



The Journal of Clinical Endocrinology & Metabolism

The Most Essential Journal for Thought Leaders & Practitioners*

The Journal of Clinical Endocrinology & Metabolism (JCEM) is ranked the most “essential.”

The #1 Read Clinical Endocrinology publication.**

Content for Clinicians

- Geared to the practicing clinician: Special Features include **Approach to the Patient**, describing diagnosis and management of challenging cases, and **Updates on the Latest Research**.
- *JCEM*'s content covers diabetes, metabolic syndrome, obesity, reproductive endocrinology, growth hormone therapy, thyroid disorders and other critical areas of endocrinology.
- Clinical Practice Guidelines provide **evidence-based guidance on conditions and disorders encountered in daily practice**.

Patient Information

- Multilingual Patient Information from **The Hormone Health Network** gives clinicians a concise, easy-to-understand tool to educate their patients. Topics include use and abuse of growth hormone, bone health in children, diabetes and low blood sugar.

Advertiser Friendly

- With an expanded Table of Contents and multiple advertising wells, *JCEM* offers excellent ad position and maximum exposure.
- The Endo Combo—efficient combination rates with *Endocrine News*.

KEY FACTS

Established: 1941

Frequency: Monthly

Subscribers: 7,742

Target Audience:
Clinical endocrinologists
and clinical scientists

Peer Reviewed: Yes

Acceptance Rate: 26%

Editor-in-Chief
Leonard Wartofsky, MD,
Washington Hospital
Center

2011 Impact Factor:
5.967, top 5% of all
biomedical journals

* Source: Essential Journal Study II, The Matalia Group, October 2011

** Source: Kantar, June 2012

FOR MORE INFORMATION

Joann Mitchell | Pharmaceutical Media, Inc. | 212-904-0364 | jmitchell@pminy.com

Joe Schuldner | Pharmaceutical Media, Inc. | 212-904-0377 | jschuldner@pminy.com

2013 Advertising Rates

Combo Rates: See *Endocrine News/JCEM* Combo Ratesheet for maximum efficiency.

Earned Rates: Rates are based on space accumulated in all publications of The Endocrine Society during the calendar year.

Agency Commission: 15%

B/W Space Charges:

Frequency	Full Page	Half Page	Quarter Page
1x	\$2,910	\$2,030	\$1,410
6x	2,765	1,890	1,335
12x	2,595	1,795	1,230
24x	2,535	1,745	1,220
48x	2,450	1,675	1,210
72x	2,420	1,645	1,165
96x	2,395	1,595	1,080

Color Rates (in addition to B/W rates):

Standard Color:	\$1,070
Matched Color:	\$1,415
3/C or 4/Color:	\$2,255

Preferred Position Premiums:

Cover 2:	35%
Cover 4:	50%
All Others:	15%

Inserts: Earned page rate plus \$500 non-commissionable production charge. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Tip-on Cards and Outserts: Available; sample must be submitted for rate quote.

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January	Dec 3	Dec 10	Dec 17
February	Jan 4	Jan 11	Jan 18
March	Feb 1	Feb 8	Feb 18
April	Mar 1	Mar 8	Mar 15
May	April 1	April 8	April 15
June	May 1	May 8	May 15
July	June 3	June 10	June 17
August	July 1	July 8	July 15
September	Aug 1	Aug 8	Aug 15
October	Sept 3	Sept 10	Sept 17
November	Oct 1	Oct 8	Oct 15
December	Nov 1	Nov 8	Nov 15

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 80 lb coated; Interior, 40 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
½ page horizontal	7"	5"	8.375"	5.5"
½ page vertical	3.5"	10"	4.125"	11.125"
¼ page	3.5"	5"		

Reproduction Requirements (ROB):

Digital Files Required

Preferred Format: PDF/X-1a

Checklist Before Submission:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

FTP Delivery

Address: ftp://ftp.pminy.com

User Name: pmiftpuser

Password: \$130Sales

Upload the file into the *JCEM* folder and send notification to lhollis@pminy.com

Insert Requirements

Delivered Size: 8.375" x 11.125"

Trim: 1/8" from all four sides; jogs to head

Stock: 40 lb minimum; 80 lb maximum

Quantity: 10,000

Packing: Carton packing preferred with quantity, publication, and monthly clearly indicated.

Ship to:

Cadmus Professional Communications, Insert Storage

Attn: John Ford

2901 Byrdhill Road Richmond, VA 23228

Tel: 804-515-5119

Send All Insertion Orders and Ad Materials to:

Lauren Hollis: lhollis@pminy.com

phone: 212-904-0378 fax: 212-685-6126

Pharmaceutical Media, Inc.

30 East 33rd Street, 4th floor NY, NY 10016