

Circulation:

Every anesthesiologist
in the United States—
47,850 in total.

Ranked #1 in Readership & Ad Exposure

Ranked #1 among all anesthesiology journals by
Kantar Media* in all categories, including:

Total Readers, Average Issue Readers, High Readers,
Ad Page Exposures and Receipt Rate

* Kantar Media Medical Surgical June 2016 (Anesthesiology Table)

Bonus Conference Distribution†:

January:

Society of Critical Care Medicine (SCCM)

March:

American Society of Regional Anesthesia and Pain
Medicine (ASRA) Spring

April:

Society of Cardiovascular Anesthesiologists (SCA);
American Society of Enhanced Recovery (ASER);
Society for Ambulatory Anesthesia (SAMBA)

May:

European Society of Anaesthesiology (ESA)

August:

American Association of Nurse Anesthetists (AANA)

September:

New York School of Regional Anesthesia (NYSORA)

October:

American Society of Anesthesiologists (ASA)

November:

American Society of Regional Anesthesia and Pain
Medicine (ASRA) Fall

December:

PostGraduate Assembly in Anesthesiology (PGA)

Ad Unit Dimensions

Ad Unit	Trim Size	
	Width	Height
King page (Tabloid)	9.667"	11.5"
½ King (horizontal)	9.667"	5.667"
½ King (vertical)	4.75"	11.5"
¼ King (horizontal)	9.667"	2.75"
¼ King (vertical)	4.75"	5.667"
⅛ King (horizontal)	4.75"	2.75"
⅛ King (vertical)	2.292"	5.667"

Commitment Deadline: 1st of prior month

Material Due: 10th of prior month

Issuance Date: 15th of each month

Advertising Rates

4-Color Rates	1x	6x	12x
King page (Tabloid)	\$8,725	\$8,450	\$8,115
½ King page	5,430	5,255	5,115
¼ King page	3,780	3,685	3,560
⅛ King page	2,240	2,190	2,120
Black and White Rates	1x	6x	12x
King page (Tabloid)	\$6,715	\$6,440	\$6,105
½ King page	4,175	4,000	3,860
¼ King page	2,910	2,815	2,690
⅛ King page	1,720	1,670	1,600

Online Classifieds at AnesthesiologyNews.com/classifieds

30 days: \$250 **60 days:** \$400 **90 days:** \$525

50% discount on online classifieds with the reservation of a print ad.

Online ad must run in the same month as the print ad, or in the month prior.

Format: Tabloid size
Publication Trim Size: 10.5" × 13"
Printing Process: Web offset
Type of Binding: Saddle-stapled

Space Reservation and Material Submissions:

Craig Wilson
Sales Associate, Classifieds
McMahon Publishing Group
545 West 45th St., 8th floor
New York, NY 10036
(212) 957-5300 ext. 235
cwilson@mcmahonmed.com

Material Requirements:

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

Text-only ads may be submitted via Microsoft Word document.

Acceptable software:

Acrobat Distiller (PDF files) 4.x and 5.0 (recommended)

Sample Ad Sizes

