

2017

Print Media Planner

IDSE Infectious Disease SPECIAL EDITION

IDSE: It's Infectious!

Unique Combination of ID Review Articles by experts in ID, as well as staff-written news and features covers the spectrum of infectious diseases.

New for 2017:
Mailing to Pediatric ID Specialists



Bonus Conference Distribution

Spring:

- MAD-ID—May 2017
- ASHP Summer Meeting—June 2017
- ASM Microbe—June 2017

Fall:

- IDWeek: A Joint Meeting of the IDSA, SHEA, HIVMA and PIDS—October 2017
- ASHP Midyear—December 2017

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ANESTHESIOLOGY NEWS

ClinicalOncology News

Gastroenterology & Endoscopy News

GENERAL SURGERY NEWS

PAINMEDICINE NEWS

PHARMACY PRACTICE NEWS

Specialty Pharmacy Continuum

IDSE Infectious Disease SPECIAL EDITION

PHARMACY TECHNOLOGY

McMahon Publishing is a 45-year-old, family-owned medical publisher of clinical newspapers and specialty periodicals, and creates compelling medical education programs and custom publications.

Resonating With the ID Community

2016 Readex Research survey

IDSE Infectious Disease SPECIAL EDITION



What is your level of agreement with each of these statements about *Infectious Disease Special Edition (IDSE)*?

<i>IDSE</i> —	
is credible	93%
is relevant	90%
is interesting	88%
has a good balance of news features and clinical reviews	80%

What actions have you taken as a result of reading *IDSE*?

Saved an article/ad for future reference	56%
Discussed an article/ad with others	32%
Passed an article/ad along to others	24%
Changed the way I treat patients	17%
Prescribed a new medication	15%

How many other people (besides you) usually read or look through your copy of *IDSE*?

2	7%
1	20%

Total Circulation: 14,872

Infectious Disease Specialists ^a	6,965
High Prescribers of ID Drugs (Primary Care) ^b	3,730
Infectious Disease Pharmacists	1,070
Infectious Disease Pediatricians ^c	956
Infectious Disease Hospitalists	752
Infectious Disease Residents/Fellows	711
Physician Lab Directors	400
Infection Control Directors	203
Microbiologists	85

^a *Infectious Disease Special Edition* is distributed to every U.S. infectious disease specialist on the American Medical Association list provided by Medical Marketing Service.

^b These physicians are the highest prescribers of HIV, HCV, anti-infective and antifungal medications in primary care.

^c New for 2017



How frequently would you like to receive *IDSE* in print?

Twice per year (current distribution)	41%
Four times per year	39%
Six times per year	15%

How interested are you in reading about each of the following topics in *IDSE*?

5 = very interested; 1 = not at all interested

Emerging infections	4.3
Resistance issues	4.2
<i>C. difficile</i> and other GI infections	4.0
Antibiotic stewardship programs	4.0
HIV/AIDS	4.0
Hospital-acquired infections	3.9
Hepatitis	3.8
Other immunocompromised conditions/patients	3.7
Vaccine-preventable diseases	3.6
Surgical site infections	3.5
Pediatric infections	2.1





Spring Issue

REGULAR FEATURES

Quick Look: HIV Meds

From Zoo to You

Fast IDStat

News about HIV, *C. difficile*, HCV, emerging diseases, resistance and more

THE IDSE REVIEW ARTICLE

HIV Management: Considerations in Choosing a Regimen

Choosing an Antibiotic in the Age of Resistance: Bugs and Drugs Chart

Managing Community-Acquired Pneumonia

One more topic TBD

Fall Issue

REGULAR FEATURES

Quick Look: HIV Meds

From Zoo to You

Fast IDStat

News of interest to the ID specialist

THE IDSE REVIEW ARTICLE

Living Longer With HIV: What Does That Mean for Doctor and Patient?

Treating Serious Skin and Skin Structure Infections

Two more: TBD

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June 2017

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^b These physicians are the highest prescribers of HIV, HCV, anti-infective and anti-fungal medications in primary care.

^c Now going to pediatric infectious disease specialists.

Advertising Rates

4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full page	\$8,090	\$8,040	\$8,010	\$7,985	\$7,935	\$7,910	\$7,845	\$7,730	\$7,675
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full page	\$5,410	\$5,360	\$5,330	\$5,305	\$5,255	\$5,230	\$5,165	\$5,050	\$4,995
Journal-Size Insert Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$14,960	\$14,830	\$14,700	\$14,565	\$14,460	\$14,320	\$14,190	\$14,060	\$13,950
4-page insert		22,255	21,990	21,750	21,490	21,245	20,980	20,745	20,610
6-page insert			29,790	29,420	29,015	28,645	28,275	27,905	27,530
8-page insert			34,920	34,420	33,925	33,420	32,945	32,415	31,910

Color Rates:

2-Color—\$1,505
 3-Color—\$1,715
 5-Color—\$4,395
 Matched/Metallic—\$1,715

Premium Positions:

2nd Cover—\$2,290
 3rd Cover—\$2,940 (unless reserved by Cover 4 advertiser)
 4th Cover—\$3,530
 Opposite Table of Contents—\$2,290
 Other guaranteed positions—\$1,710

Front Cover Belly Tip: (quantity: 16,000)

Spring issue: \$19,000 net
Fall issue: \$22,000 net

Commission: 15% agency discount allowed only if bill paid within 30 days

Production Specifications

Unit Sizes	Trim Sizes		Non-Bleed Sizes (Live Area .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Journal-size page	8.375"	10.75"	7.875"	10.25"	8.625"	11"
Journal-size spread	16.75"	10.75"	16.25"	10.25"	17.25"	11"

Established: 1998

Advertisement/editorial ratio: 40%/60%

Publication Trim Size: 8.375" x 10.75"

Printing Process: Web offset

Type of Binding: Perfect bound

Inserts: Journal size accepted. Allow for 1/8-inch trim from spine and head. Any excess will trim from face and foot.

Quantity: 16,000

PRODUCTION REQUIREMENTS

FTP Information:

FTP Site: ftp://66.147.219.4
 Username: mcmahon
 Password: l3tm31n

Acceptable ad formats:

Adobe Acrobat PDF files: Basic Distiller settings; no OPI; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines

Ad Reproduction Guarantee:

Accurate color reproduction cannot be guaranteed without a ripped proof.

RIPPED, RULED PROOFS MUST BE SUPPLIED FOR ALL ADS

SHIPPING INSTRUCTIONS

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SPRING DEADLINES

Space Reservation: March 1, 2017

Material Due: March 10, 2017

FALL DEADLINES

Space Reservation: August 14, 2017

Material Due: August 24, 2017