

EMERGENCY MEDICINE NEWS

THE MOST TRUSTED NEWS SOURCE
IN EMERGENCY MEDICINE

The #1
Emergency
Medicine
Publication for
17 Years

2012

Media Facts



Wolters Kluwer
Health

Lippincott
Williams & Wilkins

Lippincott Williams & Wilkins 360° R.E.A.L. Marketing Solutions

- Align your message with valued clinical content
- Gain unparalleled access to your target audience
- Maximize exposure with innovative marketing tools

Bringing Innovative Solutions Full Circle



Learn More About Maximizing Your Message

Click items below to jump to corresponding page

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NEW
2012

iPad® App Advertising — COMING SOON!



Reader Profile

Emergency Department Visits Are on the Rise

Each year, emergency departments see millions of patients who need care for everything from minor lacerations to major trauma. **Some 33,000 emergency physicians in 5,795 U.S. registered hospitals** treat 124 million patients – that's **234 visits per minute**. Emergency physicians prescribed more than 238 million drugs and performed 57.3 million medical procedures. Emergency physicians are the primary decision makers in EDs. In 2008, the following services were ordered:

- 83.9 million Diagnostic and screening service
- 49.9 million Blood tests
- 43.9 million X-rays
- 18.7 million CTs/MRIs

Each Year, Emergency Physicians Prescribe 238 Million Medications:

- Pain relievers
- Antibiotics
- CNS drugs such as sedatives, antipsychotics, and muscle relaxants
- Respiratory agents
- Gastrointestinal drugs
- Cardiovascular medications

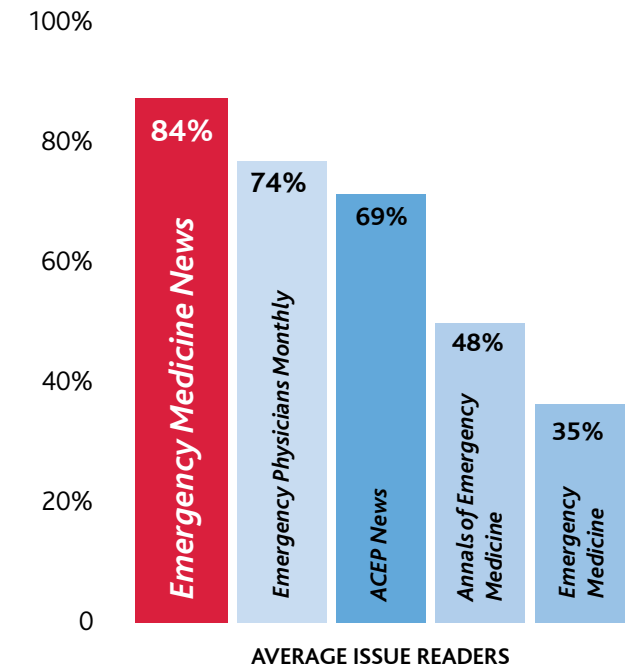
Source: National Hospital Ambulatory Medical Care Survey; 2008 Emergency Department Summary, National Center for Health Statistics, Centers for Disease Control and Prevention, 2010.

Emergency Medicine News has a 97% reach into emergency medicine and ranks #1 in average issue readers and average page exposures.

Source: Kantar Media Medical/Surgical Readership Data, June 2011.

Ranked #1 by the Prestigious Kantar Media Medical/Surgical Readership Study for 17 Consecutive Years

An average issue of *Emergency Medicine News* is read by 84% of all emergency physicians!



Source: Kantar Media Medical/Surgical Readership Data, June 2011.

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Publication Overview

Chair, Editorial Board

James R. Roberts, MD

Editor

Lisa Hoffman

Publisher

Theresa Steltzer

Established

1979

Issuance

Monthly, 12 issues per year.

Circulation

33,000 (BPA Circulation Statement, January 2012)



Editorial Focus

Emergency Medicine News reports on the breaking news and trends in emergency medicine. In addition to news and profiles, regular columns include InFocus, Toxicology Rounds, Second Opinion, Quality Matters, Career Source, and the Emergency Airway. Written with the emergency physician's busy schedule in mind, readers get articles in an easy-to-read format that are informative and engaging.

Each month, regular columns and special reports train a laser-focus on the rapid developments happening at the forefront of emergency medicine. With renowned columnists such as James Roberts, MD, and Edwin Leap, MD, readers get authoritative perspectives they can't get elsewhere.

When an answer is needed immediately, it's not an option for the emergency physician to sift through the glut of information on the Internet. With all content available free online at EM-News.com, it's easy for emergency physicians to find pertinent topics and articles anytime. In addition, the biweekly *EMNow* newsletter delivers the latest news directly to the reader's inbox.

Market

Physicians specializing in emergency medicine, physicians who have a secondary specialty in emergency medicine, and emergency medicine residents.

Special Issue with Bonus Distribution

The September issue previews the American College of Emergency Physicians Scientific Assembly (ACEP). Advertisers in this issue receive bonus distribution at ACEP, October 8-11, Denver, CO.

Editorial-Advertising Ratio

Editorial 60%, Advertising 40%.

An APEX and ASHPE Award Winner—Again!



- Grand Award for best newspaper, for the second consecutive year.
- Award of Excellence to Edwin Leap, MD, for best regular columnist.
- Award of Excellence to Vincent Giarrano for best photo illustration.



- Silver Award to Edwin Leap, MD, for best regular columnist.
- Bronze Award to *EMNow* for best newsletter.

"The research is compelling, the layout is clean and legible, and the spreads showcase well-written, interesting features that hold the readers' attention. An excellent paper."
—APEX Judges

Reader
Profile

Publication
Overview

Website
Advertising

E-communications
Advertising

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Print Advertising
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Website Advertising

EM-News.com

Banner Specifications

Initial Ad Size	Expanded Size	Direction
728 x 90	728 x 270	Expands down
728 x 90	728 x 270	Expands up
300 x 250	500 x 250	Expands left
120 x 600	320 x 600	Expands left

Sponsored Text Specifications

- Company Logo: 55 x 45
- Two 80-character text links, including spaces
- One 40-character text link, including spaces

EM-News.com

The award-winning *Emergency Medicine News* companion website, EM-News.com, receives 63,000 ad impressions a month. In addition to a full archive of past issues, EM-News.com features online content; article collections created by topic; a "Most Popular" feature that lets readers see what their colleagues are reading; enhanced search options; customization and article tools; a direct link to our Twitter feed, and much more.

Increase Your Online Presence

Reach your most desired prospects with strategically positioned banner ads and sponsored links on LWW's network of more than 260 eJournal websites.

Maximize your impact without overspending by selecting precisely the healthcare professionals you want to reach. Advertise on an individual site, choose a specific grouping of sites or specialty channel, or broaden your reach to the entire LWW eJournal network. Geotargeting by country or state is also available.

Banner Advertising

Deliver your message to healthcare professionals while they're actively viewing and searching for clinical and professional content relevant to their specialty.

Ads rotate through three page positions to maximize exposure and average a nearly 0.10% click-through rate.

Exclusive Sponsored Text Links

Each eJournal homepage features quick access to the most viewed and most emailed journal articles through a Most Popular web part.

Drive leads to your valued online content with your company logo and exclusive hyperlinked text prominently displayed in the Most Popular homepage section of your desired eJournal.



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Gain Unparalleled
Access to More
Than Two Million
Registered Healthcare
Professionals

E-communications

EMNow Newsletter

EMN's award-winning biweekly newsletter delivers exclusive online content to more than 12,000 physicians, including EMN print subscribers and direct subscribers to EMNow. Written by the same renowned emergency physicians and EMN staff that readers have come to trust, EMNow focuses on breaking news and analysis of trends in the specialty and has an open rate of more than 25%.

Custom Newsletters

Customize your message with a specially developed edition of an existing LWW newsletter. Leveraging the strength of our trusted brands, you gain direct access to your target demographic.

Custom newsletters include LWW editorial content and yours, as well as your clickable graphic or text ads. Geographic selections are available by state.

Contact your Advertising Sales Representative for additional details about e-communication sponsorship opportunities.



High-Visibility Print and Online Projects Increase Your Market Reach

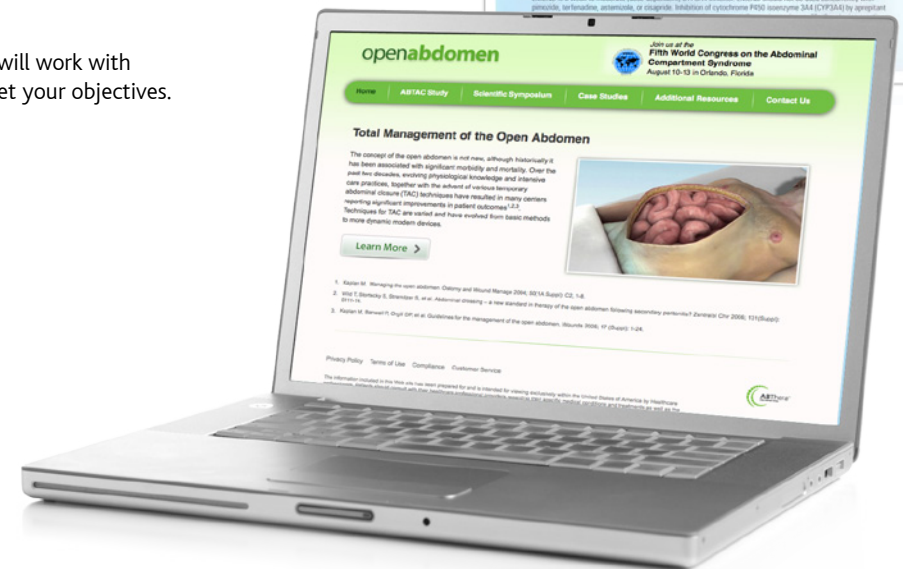
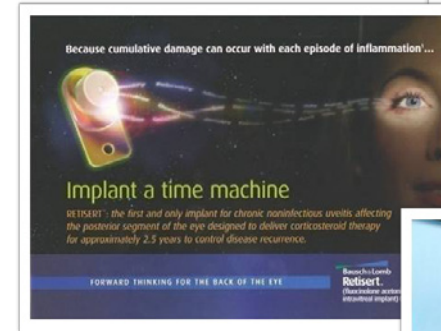
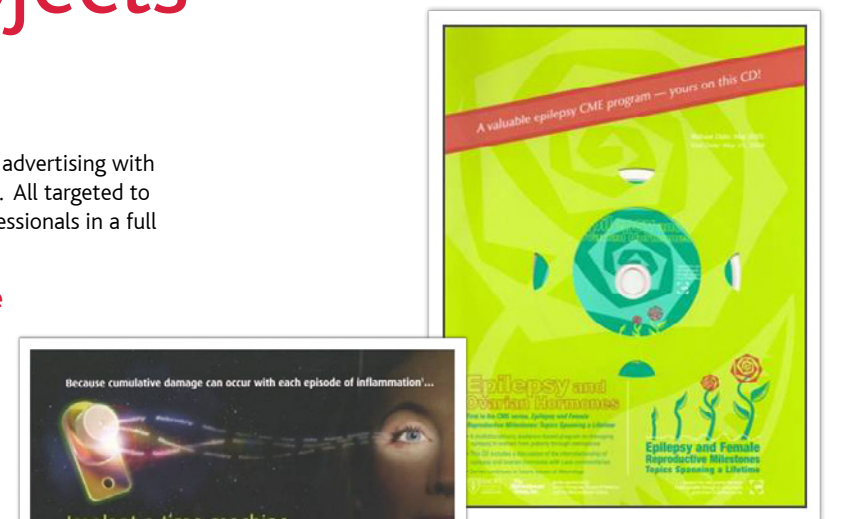
Custom Projects

Supplement and enhance your traditional print advertising with unique opportunities to increase your exposure. All targeted to the highest quality audience of healthcare professionals in a full range of specialties.

Maximize your impact with these custom solutions!

- Cover Tips/Bellybands
- Gatefold/French Doors
- Unique Inserts
- Outserts
- Stand-Alone Products
- Custom Reprints
- Supplements - print and online
- White Papers
- Webcasts
- Microsites
- Virtual Events

Our representatives and support staff will work with you to design a unique solution to meet your objectives.



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Incentive Programs

Free Quarterly Repeat Ad Program



Advertise the same product in all three months of a calendar quarter, and receive a free repeat ad (same size or smaller) in the third month.

July Issue Readex Research Ad Test Study

Conducted by Readex Research, the Message Impact study measures an ad's attention-getting ability, believability, and information value, and gathers reader feedback on the actions taken as a result of seeing the ad. Verbatim responses will describe the message or feeling the reader received from the ad. Ad performance is reported in relation to other advertisements appearing in the issue. Every half-page or larger display advertiser in the July issue of *Emergency Medicine News* qualifies to be included in the study.

Insert Conversion Program

Emergency Medicine News offers the free conversion of "A" size insert material (four or more pages) to run and bill as a king-size run-of-book ad. Insert conversion advertisements will be billed at the earned black & white king page rate.

Corporate Discount Program

LWW is pleased to offer a corporate discount program based on prior year print and online advertising spend. Discount structure and spending levels are as follows:

Prior Year Spending Level	Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000	7.0%

This discount is guaranteed for the calendar year and will be deducted from the gross for each invoice. For a complete list of rate cards and special offers from LWW, please visit lwwratecards.com

Print Advertising Rates

Black & White Rates

Frequency	Full Page (King Size)	3/4 Page	1/2 Island (Standard A-size)	1/2 Page	1/4 Page
1x	\$6,890	\$6,110	\$5,050	\$4,620	\$2,960
3x	\$6,780	\$6,025	\$4,985	\$4,560	\$2,935
6x	\$6,615	\$5,875	\$4,855	\$4,435	\$2,850
12x	\$6,325	\$5,625	\$4,645	\$4,265	\$2,735
24x	\$6,205	\$5,535	\$4,540	\$4,180	\$2,670
36x	\$6,095	\$5,330	\$4,450	\$4,085	\$2,670
48x	\$5,910	\$5,195	\$4,360	\$4,035	\$2,670
60x	\$5,750	\$5,170	\$4,230	\$3,875	\$2,670

Color Rates

Per Page or Fraction

Standard Color	\$675
Matched Color	\$850
3-color, 4-color	\$1,915

Bleed

No charge.

Agency Commission

15% to recognized agencies.

Inserts

2-page insert: 2-1/2 times earned island page b&w rate.
4-page insert: 4-1/2 times earned island page b&w rate.
8-page insert: 8-1/2 times earned island page b&w rate.

Cover and Preferred Position Rates

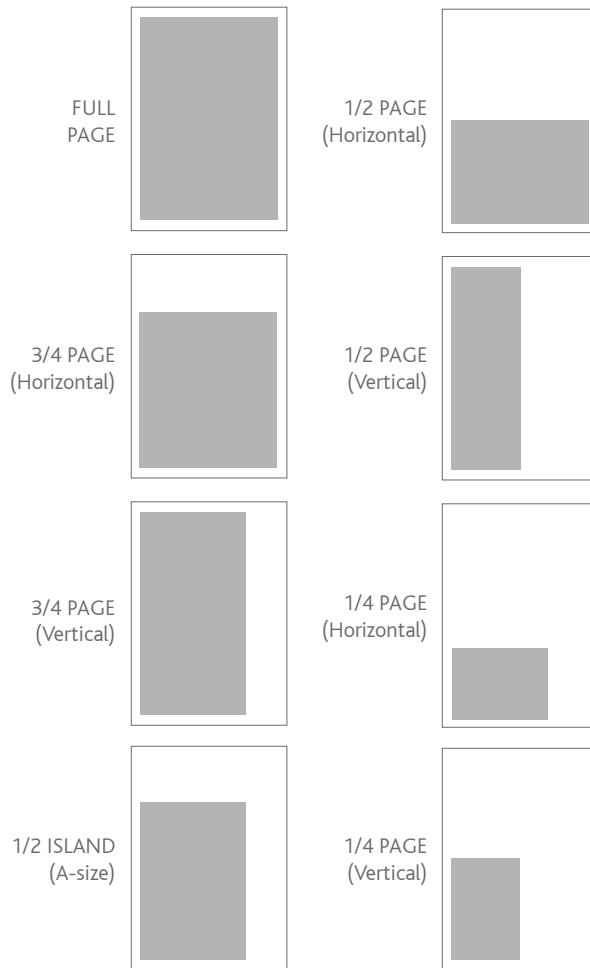
Cover 4: 50% of earned b&w page rate

Cover 2: 25% of earned b&w page rate

Center Spread: 25% of earned b&w page rate

Non-cancellable, 10% penalty applied. Premium is in addition to earned b/w rate.

Print Material Specifications



Journal Trim Size

10-1/2" x 14"

Ad Sizes

Page Size	Non-Bleed Size	Bleed Size
Full Page	9-1/2" x 13"	10-3/4" x 14-1/4"
3/4 page (h)	9-1/2" x 10"	10-3/4" x 10-3/4"
3/4 page (v)	7" x 13"	7-7/8" x 14-1/4"
1/2 island (A-size)	7" x 10"	7-7/8" x 10-3/4"
1/2 page (h)	9-1/2" x 6-1/2"	10-3/4" x 7-1/4"
1/2 page (v)	4-1/2" x 13"	5-1/2" x 14-1/4"
1/4 page (h)	7" x 4-3/4"	7-7/8" x 5-1/2"
1/4 page (v)	4-1/2" x 6-1/2"	5-1/2" x 7-1/4"

Allow 1/8" for head, foot, and face trims.
Keep live matter 1/4" from trim.

Paper Stock

40# coated

Type of Binding

Saddle stitched

Electronic Files Submission

Platform: Macintosh.

Graphic Files: Preferred format is PDF. QuarkXpress, Adobe Illustrator, or Photoshop Files. Save as EPS, TIFF, or PDF. CMYK format only. Images at 300 DPI; line art at 1200 DPI.

PDF files: No OPI; No ICC profiles, please.

Fonts: Use Type 1 Adobe Fonts; TrueType fonts are not acceptable.

Proofs: Color ads must be accompanied by a digital color proof such as a Kodak Approval or Imation Rainbow; hard copy proof for B/W. LWW assumes no responsibility for final printing of the ad in the event that a quality color proof is not provided.

Insert & Business Reply Card Requirements

Please contact Nick Strickland for more information.

Phone: (646) 674-6539

Email: nick.strickland@wolterskluwer.com

A sample of the insert or BRC must be submitted in advance for approval.

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed. Excess inserts will not be held after binding.

Requirements for Acceptance of Advertising

All advertising is subject to the approval of the Publisher and Editor.

Competitive Placement of Advertisement

We strive for a minimum of four pages of separation (excluding inserts). Multiples of similar types of drug classes in specialty publications prohibit any guarantee beyond this.

Service to Advertisers

Ad Testing: Readex Ad Study, July issue.

Insert Conversion Program: *Emergency Medicine News* offers the free conversion of 'A' size insert material (4 or more pages) to run and bill as a king-size run-of-book ad. Insert conversion advertisements will be billed at the earned b/w king-page rate.

Free Quarterly Repeat Advertising Program: Products appearing in three consecutive issues of a fiscal quarter will receive a FREE repeat ad in the third issue. (March, June, September, December).

2012 Closing Dates

Issue	Space Reservation	Materials Due	Inserts Due
January	11/29/2011	12/06/2011	12/13/2011
February	12/31/2011	01/10/2012	01/20/2012
March	02/01/2012	02/10/2012	02/20/2012
April	03/01/2012	03/09/2012	03/20/2012
May	03/30/2012	04/10/2012	04/20/2012
June	05/01/2012	05/10/2012	05/18/2012
July (Readex Ad Study Issue)	06/01/2012	06/08/2012	06/20/2012
August	06/29/2012	07/10/2012	07/20/2012
September (American College of Emergency Physicians Scientific Assembly Preview Issue)	08/01/2012	08/10/2012	08/20/2012
October	08/31/2012	09/10/2012	09/20/2012
November	10/01/2012	10/10/2012	10/19/2012
December	11/01/2012	11/09/2012	11/20/2012

Cancellations: Cancellations must be in writing and received before space reservation closing date.

Contact Information

Advertising Sales Representative

Jim Nagle

Phone: (203) 801-0055

Fax: (203) 801-0011

JimN@BNA1.com

Recruitment Sales Representative

Mike Rusch

Phone: (215) 521-8404

Fax: (215) 689-2453

mike.rusch@wolterskluwer.com

Send all contracts and insertion orders to:

Jim Nagle

Breuning Nagle Associates

59 Grove St., #1D, New Canaan, CT 06840

Phone: (203) 801-0055

Fax: (203) 801-0011

JimN@BNA1.com

Send all printing materials (discs and proofs) to:

Nick Strickland

Emergency Medicine News (month)

Lippincott Williams & Wilkins

333 Seventh Avenue, 19th Floor, New York, NY 10001

Phone: (646) 674-6539

nick.strickland@wolterskluwer.com

Send inserts to:

Emergency Medicine News (Month & Quantity)

c/o RR Donnelley

Att. Burl Cole

Route 251, South & 4099 Road, Mendota, IL 61342

Phone: (815) 539-1253