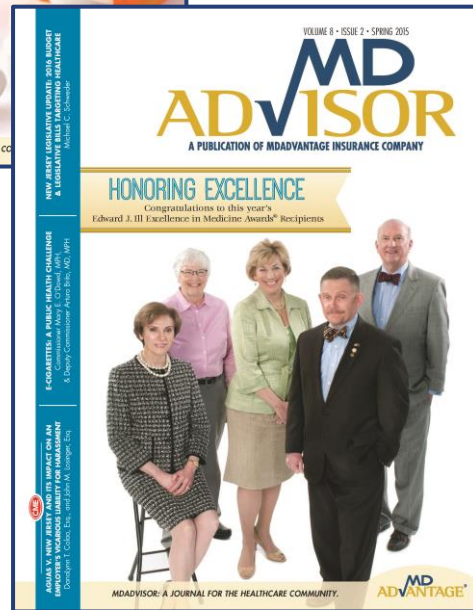
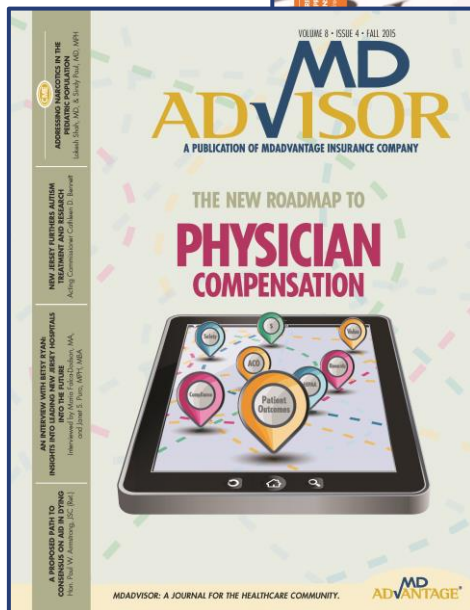
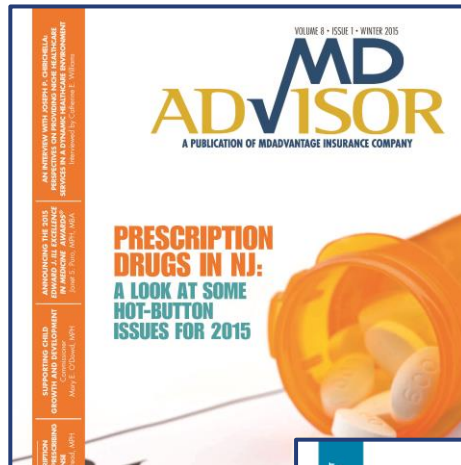


# MD ADVISOR

A PUBLICATION OF MDADVANTAGE INSURANCE COMPANY

## 2016 MEDIA KIT



MDAdvantage Insurance Company of New Jersey  
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## READERSHIP DATA – 2016

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### MDADVISOR AUDIENCE

Physicians and healthcare professionals turn to *MDAdvisor* for updates on current topics in healthcare and insightful commentary. By publishing a diverse range of timely, peer-reviewed MEDLINE® indexed original articles, *MDAdvisor* provides readers with information related to medicine, health policy, risk management, legal and regulatory issues, medical history, electronic information and communication and related topics.

*MDAdvisor* readers include:

- Physicians, nurses and other practitioners
- Executive management of medical group practices of all sizes
- Hospital executives, chief medical officers, department chairs
- Public health professionals and others who have an interest in healthcare
- Medical libraries and universities across the United States and internationally

### READER PROFILE

*MDAdvisor* is received quarterly by physicians in virtually every specialty and practice setting. In addition to *MDAdvantage* policyholders, it is circulated to physicians in a diverse range of specialties.

*MDAdvisor* readers are affluent, educated healthcare professionals and leaders in a position to directly influence buying decisions.

### BUSINESS PROFILE

*MDAdvisor* reaches healthcare leaders and organizations, both large and small.

Average Circulation: 5,000 hard copies and 28,000+ electronic copies (>33,000 Readers; does not take into account shared copies in medical practices, hospitals, medical libraries, etc.)

PUBLICATION SIZE: 8.5" x 11"

## EDITORIAL CALENDAR 2016

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**Note: Each issue may include additional content for online version only. Also, at the publisher's discretion, mid-issue articles may be distributed.**

Issue	Topics	Space Close	Material Due
January	<ul style="list-style-type: none"> <li>- Public Health</li> <li>- Communication</li> <li>- Risk Management</li> <li>- Edward J. III Excellence in Medicine Awards – honoree announcement</li> <li>- Legislative Update</li> <li>- Emerging Medical Leader Column</li> </ul>	<b>November 1</b>	<b>November 15</b>
May	<ul style="list-style-type: none"> <li>- Public Health</li> <li>- Communication</li> <li>- Risk Management</li> <li>- Edward J. III Excellence in Medicine Awards – honoree perspective columns</li> <li>- Legislative Update</li> <li>- Emerging Medical Leader Column</li> </ul>	<b>February 1</b>	<b>February 15</b>
July	<ul style="list-style-type: none"> <li>- Public Health</li> <li>- Communication</li> <li>- Risk Management</li> <li>- Legislative Update</li> <li>- Emerging Medical Leader Column</li> </ul>	<b>April 1</b>	<b>April 15</b>
October	<ul style="list-style-type: none"> <li>- Public Health</li> <li>- Communication</li> <li>- Risk Management</li> <li>- Election News and Legislative Update</li> <li>- Emerging Medical Leader Column</li> </ul>	<b>July 1</b>	<b>July 15</b>

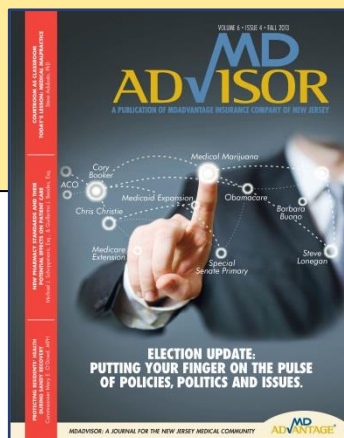
Additional solicited and unsolicited articles will be published on an ongoing basis. Topics will include:

- Technology updates for medical practices and other healthcare settings
- Legal/regulatory updates on current topics
- Social media in the healthcare setting
- Review of medical research
- Practice management updates
- Other topics of interest to the healthcare community

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## FEATURED EXCLUSIVE AD FOR ONLINE ISSUE ANNOUNCEMENT

Size	1x
Banner	\$1,000

## BLACK AND WHITE AD RATES (NET COST)

Size	1x	2x	4x
Full Page	\$2,190	\$2,080	\$1,880
1/2 Horizontal Page	\$1,860	\$1,750	\$1,550
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## 4-COLOR AD RATES (NET COST)

Size	1x	2x	4x
Full Page	\$2,790	\$2,680	\$2,540
1/2 Horizontal Page	\$2,460	\$2,240	\$2,100
1/4 Page	\$2,030	\$1,950	\$1,775

*Premium rates apply for cover pages. All rates subject to change.*

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Size	(W x H)
Full Page	7.5" x 10"
1/2 Horizontal Page	7.5" x 4.75"
1/4 Page	3.62" x 4.75"

## CLOSING DATES

**SPACE:** On the 1<sup>st</sup> of the month, 90 days prior to issue date.

**MATERIAL:** On the 1<sup>st</sup> of the month, 75 days prior to issue date  
(January—May—July—October)

**CANCELLATIONS:** 75 days prior to issue date.

## PRINT SPECIFICATIONS

**PLATFORM:** MacIntosh

**PREFERRED FILE FORMAT:** Adobe Acrobat PDF  
Files with colors as CMYK or grayscale, all fonts embedded and output set to "Press Quality." Do not include OPI when distilling PDFs.

**OTHER ACCEPTED FILE FORMATS:** Flattened, 300 dpi or higher resolution TIFF or EPS files. All pictures and colors should be CMYK or grayscale, and all fonts need to be either embedded or outlined.

**IMAGES:** All continuous tone images must have an effective resolution of at least 300 dpi. Bitmapped and line art must have an effective resolution of at least 1200 dpi.

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