarding shipping, packaging and delivery specifications for inserts, please contact NEJM Advertising Production at (781) 434-7036 or -7027 or email displayads@nejm.org.
Specifications for Coverwraps

6-, 8-, or 10-page coverwraps consist of one 4-page coverwrap and 2-, 4-, or 6-single-leaf inserts, depending on size of program.

4-page coverwrap wraps around front and back cover.

Logo of brand and company appear on front coverwrap cover and should be supplied separately as a high-resolution EPS file (see Logos Format at right).

Bleed/trim size: 8" x 10 3/4"; trim 7 7/8" x 10 1/2"
Head, foot, and outside: 1/8"
Inside ad units consist of 2-, 4-, or 6-page inserts usually opposite page before NEJM cover (table of contents).
We can accommodate inserts in front and back depending on ad layout.

Bleed/trim size: 8 1/8" x 10 3/4"; trim 7 7/8" x 10 1/2"
All four sides: 1/8"
Margin for live matter is 1/2" on all sides.

Specifications

NEJM is perfect bound. Coverwrap pages are 80 lb. coated cover. Preferred halftone screen is 150-line.
Maximum screen tone value is 85%. Minimum is 10%.

Four-color process: 150-line preferred for all colors. Sum of percentages of tone values should not exceed 260%.
No more than one solid color to be used. Maximum screen tone value for every color is 85%. Minimize number of colors for reverse type, using key color for shape of letters, with type in subordinate colors slightly larger than key color for best registration. Reproduction requirements SWOP standards apply to all ad material. The entire publication is printed web offset.

Page Format

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size must be 1" larger than final trim size on all four sides and include bleed, crop marks, and SWOP color bar. Image must be centered within file page.

Ad File Formats

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files, we recommend Enfocus Pitstop and Apago PDF/X Check-up. Logos for company and product for front cover should be sent as high-resolution files in EPS format. Preferred logo file formats are EPS or high-resolution PDF.

Logos Format

Front cover logos (company and/or product) must be provided as EPS or high-resolution PDF.

List Formats

Please contact Rebecca Forge at (781) 434-7025 for accurate list formatting prior to sending your targeted list or FTP link. Send ME numbers in an Excel file or FTP site link, along with name and address in separate fields.

Deadline: List and creative deadlines are six weeks prior to issue start date. Issue dates same as NEJM. See page 20.

Where to Send Ad and Logo Files:

Advertising Production: displayads@nejm.org

The New England Journal of Medicine
Attention: Advertising Production Dept.
860 Winter Street, Waltham, MA 02451

FTP information: email displayads@nejm.org.

Where to Send List Match Files:

Please send your file or FTP link of “live” ME numbers at least six weeks prior to issue date to:

Direct Medical Data
Attn: Nancy Margelewski
10255 West Higgins, Suite 280
Rosemont, IL 60018
Telephone: (800) 733-9035, ext. 16
Fax: (847) 759-0987
nmargelewski@dmdconnects.com
Be sure to include a file layout with all list formats.

See page 16 for rates.
NEJM Journal Watch Print

Advertising in an NEJM Journal Watch publication in print offers you the chance to list-target the specialists of your choice in an uncluttered advertising environment and in a vehicle physicians find valuable and timely.

Monthly publications come in 8- or 16-page formats that feature research summaries from leading medical journals.

Advertising opportunities for NEJM 3-, 6-, or 12-month NEJM Journal Watch titles are available in 6 key specialties for 3-, 6-, or 12-month consecutive periods.

Your advertising program includes the following:

- Optional front-page corporate identification banner
- 2- or 4-page advertising insert
- Distribution to 5,000–15,000+ recipients of your choice (minimum quantity: 3,000)
- Optional list rental

Some restrictions apply. Contact your Sales Director for more information or a quote for additional quantities.

PRINT PUBLICATIONS
- NEJM Journal Watch Cardiology
- NEJM Journal Watch General Medicine
- NEJM Journal Watch Hospital Medicine
- NEJM Journal Watch Infectious Diseases
- NEJM Journal Watch Neurology
- NEJM Journal Watch Oncology and Hematology

### 2021 NEJM JOURNAL WATCH SPECIALTY TITLES

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Inserts</th>
<th>Net Price per Recipient per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,000–4,999</td>
<td>Supplied inserts</td>
<td>$4.08</td>
</tr>
<tr>
<td></td>
<td>Publisher-printed inserts</td>
<td>4.47</td>
</tr>
<tr>
<td>5,000–9,999</td>
<td>Supplied inserts</td>
<td>3.65</td>
</tr>
<tr>
<td></td>
<td>Publisher-printed inserts</td>
<td>3.94</td>
</tr>
<tr>
<td>10,000–14,999</td>
<td>Supplied inserts</td>
<td>3.60</td>
</tr>
<tr>
<td></td>
<td>Publisher-printed inserts</td>
<td>3.81</td>
</tr>
<tr>
<td>15,000–19,999</td>
<td>Supplied inserts</td>
<td>3.44</td>
</tr>
<tr>
<td></td>
<td>Publisher-printed inserts</td>
<td>3.61</td>
</tr>
<tr>
<td>20,000+</td>
<td>Supplied inserts</td>
<td>3.40</td>
</tr>
<tr>
<td></td>
<td>Publisher-printed inserts</td>
<td>3.55</td>
</tr>
</tbody>
</table>

For quantities not shown, or outsert and poly bag mailing options, please contact your Sales Director for a quote.
Not eligible for agency discount. 3 month minimum required.

See page 30 for production information.
NEJM Journal Watch Print Specialty Titles

**NEJM Journal Watch General Medicine**
Edited by Allan S. Brett, MD,
University of South Carolina School of Medicine
• Surveys 66 medical journals
• 40 to 45 research summaries/issue

**NEJM Journal Watch Cardiology**
Edited by Harlan M. Krumholz, MD, SM,
Yale University School of Medicine
• Surveys 21 cardiology and general medical journals
• 20 to 22 research summaries/issue

**NEJM Journal Watch Hospital Medicine**
Edited by Neil H. Winawer, MD, SFHM,
Emory University School of Medicine
• Surveys 66 medical journals
• 10 to 15 research summaries/issue

**NEJM Journal Watch Infectious Diseases**
Edited by Richard T. Ellison III, MD, University of
Massachusetts Medical School
• Surveys 54 infectious diseases, general medical, and other specialty journals
• 15 to 20 research summaries/issue

**NEJM Journal Watch Neurology**
Edited by John C. Probasco, MD, Johns Hopkins School of Medicine
• Surveys 23 neurology, general medical, and other specialty journals
• 18 to 20 research summaries/issue

**NEJM Journal Watch Oncology and Hematology**
Edited by William J. Gradishar, MD, Northwestern University Feinberg School of Medicine
• Surveys 16 oncology, hematology, and general medical journals
• 12 to 15 research summaries/issue
NEJM Journal Watch Production Information

**Supplied Ad Creative**

Trim size of publication 7 7/8" x 10 1/2"

Ad page size
  - Full page (content area) 7" x 10"
  - Bleed full page 8 1/8" x 10 3/4"
  - Bleed spread 16" x 10 3/4"
  - Trim size of spread 15 3/4" x 10 1/2"

Double-page spread should be supplied as a single file without any allowance for gutter bleed. Margin for live matter is 1/2" on all sides.

**Acceptable Page Layout File Formats**

Send high resolution PDF/x1a files (include the .125" bleed where necessary, and crop marks). Files should be Acrobat DC compatible or no lower than Acrobat 4 compatible. If supplying application files for backup, they should be in InDesign CC, or saved as IDML files; include fonts and images. Preferred halftone screen is 150-line. Maximum screen tone value is 85%. Minimum is 10%. Four-color process: 150-line screen preferred for all colors.

**Media and Labeling Requirements**

Mac CD preferred or FTP transfer (provide access information). Issue date should be clearly marked on label.

*Please include advertiser, agency name and contact person, phone number, sponsor contact, file name/number, return address, and printout of disk contents.*

**Supplied Inserts**

- Newsletter inserts are flat collated at 17" x 10 1/2", saddle-stitched, folded, and face-trimmed to 7.875" finished size. No head or foot trim allowance is necessary.
- Supply inserts flat at size specified below. We cannot accept folded inserts.
- A folding dummy is required along with packing slips of contents.
- Maximum acceptable thickness of paper stock is .0055".
- Overage is determined by sponsorship quantity. Contact the Publisher for specifics.

**Print Vendor Instructions for Supplied Inserts**

**IMPORTANT NOTE:** Due to the need of an additional face trim, supplied inserts need to be printed on a larger sheet than the actual size of the ad. Due to a 5/8” face trim, 4-page ad inserts need to be supplied oversized at 17” x 10 1/2”.

**4-Page Insert**

- Ad size will remain as noted above.
- Supply 4-page ad insert on 17” x 10 1/2” sheet size.
- For 4-page insert spreads, the supplied printed sheet will include 1/2” white space for face trim. Bleed encroachment in face trim area is acceptable.

---

To inquire about newsletter production requirements, please contact Peter Merchant at (781) 434-7745 or pmerchant@mms.org.
NEJM Journal Watch Production Information  

2-Page Insert

- 2-page ad size is 7" x 10" (content area) and bleed size is 8 1/8" x 10 3/4".
- Supply 2-page ad insert on 9" x 10 1/2" sheet size.
- For a 2-page ad insert, the final supplied printed sheet will include 5/8" face trim and a 1/2" binding lip.

Contact Information

Massachusetts Medical Society
860 Winter Street, Waltham, MA 02451

Business Manager
Anne Russ aruss@mms.org; +1-781-434-7784

Premedia Operations Supervisor
Peter Merchant pmerchant@mms.org; +1-781-434-7745

Premedia Operations Manager
MJ Medas mmedas@nejm.org; +1-781-434-7274

Shipping Instructions

Ship inserts prepaid to:
Attn: Peter Merchant
NEJM/MMS
Antico Industrial Park
108 Clematis Avenue, Unit 6
Waltham, MA 02453
(781) 434-7960

Printer cannot accept collect shipments.
- Inserts are to be boxed and shipped flat (SECURED).
- Cartons cannot exceed 25 lb.
- More than 6 cartons must be on a skid.
- Pack inserts tightly to prevent shifting during transport. Do not stuff cartons with material.
- Mark all cartons with quantity, issue date, name of publication, and number of cartons.
- Packing slip and folding dummy is required with each shipment.
- Appropriate-size cartons must be used; double-wall cartons recommended.

To inquire about newsletter production requirements, please contact Peter Merchant at (781) 434-7745 or pmerchant@mms.org.
**NEJM.org and JWatch.org Digital**

**NEJM.org** and **JWatch.org** make it easy to add digital to your media mix. Together these popular websites bring you a wide range of specialty-specific messaging options.

You can target specialists with tools like run-of-site display ads as well as demographic, behavioral, search term, and contextual targeting, or through opt-in emails that feature up to 43% open rates.

---

**NEJM.org**

- **2.9M** Unique global visitors/month
- **9.6M** Global page views/month
- **1.2M** Unique U.S. visitors/month
- **3.5M** U.S. page views/month
- **1.6M** U.S. registered users

*NEJM.org Adobe Analytics Traffic Reports, 2020*

**JWatch.org**

- **589,000** Unique global visitors/month
- **1.0M** Global page views/month
- **358,000** Unique U.S. visitors/month
- **587,000** U.S. page views/month
- **284,600** U.S. registered users

*NEJM.org Adobe Analytics Traffic Reports, 2020*
## Digital Advertising Overview

### TARGETED SOLUTIONS

<table>
<thead>
<tr>
<th>Description</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEJM/NEJM Journal Watch Specialty Packs</strong></td>
<td></td>
</tr>
<tr>
<td>• Combines demographic, behavioral, search term and contextual targeting with ROS</td>
<td>• Target influential prescribers in key therapeutic areas</td>
</tr>
<tr>
<td>• Ads served across NEJM.org and JWatch.org</td>
<td></td>
</tr>
<tr>
<td>• 15 key specialty areas available</td>
<td></td>
</tr>
<tr>
<td><strong>NEJM eTOC, NEJM/NEJM Journal Watch eTOCs and Alerts</strong></td>
<td></td>
</tr>
<tr>
<td>• High frequency email packages</td>
<td>• Your message reaches 100% opt-in audience</td>
</tr>
<tr>
<td>• Includes eTOCs and topic alerts audience</td>
<td>• Open rates up to 45% help ensure your message is seen</td>
</tr>
<tr>
<td>• Many specialty areas available</td>
<td></td>
</tr>
</tbody>
</table>

### RUN-OF-SITE DISPLAY ADS

<table>
<thead>
<tr>
<th>Description</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEJM Run-of-Site Display Ads</strong></td>
<td></td>
</tr>
<tr>
<td>• Display ads served across NEJM.org</td>
<td>• Broad digital brand exposure on “best-in-class” site</td>
</tr>
<tr>
<td>• Includes subscribers, registered users, nonregistered users, and clinicians at site-licensed institutions</td>
<td>• Home page takeovers and other options maximize your impact</td>
</tr>
<tr>
<td>• Geo-targeting to any country/region</td>
<td></td>
</tr>
</tbody>
</table>

### HIGH IMPACT ADVERTISING PROGRAMS

<table>
<thead>
<tr>
<th>Description</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEJM Image Challenge</strong></td>
<td></td>
</tr>
<tr>
<td>• 50% SOV on interactive Image Challenge web page</td>
<td>• Advertise on one of the most popular features on NEJM.org</td>
</tr>
<tr>
<td>• Interactivity optimizes user engagement</td>
<td></td>
</tr>
<tr>
<td><strong>Physician’s First Watch</strong></td>
<td></td>
</tr>
<tr>
<td>• Daily opt-in e-newsletter</td>
<td>• Your message appears next to breaking medical news and information</td>
</tr>
<tr>
<td>• Alerts users to breaking clinical news from past 24 hours</td>
<td>• Frequency helps your message remain top of mind</td>
</tr>
<tr>
<td>• Weekly or monthly packages available</td>
<td></td>
</tr>
</tbody>
</table>
Digital Advertising on NEJM.org

NEJM Group digital properties bring you opportunities to reach your most important audience with:

- **Specialty pages** that bring together all current articles in a given specialty. Each specialty page supports leaderboard and medium rectangle ads. You can target visitors to a specialty page through purchase of a Targeted Specialty Pack.

- **Ad placements** on browse, index, archive, trends, search, specialty, and article pages.

- **Multipage advertising programs** that follow readers as they travel through the site.

- **Image Challenge advertising program.**

- **Email advertising options** that include specialty-targeted eTOC emails.

### Supported Ad Units

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Anchor</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Half page</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Thin skyscraper</td>
<td>120 x 600</td>
</tr>
<tr>
<td>Micro bar</td>
<td>88 x 31</td>
</tr>
</tbody>
</table>

Accepted third-party servers: Doubleclick, Pointroll, Sizmek. Please contact onlineadoperations@nejm.org if you are interested in using a different third-party server.

### 2021 ROS Rates and Discounts

<table>
<thead>
<tr>
<th></th>
<th>300,000–499,999 Impressions/Month</th>
<th>500,000+ Impressions/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net ROS CPM</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>Half page CPM</td>
<td>$110.00</td>
<td></td>
</tr>
<tr>
<td>Home page takeover</td>
<td>$8,710 flat fee/week</td>
<td>$8,710 flat fee/week</td>
</tr>
<tr>
<td>Expandable unit premium CPM</td>
<td>$110.00</td>
<td></td>
</tr>
<tr>
<td>Geotargeting CPM</td>
<td>$110.00</td>
<td></td>
</tr>
</tbody>
</table>

*Not available on half page or anchor ad units

Some restrictions apply.

Prices are subject to change without notice.

### Home Page Takeover (HT) Guidelines

- Consecutive weeks, by the same brand, are not allowed. There must be a minimum of one week off between HTs.
- A maximum of 12 weekly HTs may be purchased by a single brand in a calendar year.
- Specialty-specific products are prohibited from running HTs during the week(s) of conferences for the same specialty area (e.g., cardiology brands cannot run an HT the week of the American Heart Association Annual Scientific Sessions).
- All HTs are subject to final review up to one week prior to start date.
- Per NEJM Group Advertising Policies, all advertisements are subject to approval of the *New England Journal of Medicine* and NEJM Journal Watch Publisher, which reserves the right to reject or cancel any ad at any time.

### TOTAL MINUTES SPENT ON WEBSITES PER MONTH IN PAST 6 MONTHS AMONG ONLINE MEDICAL JOURNALS†

<table>
<thead>
<tr>
<th>Specialty</th>
<th>NEJM Rank</th>
<th>Specialty</th>
<th>NEJM Rank</th>
<th>Specialty</th>
<th>NEJM Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology</td>
<td>3</td>
<td>Hematology/Onc</td>
<td>2</td>
<td>Neurology</td>
<td>6</td>
</tr>
<tr>
<td>Diabetes/Endocrinology</td>
<td>1</td>
<td>Infectious Diseases</td>
<td>1</td>
<td>Rheumatology</td>
<td>3</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>4</td>
<td>Nephrology</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

†Source: Kantar Media, Medical Surgical Website Usage Study, May 2020.
‡Does not include association websites or online only publications.
NEJM.org Digital Specialty Packs

Targeted specialty packs across NEJM.org and JWatch.org make it easier to reach the specialists of your choice.

When you buy a targeted specialty pack, your ad reaches your target audience on NEJM.org and JWatch.org through:

- **NEJM.org demographic targeting:** Your ad follows authenticated specialists during their visit to NEJM.org. For example, when you buy a cardiology specialty pack, your ad appears whenever a cardiologist navigates to non-article ad-bearing pages.

- **NEJM.org behavioral targeting:** Your ad is displayed to site users who exhibit behaviors similar to identified physicians. For example, when you buy a cardiology specialty pack, your ad appears whenever a user who looks like a cardiologist navigates to non-article ad-bearing pages.

- **NEJM.org search term targeting:** Your ad appears on all relevant search results pages. For example, when you buy a cardiology specialty pack, your ad appears on the search results page when a visitor searches for terms like “hypertension” or “heart failure.”

- **NEJM.org contextual targeting:** Your ad appears on the relevant specialty page that brings together all current articles in a given specialty. For example, when you buy a cardiology specialty pack, your ad appears when a visitor navigates to the NEJM.org cardiology page.

- **JWatch.org contextual targeting:** Your ad appears on relevant JWatch.org content pages. For example, when you buy a cardiology specialty pack, your ad appears on cardiology, hypertension, and lipid management pages.

Specialty packs include ROS impressions across NEJM.org and JWatch.org, including exposure to nonregistered users and clinicians from all academic and hospital site license domains.

**Impressions and Rates**

Click for impressions and rates.

---

**Supported Ad Units**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixels</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (required)</td>
<td>728 x 90</td>
<td>8:1</td>
</tr>
<tr>
<td>Anchor</td>
<td>728 x 90</td>
<td>8:1</td>
</tr>
<tr>
<td>Medium rectangle (required)</td>
<td>300 x 250</td>
<td>1:1</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>160 x 600</td>
<td>1:4</td>
</tr>
<tr>
<td>Thin skyscraper</td>
<td>120 x 600</td>
<td>n/a</td>
</tr>
<tr>
<td>Half page</td>
<td>300 x 600</td>
<td>1:2</td>
</tr>
</tbody>
</table>

**Targeted Specialty Packs**

- Cardiology
- Neurology
- Dermatology
- PCP
- Emergency Medicine
- Pediatrics
- Endocrinology
- Psychiatry
- Gastroenterology
- PUD/Pulmonology
- Hematology/Oncology
- Rheumatology
- Infectious Diseases
- Women’s Health
- Nephrology

---

**2021 Pack Frequency Discounts**

- 1 pack/3–5 month: 3%
- 1 pack/6+ month: 5%
- 3+ packs/ month: 5%

Maximum 5% discount on any combination

See page 42 for production information.
# Digital Specialty Pack Rates

## 2021 TARGETED SPECIALTY PACK IMPRESSIONS AND CPM RATES

<table>
<thead>
<tr>
<th>Specialty Pack</th>
<th>Fixed Guaranteed Impressions per SOV</th>
<th>SOV</th>
<th>Advertising Placements</th>
<th>Net CPM</th>
<th>Total Investment per SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology</td>
<td>130,000</td>
<td>25%</td>
<td>4</td>
<td></td>
<td>$16,900</td>
</tr>
<tr>
<td>Endocrinology</td>
<td>65,000</td>
<td>25%</td>
<td>4</td>
<td></td>
<td>$8,450</td>
</tr>
<tr>
<td>Hematology/Oncology</td>
<td>110,000</td>
<td>13%</td>
<td>8</td>
<td>$130</td>
<td>$14,300</td>
</tr>
<tr>
<td>Infectious Diseases</td>
<td>125,000</td>
<td>33%</td>
<td>3</td>
<td></td>
<td>$16,250</td>
</tr>
<tr>
<td>PCP (IM/FP/GP)</td>
<td>145,000</td>
<td>17%</td>
<td>6</td>
<td></td>
<td>$18,850</td>
</tr>
<tr>
<td>PUD/Pulmonology and Critical Care</td>
<td>70,000</td>
<td>20%</td>
<td>5</td>
<td></td>
<td>$9,100</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>95,000</td>
<td>33%</td>
<td>3</td>
<td></td>
<td>$11,400</td>
</tr>
<tr>
<td>Nephrology</td>
<td>65,000</td>
<td>50%</td>
<td>2</td>
<td>$120</td>
<td>$7,800</td>
</tr>
<tr>
<td>Neurology</td>
<td>90,000</td>
<td>33%</td>
<td>3</td>
<td></td>
<td>$10,800</td>
</tr>
<tr>
<td>Rheumatology</td>
<td>60,000</td>
<td>50%</td>
<td>2</td>
<td></td>
<td>$7,200</td>
</tr>
<tr>
<td>Dermatology</td>
<td>85,000</td>
<td>100%</td>
<td>1</td>
<td></td>
<td>$9,350</td>
</tr>
<tr>
<td>Emergency Medicine</td>
<td>93,000</td>
<td>100%</td>
<td>1</td>
<td>$110</td>
<td>$10,230</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>90,000</td>
<td>50%</td>
<td>2</td>
<td></td>
<td>$9,900</td>
</tr>
<tr>
<td>Psychiatry</td>
<td>82,000</td>
<td>50%</td>
<td>2</td>
<td></td>
<td>$9,020</td>
</tr>
<tr>
<td>Women’s Health</td>
<td>98,000</td>
<td>100%</td>
<td>1</td>
<td></td>
<td>$10,780</td>
</tr>
</tbody>
</table>

SOVs are required minimums. Purchase of multiple SOVs available.

### Terms and Conditions

- Packs are purchased on required SOV basis.
- Impressions are guaranteed. In the rare instance of a shortfall, impressions will be run in a mutually agreed-upon future month.
- Campaign shortfalls due to creative delays and/or special requests for page or keyword suppressions are subject to full rate.
- Product-sharing of a single specialty pack:
  - Two products: 15% premium on net monthly pack price
  - Three products: 20% premium on net monthly pack price
  - Sharing limited to three products.
Interactive NEJM.org Advertising Program

IMAGE CHALLENGE ADVERTISING PROGRAM

The Image Challenge at NEJM.org hones physicians’ diagnostic skills and is one of the most popular features on the site.

The advertising program features an optional micro bar ad unit below the Image Challenge module on the home page plus advertising with 50% SOV on the Image Challenge page in the leaderboard position.

U.S. impressions/month
- 180,000/home page micro bar
- 126,000/Image Challenge page

Required Ad Units

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Micro bar</td>
<td>88 x 31</td>
</tr>
</tbody>
</table>

2021 Rates and Discounts

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Net Rate/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per month (with micro bar)</td>
<td>$12,000</td>
</tr>
<tr>
<td>Per month (without micro bar)</td>
<td>$6,500</td>
</tr>
<tr>
<td>3–5 months</td>
<td>3% discount</td>
</tr>
<tr>
<td>6–12 months</td>
<td>5% discount</td>
</tr>
</tbody>
</table>

Prices are subject to change without notice.

See page 42 for production information.
# NEJM Email Advertising Programs

## NEJM ETOC ADVERTISING PROGRAM

This opt-in email table of contents (eTOC) is delivered to over 595,000 U.S. physicians and health care professionals every Wednesday evening.

Seventeen targeted specialty demos are available each month, delivering open rates of up to 45%. The Primary Care demo includes IM/FP/GP and other HCPs and is available as a monthly or weekly buy.

Each specialty demo is sold as 50% share of voice. 100% SOV can be purchased if available. Contact your Sales Director for availability.

## NEJM ETOC SPECIALTY TARGETING

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Approximate U.S. Physician and Resident Opt-Ins</th>
<th>Approximate Sends/Month</th>
<th>Net Rate/Week</th>
<th>Net Rate/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology</td>
<td>14,500</td>
<td>58,000</td>
<td>$9,410</td>
<td></td>
</tr>
<tr>
<td>Dermatology</td>
<td>2,300</td>
<td>9,200</td>
<td>$4,800</td>
<td></td>
</tr>
<tr>
<td>Emergency Medicine</td>
<td>8,800</td>
<td>35,200</td>
<td>$4,930</td>
<td></td>
</tr>
<tr>
<td>Endocrinology</td>
<td>4,700</td>
<td>18,800</td>
<td>$8,210</td>
<td></td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>4,700</td>
<td>18,800</td>
<td>$7,010</td>
<td></td>
</tr>
<tr>
<td>Hospital Medicine</td>
<td>3,500</td>
<td>14,000</td>
<td>$4,060</td>
<td></td>
</tr>
<tr>
<td>Infectious Diseases</td>
<td>5,500</td>
<td>22,000</td>
<td>$9,520</td>
<td></td>
</tr>
<tr>
<td>Nephrology</td>
<td>4,400</td>
<td>17,600</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Neurology</td>
<td>6,600</td>
<td>26,400</td>
<td>$5,920</td>
<td></td>
</tr>
<tr>
<td>Oncology/Hematology</td>
<td>13,200</td>
<td>52,800</td>
<td>$16,790</td>
<td></td>
</tr>
<tr>
<td>Pediatrics</td>
<td>13,300</td>
<td>53,200</td>
<td>$6,570</td>
<td></td>
</tr>
<tr>
<td>PAs/NPs</td>
<td>13,800</td>
<td>55,200</td>
<td>$5,470</td>
<td></td>
</tr>
<tr>
<td>Psychiatry</td>
<td>7,000</td>
<td>28,000</td>
<td>$5,700</td>
<td></td>
</tr>
<tr>
<td>Pulmonology</td>
<td>12,500</td>
<td>50,000</td>
<td>$6,030</td>
<td></td>
</tr>
<tr>
<td>Rheumatology</td>
<td>2,000</td>
<td>8,000</td>
<td>$4,600</td>
<td></td>
</tr>
<tr>
<td>Women’s Health</td>
<td>8,200</td>
<td>32,800</td>
<td>$4,500</td>
<td></td>
</tr>
</tbody>
</table>

*In 2021, March, June, September, and December are months with five sends. The fifth send is value add. All other months have four sends. Prices are subject to change without notice.

## Required Ad Units

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Leaderboard</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Medium rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

GIF only; rich media not supported.

## 2021 Frequency Discounts

<table>
<thead>
<tr>
<th>Term</th>
<th>Discount</th>
<th>3–5 months</th>
<th>6–12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>3–5 months</td>
<td>3% discount</td>
<td>$9,950</td>
<td>$39,790</td>
</tr>
<tr>
<td>6–12 months</td>
<td>5% discount</td>
<td>$5,700</td>
<td>$28,500</td>
</tr>
</tbody>
</table>

Prices are subject to change without notice.

For more information, contact your Sales Director.
Email Advertising Programs

SPECIALTY-TARGETED EMAILS

These specialty-oriented email groups deliver your 100% share of voice ad to opt-in recipients. Available in 11 specialty areas, each group includes:

- Weekly JWatch.org eTOC in relevant specialty area.
- One or more monthly NEJM Journal Watch topic alerts in relevant content area.
- One or more monthly NEJM topic alerts in relevant content area.

Required Ad Units

Leaderboard  
Pixels 728 x 90

GIF only; rich media not supported.

2021 Frequency Discounts

<table>
<thead>
<tr>
<th>Duration</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3–5 months</td>
<td>3% discount</td>
</tr>
<tr>
<td>6–12 months</td>
<td>5% discount</td>
</tr>
</tbody>
</table>

GIF only; rich media not supported.

See page 42 for production information.

continued
### 2021 NEJM/NEJM JOURNAL WATCH SPECIALTY-TARGETED EMAIL GROUP RATES

<table>
<thead>
<tr>
<th>Group</th>
<th>Email Type</th>
<th>Frequency/ Month</th>
<th>Drop Schedule</th>
<th>Months with 5 Sends</th>
<th>Approximate Sends/Month(^a)</th>
<th>Net Rate/ Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cardiology</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Cardiology</td>
<td>eTOC</td>
<td>4</td>
<td>Wed</td>
<td>Mar, Jun,</td>
<td>152,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Hypertension</td>
<td>alert</td>
<td>1</td>
<td>15th</td>
<td>Sept, Dec</td>
<td>35,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Lipid Management</td>
<td>alert</td>
<td>1</td>
<td>23rd</td>
<td></td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Cardiology</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>85,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>7</td>
<td></td>
<td></td>
<td>302,000</td>
<td>$15,770</td>
</tr>
<tr>
<td><strong>Endocrinology/ Diabetes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Diabetes</td>
<td>alert</td>
<td>1</td>
<td>16th</td>
<td></td>
<td>35,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Endocrinology</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>45,000</td>
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</tr>
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<td><strong>TOTAL</strong></td>
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<td>2</td>
<td></td>
<td></td>
<td>80,000</td>
<td>$3,960</td>
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<tr>
<td><strong>General Medicine</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch General Medicine</td>
<td>eTOC</td>
<td>8</td>
<td>Tuesday/Thursday</td>
<td></td>
<td>524,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Aging/Geriatrics</td>
<td>alert</td>
<td>1</td>
<td>1st</td>
<td></td>
<td>26,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Allergy/Immunology</td>
<td>alert</td>
<td>1</td>
<td>2nd</td>
<td></td>
<td>38,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Geriatrics/Aging</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>41,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Primary Care/Hospitalist</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>76,000</td>
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</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>12</td>
<td></td>
<td></td>
<td>705,000</td>
<td>$11,600</td>
</tr>
<tr>
<td><strong>HIV/AIDS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch HIV/AIDS</td>
<td>eTOC</td>
<td>4</td>
<td>Monday</td>
<td>Mar, May, Aug, Nov</td>
<td>56,000</td>
<td>$5,640</td>
</tr>
<tr>
<td><strong>Hospital Medicine</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Hospital Medicine</td>
<td>eTOC</td>
<td>4</td>
<td>Monday</td>
<td>Mar, May, Aug, Nov</td>
<td>110,000</td>
<td></td>
</tr>
<tr>
<td><strong>Infectious Diseases</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Infectious Diseases</td>
<td>eTOC</td>
<td>4</td>
<td>Wednesday</td>
<td>Mar, June,</td>
<td>132,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch STDs</td>
<td>alert</td>
<td>1</td>
<td>18th</td>
<td>Sept, Dec</td>
<td>18,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Infectious Disease</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>6</td>
<td></td>
<td></td>
<td>200,000</td>
<td>$11,730</td>
</tr>
<tr>
<td><strong>Neurology</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Neurology</td>
<td>eTOC</td>
<td>4</td>
<td>Tuesday</td>
<td>Mar, June,</td>
<td>100,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Stroke</td>
<td>alert</td>
<td>1</td>
<td>8th</td>
<td>Aug, Nov</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Neurology/Neurosurgery</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>6</td>
<td></td>
<td></td>
<td>175,000</td>
<td>$8,740</td>
</tr>
<tr>
<td><strong>Nutrition/Obesity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Oncology and Hematology</td>
<td>alert</td>
<td>4</td>
<td>Tuesday</td>
<td>Mar, June,</td>
<td>80,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Breast Cancer</td>
<td>alert</td>
<td>1</td>
<td>3rd</td>
<td>Aug, Nov</td>
<td>16,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Hematology/Oncology</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>60,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>6</td>
<td></td>
<td></td>
<td>156,000</td>
<td>$8,270</td>
</tr>
<tr>
<td><strong>Pulmonary Disease/Pulmonary</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Allergy/Asthma</td>
<td>alert</td>
<td>1</td>
<td>2nd</td>
<td></td>
<td>21,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Journal Watch Respiratory Infections</td>
<td>alert</td>
<td>1</td>
<td>17th</td>
<td></td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Pulmonary/Critical Care</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>52,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td>98,000</td>
<td>$2,370</td>
</tr>
<tr>
<td><strong>Rheumatology</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEJM JW Arthritis/Rheumatic Disease</td>
<td>alert</td>
<td>1</td>
<td>28th</td>
<td></td>
<td>17,000</td>
<td></td>
</tr>
<tr>
<td>NEJM Rheumatology</td>
<td>alert</td>
<td>1</td>
<td>1st Monday</td>
<td></td>
<td>31,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td>48,000</td>
<td>$1,590</td>
</tr>
</tbody>
</table>

\(^a\)Total estimated sends for email group are guaranteed; however, sends/impressions by individual email title can vary based on content published.

See page 42 for production information.
Email Advertising Programs continued

PHYSICIAN’S FIRST WATCH (PFW)

Every Monday through Saturday, PFW, a daily opt-in e-newsletter from NEJM Journal Watch, alerts physicians and health care professionals to clinical news from the past 24 hours.

- 93,000 U.S. physicians and health care professionals/day
- 558,000 U.S. sends/week (Monday–Saturday)
- Edited by a seven-member physician board

Your advertising program guarantees 100% share of voice.

**Required Ad Units**

- **Leaderboard**
  - Pixels: 728 x 90
- **Medium Rectangle**
  - Pixels: 300 x 250

*GIF only; rich media not supported.*

**2021 Rates and Discounts**

<table>
<thead>
<tr>
<th>Term</th>
<th>Net Rate</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week</td>
<td>$5,500</td>
<td></td>
</tr>
<tr>
<td>4–8 weeks</td>
<td></td>
<td>3% discount</td>
</tr>
<tr>
<td>9+ weeks</td>
<td></td>
<td>5% discount</td>
</tr>
</tbody>
</table>

*Monday–Saturday*

*Prices are subject to change without notice.*
Digital Production Information

NEJM AND NEJM JOURNAL WATCH

Supported Ad Units

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixels</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>8:1</td>
</tr>
<tr>
<td>Anchor</td>
<td>728 x 90</td>
<td>8:1</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
<td>1:1</td>
</tr>
<tr>
<td>Half page</td>
<td>300 x 600</td>
<td>1:2</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>160 x 600</td>
<td>1:4</td>
</tr>
<tr>
<td>Thin skyscraper</td>
<td>120 x 600</td>
<td>n/a</td>
</tr>
<tr>
<td>Micro bar</td>
<td>88 x 31</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Expandables are accepted, but not for half page or anchor.

Rich media is not supported for emails. For emails please provide GIFs only.

Ad units vary depending on NEJM/NEJM Journal Watch product. See individual pages for required units.

To Submit an Insertion Order

Email your insertion order (IO) to onlineadoperations@nejm.org or to:

Rick Buroni
Email: rburoni@nejm.org

Vanessa Wu
Email: vwu@nejm.org

To Submit an Ad

Email your creative, citing the IO name and reference number, to both contacts above or to onlineadoperations@nejm.org.

Approvals

All ads are subject to approval by the New England Journal of Medicine, which reserves the right to reject or cancel any ad at any time. Approval may take up to seven days.

Types of Advertising Accepted

Generally acceptable for consideration are pharmaceutical products, medical and medical equipment products and services, medical software, and practice management products and services, including office equipment and supplies, medical billing systems, and medically appropriate websites.

Generally acceptable for consideration with certain conditions are calls for patients to participate in clinical trials or clinical-trial matching services. These ads can be considered if the trial is registered with the FDA and conducted by a recognized institution.

Other ad types are accepted. Those not described above are reviewed on a case-by-case basis.

Online Cancellation Policies

Advertisers may cancel the entire insertion order or any portion thereof as follows:

Run-of-Site banner programs: On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.

Flat fee-based or fixed-placement programs including but not limited to Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, Physician’s First Watch, and all other email products: On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 15 to 30 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

Click for more advertising information and complete NEJM advertising policies.
### Digital and Email Advertising Specs

<table>
<thead>
<tr>
<th>HTML5/GIF Specs</th>
<th>NEJM.org</th>
<th>JWatch.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test time required</td>
<td>5 business days</td>
<td>5 business days</td>
</tr>
<tr>
<td>Accepted banner sizes</td>
<td>728 x 90 8:1</td>
<td>728 x 90 8:1</td>
</tr>
<tr>
<td></td>
<td>300 x 250 1:1</td>
<td>300 x 250 1:1</td>
</tr>
<tr>
<td></td>
<td>160 x 600 1:4</td>
<td>160 x 600 1:4</td>
</tr>
<tr>
<td></td>
<td>120 x 600 N/A</td>
<td>120 x 600 N/A</td>
</tr>
<tr>
<td></td>
<td>300 x 600 1:2</td>
<td>300 x 600 1:2</td>
</tr>
<tr>
<td>Max looping/animation</td>
<td>3 loops</td>
<td>3 loops</td>
</tr>
<tr>
<td>1. Max GIF weight</td>
<td>300 KB</td>
<td>300 KB</td>
</tr>
<tr>
<td>2. Max HTML5 weight</td>
<td>300 KB</td>
<td>300 KB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expandable Specs</th>
<th>NEJM.org</th>
<th>JWatch.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test time required</td>
<td>5 business days</td>
<td>5 business days</td>
</tr>
<tr>
<td>Format</td>
<td>Expandable units must come from a third-party server (DoubleClick, Pointroll, etc.)</td>
<td>User-initiated/click/tap or mouse over</td>
</tr>
<tr>
<td>Panel expansion</td>
<td>User-initiated/click/tap or mouse over</td>
<td>User-initiated/click/tap or mouse over</td>
</tr>
<tr>
<td>Panel contraction</td>
<td>Ads must contain a clearly marked Close “X” button and should contract when cursor leaves the ad.</td>
<td>Ads must contain a clearly marked Close “X” button and should contract when cursor leaves the ad.</td>
</tr>
<tr>
<td>Max panel expansion size</td>
<td>728 x 90 to 728 x 360*</td>
<td>728 x 90 to 728 x 360*</td>
</tr>
<tr>
<td></td>
<td>300 x 250 to 600 x 250</td>
<td>300 x 250 to 600 x 250</td>
</tr>
<tr>
<td></td>
<td>120 x 600 and 160 x 600 to 600 x 600</td>
<td>120 x 600 and 160 x 600 to 600 x 600</td>
</tr>
<tr>
<td>Max weight total (initial)</td>
<td>150 KB</td>
<td>150 KB</td>
</tr>
<tr>
<td>Max weight total (subload)</td>
<td>300 KB</td>
<td>300 KB</td>
</tr>
<tr>
<td>Panel expansion direction</td>
<td>728 x 90 expand down.*</td>
<td>728 x 90 expand down.*</td>
</tr>
<tr>
<td></td>
<td>300 x 250 expand left.</td>
<td>300 x 250 expand left.</td>
</tr>
<tr>
<td></td>
<td>120 x 600 and 160 x 600 expand left.</td>
<td>120 x 600 and 160 x 600 expand left.</td>
</tr>
<tr>
<td>Other</td>
<td>Auto-play ads not accepted. User instructions must be clearly marked.</td>
<td>0–1,000</td>
</tr>
<tr>
<td>Z Index</td>
<td>0–1,000</td>
<td>0–1,000</td>
</tr>
</tbody>
</table>

*Leaderboard only

<table>
<thead>
<tr>
<th>Video Specs (in-banner)</th>
<th>NEJM.org</th>
<th>JWatch.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video acceptance</td>
<td>Upon approval, within above banner sizes only.</td>
<td>Activation (sound and video) must be user-initiated.</td>
</tr>
<tr>
<td>User initiated requirements</td>
<td>Continuous looping not permitted. Replay must be user-initiated.</td>
<td>Continuous looping not permitted. Replay must be user-initiated.</td>
</tr>
<tr>
<td>Max play time (user initiated)</td>
<td>30 seconds</td>
<td>30 seconds</td>
</tr>
<tr>
<td>Required controls</td>
<td>Ads must contain start/stop/pause button and mute button.</td>
<td>Ads must contain start/stop/pause button and mute button.</td>
</tr>
<tr>
<td>Other</td>
<td>Auto-play ads not accepted. User instructions must be clearly marked.</td>
<td>Rewind/fast forward buttons accepted.</td>
</tr>
<tr>
<td>Z Index</td>
<td>0–1,000</td>
<td>0–1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Advertising GIF Specs</th>
<th>NEJM eTOC</th>
<th>NEJM Journal Watch</th>
<th>Physician's First Watch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test time required</td>
<td>5 business days</td>
<td>5 business days</td>
<td>5 business days</td>
</tr>
<tr>
<td>Max banner size</td>
<td>728 x 90, 300 x 250</td>
<td>728 x 90</td>
<td>728 x 90, 300 x 250</td>
</tr>
<tr>
<td>Max looping/animation</td>
<td>3 loops</td>
<td>3 loops</td>
<td>3 loops</td>
</tr>
<tr>
<td>Max GIF weight</td>
<td>40 KB, GIF only</td>
<td>40 KB, GIF only</td>
<td>40 KB, GIF only</td>
</tr>
</tbody>
</table>

- Animated GIFs are accepted; however, for email recipients using certain versions of Outlook (2007, 2010, 2013) only a static representation of the GIF image will show on the first frame. Advertisers may wish to include branding and other important information on the first frame.
- Third-party no script tags are accepted if the tags render the actual GIF image and the URL landing page. Tags that render a 1x1 pixel are not accepted.
- Rich media is not supported.

**Note:** Any changes to creative or ad tags must be submitted for advance approval before going live, even if within campaign duration.
NEJM Group Advertising Policies

1. All advertisements are subject to approval of the New England Journal of Medicine and NEJM Journal Watch Publisher, which reserves the right to reject or cancel any ad at any time.

2. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.

3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.

4. Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.

5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.

6. For advertorial guidelines contact your sales director or visit nejmadsales.org/index.php/nejm/advertorial-guidelines.

7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher’s written approval for such use.

8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.

9. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.

10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.

11. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.

12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to Publisher.

13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.

14. Advertiser represents and warrants that all advertisements and pharmaceutical products they advertise are compliant with all applicable laws, rules, and regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.

15. RECRUITMENT ADS: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.

16. DIGITAL ADS: Any use of NEJM trademarks or copyrighted material for links to and from Publisher’s website must be approved in advance by Publisher. Any unauthorized linking is prohibited. Publisher does not endorse or support any product or organization linked to its website, nor is Publisher responsible for the content of any website promoted in an ad. The use by advertiser or its agency of pixels, beacons, cookies, tracking tags, or similar technology in advertising creative for the purpose of collecting personally identifiable information is prohibited.

continued
DIGITAL CANCELLATION POLICIES

Advertisers may cancel the entire insertion order, or any portion thereof, as follows:

- **Run-of-Site banner programs**: On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.

- **Flat Fee-based, SOV-based, or fixed-placement programs** (including but not limited to Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, Physician’s First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.
NEJM Group Contact Information

860 Winter Street, Waltham, MA 02451-1413
Business hours: 8:00 a.m. to 4:00 p.m. EST
Tel: (800) 635-6991 or (781) 893-3800
Fax: (781) 647-5785
nejmadsales.org

NEJM and NEJM Journal Watch
Sales Directors

Director, Sales and Business Development
Meg Ainley
(773) 383-8804
mainley@nejm.org

Senior Regional Sales Director
Chrissy Miller
(617) 834-4702
cmiller@nejm.org

Regional Sales Director
Corrie Bridgeman
(781) 775-1287
cbridgeman@nejm.org

Regional Sales Director
Andrew McGuire
(973) 771-8926
amcguire@nejm.org

NEJM and NEJM Journal Watch
Advertising Solutions

Director, Advertising Solutions
Jennifer Badua: (781) 434-7023
jbadua@nejm.org

Director, Client Services and Operations
Hallie Kozlowski: (781) 434-7838
hkozlowski@nejm.org

Manager, Client Services and Print Operations
Rebecca Forge: (781) 434-7025
rforge@nejm.org

Senior Online Billing Specialist
Amy Angelo: (781) 434-7020
aangelo@nejm.org; onlineadoperations@nejm.org

Advertising Sales Support Specialist
Phil Howard: (781) 434-7757
phoward@nejm.org; salessupport@nejm.org

Advertising Sales Support Specialist
Beth O’Neill: (781) 434-7556
boneill@nejm.org; salessupport@nejm.org

NEJM Print Production

Tel: (800) 635-6991 or (781) 893-3800
Fax: (781) 893-5003
Email: displayads@nejm.org

Director, Advertising Production
Mary Kaye Balacco: (781) 434-7027
mbalacco@nejm.org

Senior Advertising Production Specialist
Lynn Ferguson: (781) 434-7036
Fax: (781) 893-5003
lferguson@nejm.org

Business Manager, NEJM Journal Watch
Anne Russ: (781) 434-7784
aruss@mms.org

Premedia Operations Supervisor, NEJM Journal Watch
Peter Merchant: (781) 434-7745
pmerchant@mms.org

NEJM Print Production

Fax: (781) 647-5785
Email: onlineadoperations@nejm.org

Manager, Digital Advertising Operations
Tony Hubbard: (781) 434-7550
thubbard@nejm.org

Senior Online Traffic Specialist
Rick Buroni
rburoni@nejm.org

Online Traffic Specialist
Vanessa Wu: (781) 434-7043
vwu@nejm.org

NEJM Reprints

Tel: (877) 241-7159
Fax: (781) 647-5785
Email: reprints@nejm.org

Regional Sales Director
Patrice Skelley: (781) 434-7380
pskelley@nejm.org

continued
NEJM Group Contact Information

NEJM Corporate Site Licenses

**Account Manager**
David Charlton: (781) 434-7286
dcharlton@mms.org

**Recruitment Advertising**
Fax: (781) 895-1045
Email: ads@nejmcareercenter.org
NEJMCareerCenter.org

**Director, Recruitment Solutions**
Ken Sylvia: (781) 434-7029
ksylvia@nejm.org

**Manager, Recruitment Solutions**
Matt Clancy: (781) 434-7034
mclancy@nejm.org