



2024 RATES AND DATA PRINT AND DIGITAL

The Journal of Clinical Endocrinology & Metabolism

#1 Average Issue Readers.*

Endocrine News

Excellent Readership and Exposure in all Categories

Endocrine Reviews

One of the Most Referenced Endocrinology Journals

endocrine.org/journals

*Source: Kantar, March 2023, Table 402

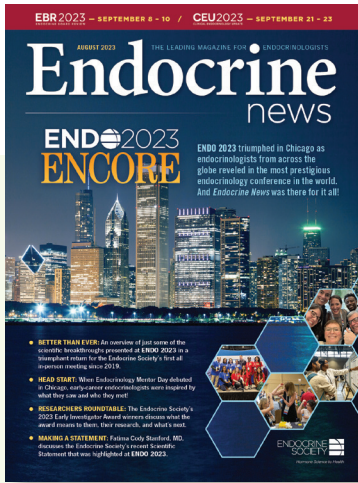


Advertising Representatives

Pharmaceutical Media, Inc.
4 South Orange Avenue, #504
South Orange, NJ 07079
pminy.com

Joe Schuldner
212.904.0377
jschuldner@pminy.com

Gina Bennicasa
917.414.5038
gbennicasa@pminy.com



ENDOCRINE NEWS

- Circulation includes the universe of endocrinologist and pediatric endocrinologist in the U.S.
- The most efficient publication in the diabetes/endocrinology market

*Source: Kantar, March 2023, Tables 402+403 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2024 PRINT RATES & DATA

Editorial

Editor-in-Chief:

Mark A. Newman, Endocrine Society

Established: 2004

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Interspersed

Circulation

Total Circulation: 19,500

Circulation Breakdown:

16,500 US; 3,000 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 **E:** jschuldner@pminy.com

Gina Bennicasa

P: 917.414.5038 **E:** gbennicasa@pminy.com

Advertising Information

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

Agency Commission: 15%

Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,700	\$2,050	\$1,350
6x	\$3,650	\$2,000	\$1,250
12x	\$3,600	\$1,950	\$1,150
24x	\$3,550	\$1,850	\$1,050
48x	\$3,500	\$1,750	\$950
72x	\$3,450	\$1,650	\$850
96x	\$3,400	\$1,550	\$750

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

Standard Color:	\$ 800
Matched Color:	\$1,150
3/or 4/Color:	\$2,250

Preferred Position Premiums:

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

Inserts: Charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Covertips and Outserts: Available; contact your sales representative for more information.

Advertising Incentive Continuity Program:

Place 6 insertions for the same product in *Endocrine News* during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

Combination Incentive Program: Place an ad in *JCEM* and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January 2024	Dec 18	Dec 22	Dec 29
February 2024	Jan 18	Jan 24	Jan 25
March 2024	Feb 15	Feb 21	Feb 23
April 2024	Mar 18	Mar 22	Mar 27
May 2024	Apr 15	Apr 19	Apr 24
June 2024	May 15	May 20	May 24
July 2024	Jun 17	Jun 20	Jun 26
August 2024	Jul 17	Jul 22	Jul 24
September 2024	Aug 15	Aug 21	Aug 26
October 2024	Sep 16	Sep 20	Sep 25
November 2024	Oct 16	Oct 21	Oct 25
December 2024	Nov 15	Nov 19	Nov 22

Bonus Distribution Issues*:

May ENDO 2024

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 100 lb coated;
Interior, 60 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
1/2 page horizontal	7"	5"	8.375"	5.5"
1/2 page vertical	3.5"	10"	4.125"	11.125"
1/4 page	3.5"	5"		

Reproduction Requirements (ROB):

Digital Files Required

Preferred Format: PDF/X-1a

Checklist Before Submission:

- Convert all RBG 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
- Email final pdf file to shouston@pminy.com

Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Delivered Size: 8.375" x 11.125"

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

Stock: 70 lb minimum; 100 lb maximum

Quantity: 26,500 US; 28,000 Full Run

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

Ship Inserts and Covertips to:

Endocrine News
Sheridan NH
Attn: Kelly Nanopoulos
69 Lyme Road
Hanover, NH 03755
P: 603.653.7213

Send All Insertion Orders and PDF Files to:

Shemika Houston
Pharmaceutical Media, Inc.
E: shouston@pminy.com
P: 212-904-0367



THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- #1 publication in average issue readers*
- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 5,000

*Source: Kantar, March 2023, Tables 402+403 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2024 PRINT RATES AND DATA

Editorial

Editor-in-Chief:

Paul M. Stewart, FRCP, F. Med. Sci., University of Leeds, UK

Established: 1941

Origin of Editorial: 100% submitted

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Stacked

2022 Impact Factor: 5.8

Circulation

Total Circulation: 5,350

Circulation Breakdown:

5,000 US; 350 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 **E:** jschuldner@pminy.com

Gina Bennicasa

P: 917.414.5038 **E:** gbennicasa@pminy.com

Reprints: LaNedra Lee, **E:** lanedra.lee@oup.com

Supplements: Andrew Hill, **E:** andrew.hill@oup.com

Advertising Information

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

Agency Commission: 15%

Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,500	\$2,000	\$1,450
6x	\$3,450	\$1,950	\$1,400
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Color Rates (in addition to B/W rates):

Standard Color: \$1,100

Matched Color: \$1,450

3/ or 4/Color: \$2,450

Preferred Position Premiums:

Cover 2: 50%

Cover 4: 50%

All Others: 15%

Inserts: Inserts are charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Covertips and Outserts: Available; contact your sales representative for more information.

Advertising Incentive Continuity Program:

Place 6 insertions for the same product in JCEM during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

Combination Incentive Program: Place an ad in JCEM and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

Issuance and Closing Dates:

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January 2024	Nov 20	Nov 27	Dec 6
February 2024	Dec 18	Dec 27	Jan 8
March 2024	Jan 22	Jan 29	Feb 7
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May 2024	Mar 25	Mar 29	Apr 8
June 2024	Apr 22	Apr 26	May 6
July 2024	May 20	May 28	Jun 3
August 2024	Jun 18	Jun 24	Jul 3
September 2024	Jul 22	Jul 26	Aug 5
October 2024	Aug 19	Aug 23	Sep 6
November 2024	Sep 23	Sep 27	Oct 7
December 2024	Oct 21	Oct 25	Nov 4

Bonus Distribution Issues*:

May ENDO 2024

Mechanical Specifications

Trim Size: 8.25" x 10.875"

Live Area: 7.75" 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"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
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Digital Files Required

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- Keep trim marks outside bleed area

Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Delivered Size: 8.5" x 11.125"

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

Stock: 70 lb minimum; 80 lb maximum

Quantity: 7,500 US; 8,000 Full Run

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

Ship Inserts and Covertips to:

JCEM
Sheridan NH
Attn: Kelly Nanopoulos
69 Lyme Road
Hanover, NH 03755
P: 603.653.7213

Send All Insertion Orders and

PDF Files to:

Shemika Houston
Pharmaceutical Media, Inc.
E: shouston@pmin.com
P: 212-904-0367



ENDOCRINE REVIEWS

Endocrine Reviews publishes comprehensive, authoritative, and timely review articles balancing experimental and clinical endocrinology.

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2024 PRINT RATES AND DATA

Editorial

Editor-in-Chief:

Ashley Grossman, MD, FRCP, FMedSci
University of Oxford
Oxford, UK

Established: 1980

Origin of Editorial: 100% submitted

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Stacked

2022 Impact Factor: 20.3

Circulation

Total Circulation: 565

Circulation Breakdown:

400 US; 165 International

Circulation Basis: Paid

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

P: 212.904.0377 **E:** jschuldner@pminy.com

Gina Bennicasa

P: 917.414.5038 **E:** gbennicasa@pminy.com

Reprints: LaNedra Lee, **E:** lanedra.lee@oup.com

Supplements: Andrew Hill, **E:** andrew.hill@oup.com

Advertising Information

Position	Net
Cover 4	\$3,000
Cover 3	\$2,000
Cover 2	\$2,000
Page ROB	\$1,500

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
February 2024	Dec 11	Dec 15	Jan 3
April 2024	Feb 12	Feb 16	Feb 28
June 2024	Apr 15	Apr 19	May 1
August 2024	Jun 18	Jun 24	Jul 3
October 2024	Aug 19	Aug 23	Sep 3
December 2024	Oct 28	Nov 4	Nov 12

Advertising Incentive Program

Run an ad in 3 issues and 4th ad is free.

Full Year: Run an ad in 4 issues and get 2 free ads.

Mechanical Specifications

Trim Size: 8.25" x 10.875"

Live Area: 7.75" x 10.375"

Binding: Perfect

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

Halftone Screen: 150

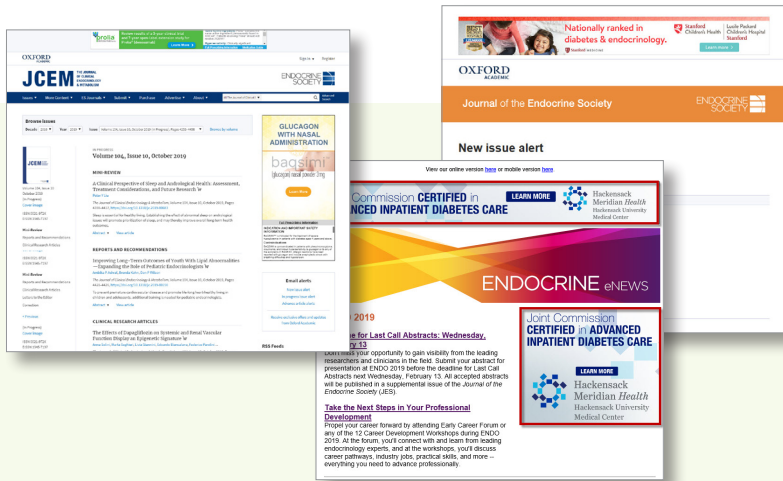
Ad Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
1/2 page vertical	3.375"	10"	4.375"	11.125"
1/4 page	3.375"	5"		

Submission of Advertising Materials:

PDF files only: PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Send All Insertion Orders and PDF Materials to:

Shemika Houston, **E:** shouston@pminy.com; 212-904-0367



DIGITAL ADVERTISING OPPORTUNITIES

- Endocrine Society Online Network
- Endocrine Society e-Newsletters and e-TOCs

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

Endocrine Society Online Network

The Endocrine Society Online Network is the only resource for the latest content published in *The Journal of Clinical Endocrinology & Metabolism* (JCEM), *Journal of the Endocrine Society*, *Endocrine Reviews*, *JCEM Case Reports*, *Endocrinology* and *Endocrine News*.

Network Landing Pages

- endocrine.org
- endocrinews.endocrine.org
- academic.oup.com/endocrinesociety
- academic.oup.com/jcem
- academic.oup.com/jcemcr
- academic.oup.com/jes
- academic.oup.com/edr
- academic.oup.com/endo

US Average Monthly Metrics

Unique Visitors	35,000
Impressions	650,000
Average CTR	0.07%
Interstitials	11,000

Contextual Targeting

Campaigns can be targeted to articles containing specific keywords. Call your representative for availability and pricing.

Keyword Projected Monthly Impressions (US)*:

Diabetes/Insulin	100,000	Bone/Osteoporosis	50,000
Obesity	50,000	Testosterone	70,000
Growth Hormones	10,000	Thyroid	85,000
CGM	5,000		

*Monthly avails vary based on final selected keywords

Sizes and Specifications

- Leaderboard:** 728 x 90
- Box/MPU:** 300 x 250
- Mobile:** 300 x 50
- Half Page:** 300 x 600
- File Format:** GIF, JPG, PNG, HTML5
- Rich Media on Approval
- Max File Size:** 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

Banner Sizes and Specifications

Online Rates (net)

Geo-targeted ROS	\$137.50 CPM
Global Run of Site	\$125 CPM
Contextual Targeted	\$275 CPM
Interstitials	\$475 CPM



EMAIL OPPORTUNITIES

Endocrine Society eTOCs:

100% Opt-in, monthly eTOCs with direct links to articles published in:

- *Journal of Clinical Endocrinology & Metabolism (JCEM)*
- *Journal of Clinical Endocrinology & Metabolism (JCEM) Case Reports*
- *Journal of the Endocrine Society (JES)*
- *Endocrinology*
- *Endocrine Reviews* (Even months only)

Average Drop Metrics

JCEM eTOC

Distribution (US Members)	7,075
Unique Open Rate	50.5%
Average Ad CTR	0.18%

JES eTOC

Distribution (US Members)	8,746
Unique Open Rate	46.1%
Average Ad CTR	0.19%

Endocrinology eTOC

Distribution (US Members)	1,401
Unique Open Rate	42.0%
Average Ad CTR	0.15%

Monthly eTOC Packages

Creative and Pricing

JCEM, JES, and Endocrinology plus Endocrine Reviews

- Even Months Only
- 728 x 90 Top or 300 x 250 Side
- \$4,000 net per month

JCEM or JES Single eTOC Advertiser

- 728 x 90 Top or 300 x 250 Side
- \$2,500 net per month

Endocrinology (100% SOV)

- 728 x 90 Top and 300 x 250 Side
- \$1,000 net per month

Endocrinology in the Headlines:

100% Opt-in, weekly e-newsletter for members with news aggregated from global news outlets.

Distribution (US Members)	14,700
Unique Open Rate	8.35%
Average CTR	0.16%

Endocrine e-News:

100% Opt-in, weekly e-newsletter for members with society news updates and highlights of the latest events and clinical reports published in the societies scientific publications including *Journal Content Reviews & Links*

Distribution (US Members)	14,700
Unique Open Rate	33.9%
Average CTR	0.22%

Creative and Pricing

- **Endocrinology in the Headlines**
- 728 x 90 Top or 300 x 250 Side
- **Endocrine e-News**
- 300 x 250 Top or Side
- Exclusive Weekly Advertiser
 - \$4,000 net per drop
- Single Banner Advertising
 - \$2,500 net per drop
- Drops Weekly on Wednesday

Continuity Incentive: Buy 6, get 1 Free

Weekly Continuity Incentive:

Buy 3 consecutive weeks, get 4th week free

Endocrine e-News:

Contextual Highlights:

100% SOV e-newsletter series on specific topics such as innovations in diabetes, thyroid, osteoporosis, lipids, etc. Excellent CTR and open rates. Single send timed around specific events, quarterly, or bi-monthly distribution.

Please contact your sales representative for more information and pricing.

Endocrine Society Publications

Cover Tip Specifications

Sizes:

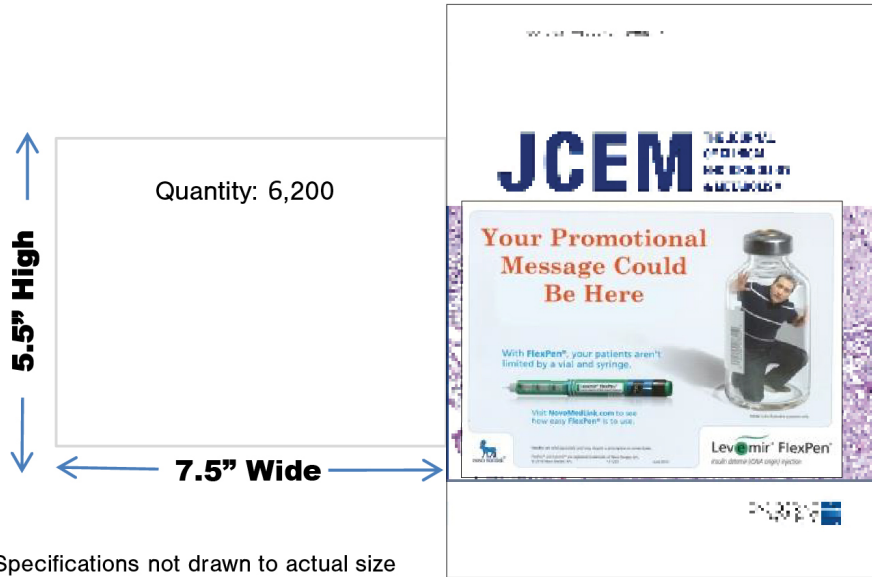
Maximum size: 7.5" wide x 5.5" high

Minimum size: 3.5" wide x 5" high

Stock thickness:

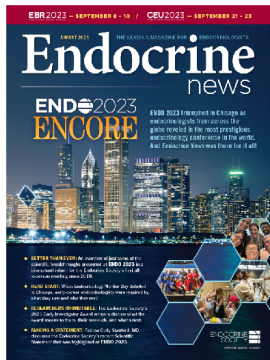
Minimum stock - .007" (at least 80# text weight)

Maximum thickness of stock is 100# cover stock



Note: Specifications not drawn to actual size

Quantity: 23,500



Quantity: 700



Ship To:

Sheridan NH

Attn: Kelly Nanopolous

69 Lyme Road | Hanover, NH 03755

Tel:603-653-7213

For more info: **PMI** (212) 685-5010



Joe Schuldner | 212.904.0377 | jschuldner@pminy.com
Gina Bennicasa | 917-414-5038 | gbennicasa@pminy.com