

ADVERTISE IN MINNESOTA MEDICINE AND REACH THE LEADERS IN MINNESOTA'S PHYSICIAN COMMUNITY

- **Award-winning** journalism
- **Highly regarded** in the Minnesota medical community
- **Well-read** – 86% read the magazine consistently – more than *JAMA*, *New England Journal of Medicine*, *MN Physician* and *MD News* **COMBINED**
- Mailed to 6,000 physician leaders each month
- Emailed to 3,000 students/residents each month



THE JOURNAL OF THE MINNESOTA MEDICAL ASSOCIATION

minnesota MEDICINE

NEW IN 2012

- Lower Ad Rates
- All-Color Magazine
- 2-page ad package – IFC & Page One
- Discounts for Multiple Cover Buys
- 100-Word Classifieds for \$200
- Email Ads

MINNESOTA MEDICINE READERS:

- 48% say they use the recruitment section
- 35% say they pass it along to others
- 49% practice in the metro area, 51% practice out state
- 49% practice with 50 or more physicians
- 51% practice with 49 or fewer physicians

2012 AD RATES:

Net rates • No agency commission • Cost per insertion • All rates 4C

| Size | 1x | 3x | 6x |
|-----------|---------|---------|---------|
| Full page | \$1,225 | \$1,150 | \$1,080 |
| 1/2 page | 840 | 790 | 750 |
| 1/3 page | 655 | 615 | 580 |
| 1/4 page | 525 | 500 | 470 |
| 1/6 page | 415 | 395 | 370 |
| 1/8 page | 305 | 280 | 255 |

- Hot links are included with all website and email URLs in the digital edition
- Entire back cover of the digital edition is hot-linked

Email Ad

\$150 for two emails to students/residents

SPECIAL ISSUE:

September *Minnesota Medicine* mailed to ALL Minnesota physicians

- Add 15% to rates for 1x advertisers
- No increase for regular advertisers

Cover Spaces

| | |
|--|---------|
| Back cover | \$1,500 |
| Inside front cover | 1,400 |
| Inside back cover | 1,300 |
| Two page double truck (IFC – Page 1) | 2,000 |
| 10% discount with the purchase of three or more covers | |

Classifieds

\$4/word (\$40 min.) OR
100 words for \$200

EDITORIAL CALENDAR

JANUARY

THE BRAIN

FEBRUARY

EFFECTS OF THE RECESSION

MARCH

OBSTETRICS/GYNECOLOGY

APRIL

GOOD PRACTICE

MAY

HEALTH DISPARITIES

JUNE

PLASTIC SURGERY

JULY

MEDICINE AND THE ARTS

AUGUST

INFECTIOUS DISEASES

SEPTEMBER

FINDING COMMON GROUND: WHAT UNITES MDS IN AN AGE OF SPECIALIZATION?

OCTOBER

GENETICS

NOVEMBER

HEALTH CARE DELIVERY

DECEMBER

FOOD AND NUTRITION

Issuance: *Minnesota Medicine* is delivered the second week of each month.

Payment Terms: First-time advertisers are asked to pay in full prior to printing of the magazine. VISA, MasterCard, Discover and American Express are accepted for payment. Payments are due 15 days from the date of invoice. Advertisers may not cancel order for advertising after the closing date.

Advertising Sales

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Design Services

Ad design services are available at a cost of \$65/hour. Advertisers must approve the proof and any changes before publication.



MINNESOTA
MEDICAL
ASSOCIATION