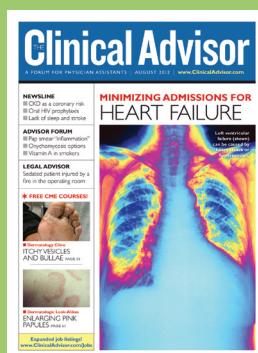


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# THE **Clinical Advisor**

A FORUM FOR NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS

**WE'RE  
#1\***



## MEDIA KIT 2013

Rate Card #18, effective January 1, 2013, issued October 1, 2012

\* The Clinical Advisor is #1 in readers and exposures among journals reaching the combined NP/PA audience. (Source: © Kantar Media, Physician Assistant/Nurse Practitioner, 2012, Table 101 and Table 201)

# THE Clinical Advisor

A FORUM FOR NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS

## PUBLISHED BY

**Haymarket Media, Inc.**

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New York, NY 10001

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## GENERAL INFORMATION

**Issuance:** Monthly, for total of 12 issues.

**Subscription Data:** Controlled to nurse practitioners and physician assistants. Other subscriptions: U.S. \$75.00 per year; \$85.00 in Canada, \$110.00 for all other foreign.

**Coverage:** *The Clinical Advisor* is available in two national editions — *The Clinical Advisor for Nurse Practitioners* and *The Clinical Advisor for Physician Assistants*. Advertisers have the option of placing ads in both editions or inserts in either one.

**Market:** Nurse practitioners and physician assistants.

**Member:** Business Press Association (BPA), Association of Medical Media (AMM)

**Ad Placement:** All advertisements are fully interspersed and rotated throughout the publication.

**Editorial/Advertising Ratio:** Average is approximately 50% advertising and 50% editorial.

**Established:** January 1998. No organization affiliation.

**Editorial Content:** *The Clinical Advisor* provides a broad range of information intended to sharpen the skills of its readers. Popular departments include "Clinical Challenge," "Dermatology Clinic," and "Advisor Forum," in which a panel of experts responds to readers' questions. The journal also covers clinically relevant news, provides legal analysis in the form of annotated case histories, and offers free monthly CME/CE credit.

## WHO WE ARE

### ADVERTISING INFORMATION

<sup>1</sup>Our digital edition will continue to be added value. For 2013, however, you will be required to send IOs for digital and print advertising at the same time.

**Advertising Acceptance:** All advertising subject to publisher's approval.

**Print and Digital Closing Date:** First of month one month preceding issue date.

**Cancellation:** None accepted beyond closing date.

**Agency Commission:** 15% — withdrawn if not paid within 30 days of invoice date.

**Cash Discount:** None.

**Special Capabilities:** Ink-jetting and select binding.

**Bonus Distribution:** American Academy of Nurse Practitioners, American Academy of Physician Assistants, ACNP, Nurse Practitioner Symposium and others.

**Earned Rates:** Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *The Clinical Advisor*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *JAAPA*, *Oncology Nurse Advisor*, and *Renal & Urology News* within the current 12-month period. All insertions in the full-run edition, nurse practitioner edition, physician assistant edition, and special splits count toward earned frequency rates. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine the earned rate. Second cover is sold only in combination with the opposite page.

**Bleed:** No extra charge.

**Covers:** Back cover — \$11,840.

Second cover (minimum two-page spread required) — First page costs \$10,040. Second or third page is billed at the regular earned rate.

**Positions:** Earned B&W rate plus 10% color extra.

**Classified Advertising:** Russell Johns Associates, LLC

1001 S. Myrtle Avenue, Suite 7, Clearwater, FL 33756-3930

Phone: (877) 394-1388; Fax: (727) 445-9380

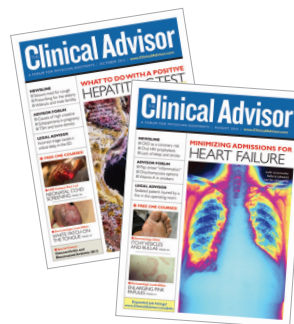
### FULL-RUN CIRCULATION:

**135,000 Nurse Practitioners and Physician Assistants**

### CIRCULATION BREAKDOWN:

Nurse Practitioners — 94,000

Physician Assistants — 41,000



A total of 135,000 U.S. nurse practitioners and physician assistants will receive each issue of *The Clinical Advisor* in the year 2013. To receive the publication, physician assistants and nurse practitioners must have graduated from an accredited program. There are no age restrictions to receive *The Clinical Advisor*.

\* The Clinical Advisor is #1 in readers and exposures among journals exclusively reaching the combined NP/PA audience. (Source: © Kantar Media, Physician Assistant/Nurse Practitioner, 2011, Table 101 and Table 201)

# ADVERTISING RATES

## FULL-RUN BLACK-AND-WHITE PAGE RATES

Frequency	1 ×	6 ×	12 ×	24 ×	36 ×	48 ×	60 ×	72 ×	96 ×	120 ×	144 ×	192 ×	240 ×	300 ×	360 ×	420 ×
1 Full	\$6,120	\$5,940	\$5,780	\$5,590	\$5,420	\$5,170	\$5,130	\$5,110	\$5,100	\$5,000	\$4,920	\$4,860	\$4,850	\$4,780	\$4,750	\$4,730
2/3 Page	\$5,510	\$5,330	\$5,250	\$5,030	\$4,870	\$4,660	\$4,650	\$4,640	\$4,600	\$4,530	\$4,430	\$4,400	\$4,380	\$4,330	\$4,260	\$4,240
1/2 Page	\$4,590	\$4,450	\$4,380	\$4,210	\$4,090	\$3,900	\$3,860	\$3,850	\$3,820	\$3,750	\$3,710	\$3,680	\$3,650	\$3,630	\$3,590	\$3,570
1/3 Page	\$3,080	\$2,990	\$2,910	\$2,850	\$2,790	\$2,630	\$2,610	\$2,600	\$2,580	\$2,540	\$2,500	\$2,480	\$2,460	\$2,420	\$2,390	\$2,380

## FULL-RUN COLOR RATES PER PAGE

4-Color	PMS-matched color	Standard color	Metallic color	4-color & standard color	4-color & PMS
\$2,650	\$2,290	\$1,770	\$2,500	\$4,360	\$4,850

## THE CLINICAL ADVISOR 12-ISSUE AND 10-ISSUE, FULL-RUN, SAME-PRODUCT CONTINUITY RATE

### Full-Run Black-and-White Page Rates

#### 12-Issue Same-Product Continuity Rate

#### New Product Launch/New Business Program

Frequency	All Frequencies
1 Full Page	\$4,110
2/3 Page Vertical	\$3,680
1/2 Page Horizontal / Vertical	\$2,990
1/3 Page Vertical	\$1,820

#### 10-Issue Same-Product Continuity Rate

Frequency	All Frequencies
1 Full Page	\$4,430
2/3 Page Vertical	\$3,990
1/2 Page Horizontal / Vertical	\$3,300
1/3 Page Vertical	\$2,250

## INSERTS

Full-run inserts: Charged page for page at earned black-and-white rates.

Continuity 12 Full-run inserts: Charged page for page at Continuity 12 black-and-white page rate.

Continuity 10 Full-run inserts: Charged page for page at Continuity 10 black-and-white page rate.

## DEMOGRAPHIC EDITIONS (INSERTS ONLY)

Ad units for the demographic editions of *The Clinical Advisor for Nurse Practitioners* and *The Clinical Advisor for Physician Assistants* are limited to inserts only.

### INSERT PAGE RATE FOR THE CLINICAL ADVISOR FOR NURSE PRACTITIONERS

Frequency	1 ×	6 ×	12 ×	24 ×	36 ×	48 ×	60 ×	72 ×	96 ×	120 ×	144 ×	192 ×	240 ×	300 ×	360 ×	420 ×
Per Page	\$6,090	\$5,920	\$5,630	\$5,380	\$5,250	\$4,990	\$4,940	\$4,930	\$4,920	\$4,830	\$4,730	\$4,670	\$4,650	\$4,600	\$4,560	\$4,550

### INSERT PAGE RATE FOR THE CLINICAL ADVISOR FOR PHYSICIAN ASSISTANTS

Frequency	1 ×	6 ×	12 ×	24 ×	36 ×	48 ×	60 ×	72 ×	96 ×	120 ×	144 ×	192 ×	240 ×	300 ×	360 ×	420 ×
Per Page	\$3,190	\$3,110	\$3,060	\$2,980	\$2,970	\$2,890	\$2,880	\$2,870	\$2,860	\$2,850	\$2,830	\$2,820	\$2,810	\$2,800	\$2,790	\$2,740

## INCENTIVE PROGRAMS

### CONTINUITY PROGRAMS

#### NEW PRODUCT LAUNCH/ NEW BUSINESS PROGRAM:

Save over 29% off the 12× published black-and-white rate.

Any new product launch and any new business (established brands that haven't advertised in the past 12 months) qualifies for our 12× continuity rate, regardless of whether your ad runs 12 times.

#### 12X CONTINUITY:

Save over 29% off the 12× published black-and-white rate.

Available for any product that advertises in *The Clinical Advisor* for 12 issues in 2013 (or fiscal year)

#### 10X CONTINUITY:

Save over 23.5% off the 12× published black-and-white rate.

Available for any product that advertises in *The Clinical Advisor* for 10 issues in 2013 (or fiscal year)

#### Qualifications

- Ads must be for the same product and advertise full-run.
- Minimum ad size is one full page unit.
- Earned corporate discounts are calculated after deducting the continuity incentives.

### COMBINED RATE PROGRAM

Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *The Clinical Advisor*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *JAAPA*, *Oncology Nurse Advisor* and *Renal & Urology News* within the current 12-month period. All insertions in the full-run edition, nurse practitioner edition, physician assistant edition, and special splits count toward earned frequency rates. A spread counts as two insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine the earned rate.

### HAYMARKET PREPAYMENT DISCOUNT

Haymarket will give a 5% discount on 2013 ad rates for all 2012 space contracted in advance. Call publisher for details.

### HAYMARKET CORPORATE DISCOUNT

Individual pharmaceutical companies and their subsidiaries may qualify for this additional corporate discount, based on their total gross spending in either 2012 or 2013. Total gross spending is the combined amount spent (using 2012 rates) for *The Clinical Advisor*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *JAAPA*, *Oncology Nurse Advisor* and *Renal & Urology News*.

Total Gross Dollars	Percent Discount Off Gross
\$250,000 - \$750,000	2.0%
\$750,001 - \$1,500,000	3.0%
\$1,500,001 - \$2,500,000	5.0%
\$2,500,001 - \$3,500,000	7.0%
\$3,500,001 +	10.0%

## PRODUCTION SPECIFICATIONS

### MAILING LIST HOUSES

Nurse practitioner and physician assistant circulation compiled by SDI (formerly Verispan); made available by DMD Inc., Skokie, Ill.

### INSERT INFORMATION

**Availability:** Full-size, single leaf (two pages) and up are accepted.

**Acceptance:** Paper and insert sample must be submitted to the publisher for approval.

**Insert quantity:**

- Full-run, including spoilage: 143,000
- Nurse Practitioner edition, including spoilage: 99,000
- Physician Assistant edition, including spoilage: 44,000

**Inserts due: 23rd of month preceding publication**

**Stacking:** Inserts should be furnished to R.R. Donnelley/Long Prairie brick-stacked on pallets in 6" lifts with all unit lifts facing one direction. Cartons should be used when the nature of the insert or card does not permit brick-stacking or if additional protection of the material is required.

**Pallets:** Pallets should be 40" wide and 48" long and are not to be packaged higher than 40" from the floor-to-pallet-top. Pallets must be waterproof-wrapped and securely banded with a minimum of two bands in each direction. Not to exceed 2,000 lbs gross weight.

**Identification:** Contents of the pallets must be clearly identified and flagged on at least two sides with the following information: Publication name, issue date, CSR name, gross weight, net weight, key number (if any), skid number, number per skid, number per cartons, supplier's name. Affix a sample of the insert on all four sides of the pallet.

**Shipping:** All materials should be shipped to: R.R. Donnelley, 100 Banta Road, Long Prairie, MN 56347, ATTN: Sarah Erickson for *Clinical Advisor*. The plant will receive material Monday through Friday, 7 a.m. to 2:30 p.m.

### CHARGES AND OTHER INFORMATION

**Delivered size:** 8" × 10 3/4" **Trim:** 7 3/4" × 10 1/2"

Furnished inserts are billed at the black-and-white space rate frequency earned and are commissionable. Special mechanical charges are not commissionable. Ad files will be held for 13 months only.

### AD FILES

**Live area:** 7" × 10" **Trim:** 7 3/4" × 10 1/2" **Bleed:** 8" × 10 3/4" ROB

**Half page: Non-bleed/live:** 6 7/8" × 5" **Bleed:** 7 1/8" × 5 1/4" ROB

**Materials due: 20th of month preceding publication**

**Spread:** supply as single pages **Binding:** Perfect bound  
Include standard trim, bleed and center marks in all separations, and no marks included in the live image area. CD ROM and contract color proof of the file should be sent to: Kathleen Millea, Haymarket Media Inc., 114 West 26th St., 4th Fl, New York, NY 10001

### SPECIFICATIONS

- Print**
- PDF/X-1a. Single pages.
  - The version should be either 1.3 or 1.4.
  - PDF/X-1a export preset recommended.
  - All high resolution images and fonts must be included

For inquiries regarding ROB, inserts and insertions orders contact: Kathleen.Millea@haymarketmedia.com, 646-638-6180

## PUBLISHING EXCELLENCE

### Active Editorial Board

*The Clinical Advisor* maintains high editorial standards with its active board of contributing editors from across the nation. These distinguished clinicians are not just names on the masthead; they play an important role in ensuring a professional product by participating in the editorial process.

### A Critical Eye for Excellence

*The Clinical Advisor* is designed to promote maximum readability. To ensure an appealing layout and high-quality articles, no editorial, graphic, or production detail is overlooked. *The Clinical Advisor* is also designed to showcase ads to their best advantage. Every page of every issue undergoes a thorough examination, including pre- and post-publications review, by an experienced team of editorial, art, and production professionals. Use of color photography adds a quality dimension throughout the publication.

### Distinctive Quality

*The Clinical Advisor* is published on superior paper stock and uses extensive four-color artwork throughout, resulting in a display environment of the highest caliber. These measures provide the finest reproductions to enhance even the most specific detail of every ad.

## READER INVOLVEMENT/ RESEARCH

### Continuous Editorial Research

*The Clinical Advisor* is marketing research-driven. Every month, a random sample of 500 NPs and PAs are sent a copy of the magazine along with a detailed questionnaire asking them to rate each feature and regular department on a scale of 1 to 6. Departments that score below 4 are revised or even dropped from the editorial lineup. Scores for feature articles also guide decisions. If an article on lung cancer scores only 3, for example, the editors would consider dropping that topic from future coverage. In this way, the editors keep in touch with the needs of readers and are able to provide highly relevant material.

### High Readership

*The Clinical Advisor* has consistently achieved outstanding readership scores from NPs and PAs. The most recent Kantar Media Professional Health surveys Table 101 and 201 rank *The Clinical Advisor* number 1 in readers and exposures among journals reaching the combined NP/PA audience.\* With its low CPM based on number of high readers or exposures, *The Clinical Advisor* is an outstanding buy.

\*Source: © Kantar Media, Physician Assistant/Nurse Practitioner 2012, Table 101 and 201

## FACTS ON NPs AND PAs

### Nurse Practitioners

Nurse practitioners (NPs) are advanced practice registered nurses, licensed to provide health care in all 50 states and held to the same legal and ethical standards of care as physicians. Licensed as NPs and registered nurses, they follow the rules and regulations of the Nurse Practice Act of the state in which they work. NPs are dedicated to bridging the gaps in health care to meet the needs of patients. As licensed independent practitioners, NPs work autonomously and in collaboration with physicians. Nurse practitioners work in both rural and urban settings and provide health care to people of all ages in such diverse settings as private office practice, hospitals, long-term care facilities, schools, state and local health departments, and managed-care facilities.

### Physician Assistants

Physician assistants (PAs) are midlevel clinicians who, under the supervision of licensed physicians, conduct physical exams, assist in surgery, counsel on preventive health, diagnose and treat illnesses, and write prescriptions. PAs are found in all areas of medicine. More than 50% practice primary care — that is, family and internal medicine, pediatrics, and obstetrics and gynecology. Two thirds of PAs practice in metropolitan areas, and one third practice in rural communities.

## EDITORIAL MISSION

*The Clinical Advisor* focuses on improving the skills of NPs and PAs by presenting case-based departments and review articles about conditions seen in primary care.

### Professional Interactivity

Through an extensive interactive system utilizing letters, faxes, and e-mail, as well as reader response forms, NPs and PAs share clinical suggestions, ask questions, and maintain a dialogue with their colleagues in the “Advisor Forum” section.

### Other Editorial Features

“Clinical Challenge” walks the practitioner through actual cases to help hone the skills needed for accurate diagnoses or successful treatments, “Newslines” reports on the latest clinical research presented at medical conferences and in the leading medical journals. In “Dermatology Clinic,” “Dermatologic Look-Alikes,” and “Derm Dx,” readers are quizzed on their ability to identify skin diseases. “Stat Consult,” an evidence-based medicine department, lets readers catch up with the most significant literature on a topic within a few minutes. “The Legal Advisor” offers practical tips on matters of law and presents malpractice cases that teach valuable lessons for avoiding or dealing with litigation. “Alternative Meds Update,” informs readers about the herbal medications that most of their patients either use or ask about. Each issue includes a free CME/CE component through which readers can earn up to 1.0 credits every month.