

The NEW ENGLAND  
JOURNAL of MEDICINE



ADVERTISING RATES & INFORMATION

AUSTRALIA

EFFECTIVE JANUARY 1, 2017

2017 ADVERTISING RATES & SIZES

4 COLOUR DISPLAY ADVERTISING

Space	Casual	12x	24x	36x
Full Page	\$4055	\$4003	\$3950	\$3887
1/2 Page	\$3110	\$3036	\$2984	\$2931
1/4 Page	\$2279	\$2248	\$2206	\$2164

PRICES DO NOT INCLUDE GST

MONO ADVERTISING

Space	Casual	12x	24x	36x
Full Page	\$1839	\$1796	\$1765	\$1744
1/2 Page	\$1398	\$1366	\$1334	\$1313

PRICES DO NOT INCLUDE GST

POSITION CHARGES

Inside front	\$473
First right	\$473
Inside front DPS	\$935
Inside back	\$473
Outside back	\$935
Opposite first text	\$462

REPRINTS

Reprints of NEJM articles are available in paper or electronic (pdf) format.

Reprint size is 216 mm x 280 mm with a minimum order of 100.

To order, please contact Prue Anderson or Sarah Wylie

Space	2016 ADVERTISING PAGE SIZE		
	Trim size	Maximum type area (-13 mm all edges)	Bleed (+5 mm all edges)
Full Page	200 x 267 mm	174 x 241 mm	210 x 277 mm
1/2 Page horizontal	200 x 133 mm	174 x 107 mm	210 x 143 mm
1/2 Page Vertical	100 x 267 mm	74 x 241 mm	110 x 277 mm
1/4 Page	100 x 133 mm	74 x 107 mm	110 x 143 mm

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EFFECTIVE JANUARY 1, 2017

ISSUE DATE	BOOKING & MATERIAL DEADLINE	ISSUE DATE	BOOKING & MATERIAL DEADLINE
Jan 05	Dec 01	Jul 06	Jun 01
Jan 19	Dec 15	Jul 20	Jun 15
Feb 02	Dec 29	Aug 03	Jun 29
Feb 16	Jan 12	Aug 17	Jul 13
Mar 02	Jan 26	Sept 07	Aug 03
Mar 16	Feb 09	Sept 21	Aug 17
Apr 06	Mar 02	Oct 05	Aug 31
Apr 20	Mar 16	Oct 19	Sep 14
May 04	Mar 30	Nov 02	Sep 28
May 18	Apr 13	Nov 16	Oct 12
Jun 01	Apr 27	Dec 07	Nov 02
Jun 15	May 11	Dec 21	Nov 16

**FREQUENCY & CLOSING DATES**

The New England Journal of Medicine is published every Thursday by the Massachusetts Medical Society. Advertising space is available to advertisers in the first and third issue of each month.

Closing date for booking is five weeks prior to publication date. Material must be received by the material deadline date for shipment to our printers in the United Kingdom.

Please mark material to the attention of Prue Anderson or Sarah Wylie The New England Journal of Medicine, c/- Medicine Today Pty Ltd, Suite 3, 134 Military Road, Neutral Bay NSW 2089.

**FILE FORMATS**

We accept Certified PDF files only.

**FILE FORMAT REQUIREMENTS**

All file types should be composite CMYK with 8-bit images.

- Provide single pages.
- All pages of an order should be exactly equal for trim size, bleed, and registration marks.
- Bleeding-off order: bleed 5 mm, centred registration marks offset 5 mm.
- The specifications for type area, bleed, and registration marks also apply for advertisements sized half page, quarter page, column, etc.
- Type area minimum: top, side, and bottom 5 mm; spine 8 mm.
- Non-bleeding-off order: 5 mm white margin at top, side and bottom with respect to the printing size; centred registration marks offset 2 pt minimum.

**MINIMUM SIZE OF LINEWORK**

- Line single colour for offset 0.10 mm.
- Line composite colour 0.20 mm.
- Positive text single colour 6 pt, composite colour 9 pt.
- Negative text sans serif 9 pt bold, serif 12 pt bold.
- Colour overlap (trapping) 0.05 mm (0.144 pt).

**BACKGROUND TINTS**

- Maximum CMYK tint value is 240%.
- Black backgrounds for full-colour production should preferably be composed of black (100%) and cyan (50%).

**CMYK IMAGE STYLE**

- The maximum CMYK tint value is 340%.
- The maximum tint value of black is 95%.
- Cut-out images: tint value at the edge to be at least 5%.
- Images sensitive to register should be composed of the minimum possible number of separations – e.g. herringbone suits in single black.
- For images with delicate details in the dark parts, the use of GCR with 40% UCA and a light curve for black is recommended – e.g. black clothing and audio equipment.

**MEDIA**

Mac CD preferred for all size ads.

**DIGITAL PROOFING**

Proofs should be produced from the supplied file and should depict the name of the applied colour profile and a controlbar.certified.pdf NEJM accepts PDF files as Certified PDF under the following conditions:

- Graphic content and file name conform to guidelines for data and proof.
- Text is in fonts or letter contours, and delicate line art is created in vectors.
- The supplied proof is produced from the supplied PDF.

**FILE NAMES**

The file names of closed data should be composed of a maximum 12 characters and the original file type extension. Allowed characters are letters, numbers, and underscore. Spaces are not allowed.

Files should be named with the Product and Key number (e.g. product-AAA111.pdf).

**DISK DELIVERY**

- Information with disk:
  - repro house initials
  - file system specification
  - disk contents.
- Closed data: all files in root directory.
- Open data to be subdivided into:
  - documents folder
  - images folder
  - fonts folder.

**MEDIA LABELLING REQUIREMENTS**

- Issue date.
- Advertiser.
- Agency name.
- Contact person.
- Phone number.
- File name/number.
- Return address.

**DISPOSITION OF AD MATERIALS**

Furnished digital files will be held for one year after insertion and will then be destroyed unless otherwise notified.

**SPECIFICATIONS**

NEJM is saddlestitched, using 45 gsm coated text and 90 gsm coated cover.

**FOUR COLOUR PROCESS**

54 screen (lines per centimetre) preferred or 133 screen (lines per inch).

Sum of percentages of tone values should not exceed 300%. Maximum screen tone value for every colour is 85%.

**INSERTIONS/CANCELLATIONS**

Contracts, insertion orders, other instructions, publication set copy, materials and film should be sent to the Publisher's representative in Australia.

All cancellations must be received in writing by the booking deadline date. Cancellations received after the cancellation date are subject to full space charge up to a four page fee.

**MAKING CERTIFIED PDF FILES**

- **NEJM Print Style** To print your page to a postscript file from QuarkXpress: Add the "Print Style" settings to Quark: Go to the "Edit" menu, then to "Print styles" and "Import" the "NEJM Print Style" settings, click on "Save". Once this process is done, Quark will hold the settings for future documents. When you go to print your document choose the "NEJM" "Print Style" at the top of the "Print" menu, click on "Printer" and change the "Destination" to print a "File" then choose "Save" and name the file with the product and key number. This will create your postscript file (.ps).
- **Cert.PDF.TS.NL\_Acr.4** This is a Job Options file for Acrobat Distiller. To create a PDF from your postscript file: Place this file in your "Settings" folder that is in your "Acrobat Distiller" folder. When you open Distiller, choose "Cert.PDF.TS.NL" from the "Job Options" menu. Drop your postscript file onto Distiller and it will create the PDF file to the certified specifications.

The New England Journal of Medicine has been a trusted and important source of essential medical news for over 200 years. It is scrupulously researched, peer reviewed and unsolicited. Researchers from literally every country in the world submit papers to be published in the NEJM. Owned and operated by the Massachusetts Medical Society, the NEJM enjoys complete editorial independence, unfettered by association or commercial

interests, which is why physicians trust and depend on the journal.

Unlike the vast majority of medical publications, the NEJM is a paid-subscription journal. Like most of us, doctors read what they pay for.

In the specialist market, no other medical journal is as widely read as the NEJM. As a multispecialty journal, the NEJM can provide you with the broadest reach of any medical journal in Australia.

NEJM ESSENTIAL & SECONDARY READERSHIP		
Speciality	Readership	% of universe
Cardiology	567	90
Accident and emergency (EM/ICU)	674	59
Endocrinology	271	85
Gastroenterology	355	76
General physicians	917	79
Geriatric medicine	192	89
Infectious disease	97	69
Neurology	197	47
Renal medicine	124	77
Haematology/oncology	408	77
Respiratory	229	78
Rheumatology	144	57

Source: Essential Journal Study 2006

**DELIVERY OF MATERIAL:**

Prue Anderson, Group Sales & Marketing Manager  
 Sarah Wylie, Sales Manager  
 c/- Medicine Today Pty Ltd  
 Suite 3, 134 Military Road, Neutral Bay NSW 2089  
 PO Box 1473 Neutral Bay NSW 2089  
 Telephone: 02 9908 8577 Facsimile: 02 9475 0645  
 prueanderson@medicinetoday.com.au  
 sarahwylie@medicinetoday.com.au

1. All advertisements are subject to the approval of the New England Journal of Medicine (Publisher), which reserves the right to reject or cancel any advertisement at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and the 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 shall not be liable for any failure to print, publish or circulate any advertisement accepted by Publisher; however, the 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. Advertorials will be considered on a case by case basis, subject to prior approval by the Publisher.
6. Any reference to Publisher or any of its products in advertisements, promotional material or merchandising by the advertiser or the agency is subject to prior written approval by Publisher for each such use.
7. All advertising contract position clauses are treated as requests. Since editorial requirements change as issue production progresses, Publisher cannot guarantee fixed positioning.
8. Publisher is not responsible for incidental or consequential damages for errors in printing an ad.
9. Publisher may change the terms set forth herein at any time, provided that no such change applies to ad whose closing date precedes the announcement of the change.
10. Publisher will not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the conditions set forth in this rate card.
11. 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 due and payable to Publisher.
12. 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. Copy should be factual, conservative and in good taste. Documentation for new pharmaceutical products should be sent to the advertising department; please allow two weeks for clearance.
13. All advertising must be clearly germane to the practice of medicine.
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.
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. Recruitment advertisers are required to confirm in writing that they are equal opportunity employers.

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A BRIEF INTRODUCTION

**JOURNAL WATCH IN PRINT** Journal Watch specialty-specific literature review newsletters help physicians and healthcare professionals keep up with the latest developments in their fields.

Sponsoring a Journal Watch newsletter offers you the chance to target the specialists of your choice in an uncluttered advertising environment...and in a vehicle physicians find valuable and timely.

These monthly newsletters come in convenient 8-, 12- or 16-page formats that feature between 12 and 45 research summaries from leading medical journals per issue. Every Journal Watch publication has an editorial board composed of leading specialists.

Journal Watch newsletters are available for sponsorship in 12 key specialties for 6 or 12 month consecutive periods.

Journal Watch quarterly reprints are topic-specific collections of research summaries reprinted from Journal Watch newsletters. They offer a similar opportunity to target the specialists of your choice.

### Journal Watch Specialties

<a href="#">Cardiology</a>	<a href="#">Infectious Diseases</a>
<a href="#">Dermatology</a>	<a href="#">Neurology</a>
<a href="#">Emergency Medicine</a>	<a href="#">Oncology &amp; Hematology</a>
<a href="#">Gastroenterology</a>	<a href="#">Pediatrics &amp; Adolescent Medicine</a>
<a href="#">General Medicine</a>	<a href="#">Psychiatry</a>
<a href="#">Hospital Medicine</a>	
<a href="#">Women's Health</a>	

**Journal Watch Topical Reprints Series:**

- [Arthritis and Rheumatology](#)
- [Breast Cancer](#)
- [Diabetes](#)
- [Hypertension](#)
- [Respiratory Infections](#)
- [Stroke](#)



### YOUR SPONSORSHIP INCLUDES

- Front-page corporate identification (banner)
- Two- or four-page advertising insert
- Distribution to 5,000–15,000+ recipients of your choice (minimum quantity: 5,000)
- Optional Welcome letter and envelope (first issue only)
- Optional list rental

Some restrictions apply. Contact your **Sales Director** for more information.

