

# The Delaware Medical Journal

Targeted Advertising to Delaware's  
Affluent, Educated & Influential  
Medical Community

## With a NEW EVERY-OTHER-MONTH PUBLISHING SCHEDULE and ENHANCED CONTENT for 2018!

- ▶ The trusted and **well-read member magazine** of the Delaware Medical Society.
- ▶ Mailed to **physicians, practice offices, hospitals and clinics** across the state.
- ▶ Providing **essential, timely, high-value content** to readers.



Medical Society of Delaware  
LEADING THE WAY TO A HEALTHY DELAWARE



## OUR READERS

Among the nation's highest earners, with many doctors making \$250,000+ per year.\*

Active and engaged in a range of leisure pursuits:\*\*

- ▶ Exercise **60+%**
- ▶ Culture (theater, museums, etc.) **40+%**
- ▶ Travel **55+%**
- ▶ Food & Wine **40+%**

\*Source: MedScape 2014 Physician Compensation Report. \*\*Source: MedScape 2012 Physician Lifestyle Report.

# EDITORIAL CALENDAR

Each issue under our new, bi-monthly schedule will feature scientific and technology articles, member and hospital news, upcoming events and special features on physician practice management and lifestyle topics.

<b>Issue</b>	<b>Focus Feature</b>
<b>May-June</b>	What to Know When Leasing Office Space
<b>July-Aug</b>	Stress Reducers for Busy Physicians
<b>Sept-Oct</b>	Training Tips for Medical Office Staff
<b>Nov-Dec</b>	Trends in Professional Education
<b>Jan-Feb</b>	Retirement Planning for Doctors

<b>2018 AD RATES (ALL PRICES ARE NET)</b>			
<b>Premium Positions</b>	<b>6x</b>	<b>3x</b>	<b>1x</b>
Back Cover	\$1,280	\$1,440	\$1,600
Inside Front Cover	\$1,200	\$1,350	\$1,500
Inside Back Cover	\$1,120	\$1,260	\$1,400
Page One	\$1,120	\$1,260	\$1,400
<b>Display Ads (4-color)</b>	<b>6x</b>	<b>3x</b>	<b>1x</b>
Full Page	\$1,035	\$1,165	\$1,295
Half Page	\$675	\$760	\$845
Quarter Page	\$440	\$495	\$550

<b>AD DIMENSIONS</b>	
<b>Ad Size</b>	<b>Inches Wide x Inches Deep</b>
Full Page	7" x 10"
1/2 Vertical	3-3/8" x 10"
1/2 Horizontal	7" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"

Trim=8-1/8" x 10-7/8"; Bleed=8-3/8" x 11-1/8"

<b>2018 AD DEADLINES</b>			
	<b>Space Reservation</b>	<b>Camera-Ready Ads</b>	<b>Publication Date</b>
May-June	4/6	4/13	mid-May
July-Aug	6/6	6/13	mid-July
Sept-Oct	8/6	8/13	mid-Sept
Nov-Dec	10/5	10/12	mid-Nov
Jan-Feb (2019)	12/5	12/12	mid-Jan
March-Apr (2019)	2/5	2/12	mid-March

**Contact your account representative for more information.**

