

ANESTHESIOLOGY NEWS

THE INDEPENDENT MONTHLY NEWSPAPER FOR ANESTHESIOLOGISTS

AnesthesiologyNews.com

Ranked #1 in Readership & Exposure among all anesthesiology journals in the United States!*

Of all 48,750 anesthesiologists practicing in the U.S.

- **91%** are readers
- **83%** read at least 3 out of every 4 issues
- **64%** read every issue
- **58%** will be exposed to any page in average issue

*Kantar Media Medical/Surgical December 2016

Monthly Issues[†]

January

MEETING COVERAGE:

ASA, ASRA Fall

BONUS DISTRIBUTION:

- Society of Critical Care Medicine (SCCM), January 21-25, Honolulu

February

MEETING COVERAGE:

PGA, ASA



FREE "MESSAGE IMPACT" AD STUDY

March

MEETING COVERAGE:

ASA Practice Management, STA, SCCM

BONUS DISTRIBUTION:

- American Society of Regional Anesthesia and Pain Medicine (ASRA) Spring Meeting, April 6-8, San Francisco

April

MEETING COVERAGE:

SCCM, SPA

BONUS DISTRIBUTION:

- Society of Cardiovascular Anesthesiologists (SCA), April 22-26, Orlando, FL
- American Society of Enhanced Recovery (ASER), April 27-29, Washington, DC
- Society for Ambulatory Anesthesia (SAMBA), May 4-6, Scottsdale, AZ

May

MEETING COVERAGE:

SCA

SPECIAL INSERT: Difficult Airway Management

BONUS DISTRIBUTION:

- European Society of Anaesthesiology (ESA), June 3-5, Geneva

June

MEETING COVERAGE:

ASRA Spring, SCA, SAMBA

July

MEETING COVERAGE:

IARS, SOCCA, ASRA Spring

August

MEETING COVERAGE:

ESA, SOAP, CAS

2017-2018
30th Corporate ANNUAL Profiles

BONUS DISTRIBUTION:

- American Association of Nurse Anesthetists (AANA), September 8-12, Seattle

September

BONUS DISTRIBUTION:

- New York School of Regional Anesthesia (NYSORA), New York City

October

BONUS DISTRIBUTION:

- American Society of Anesthesiologists (ASA), October 21-25, Boston

November

MEETING COVERAGE:

NYSORA, SAM

BONUS DISTRIBUTION:

- American Society of Regional Anesthesia and Pain Medicine (ASRA) Fall Meeting, November 16-18, Lake Buena Vista, FL

December

MEETING COVERAGE:

ASA

BONUS DISTRIBUTION:

- PostGraduate Assembly in Anesthesiology (PGA), December 8-12, New York City

Supplemental Issues

June

BUYER'S GUIDE

Summer/Fall 2017

See page 4

BONUS DISTRIBUTION:

- All Conferences
July 2017-November 2017

August

AIRWAY MANAGEMENT

See page 5

BONUS DISTRIBUTION:

- All Conferences
September 2017-August 2018

October

SPECIAL EDITION

See page 6

BONUS DISTRIBUTION:

- All Conferences
October 2017-September 2018

December

BUYER'S GUIDE

Winter/Spring 2018

See page 4

BONUS DISTRIBUTION:

- All Conferences
December 2017-June 2018

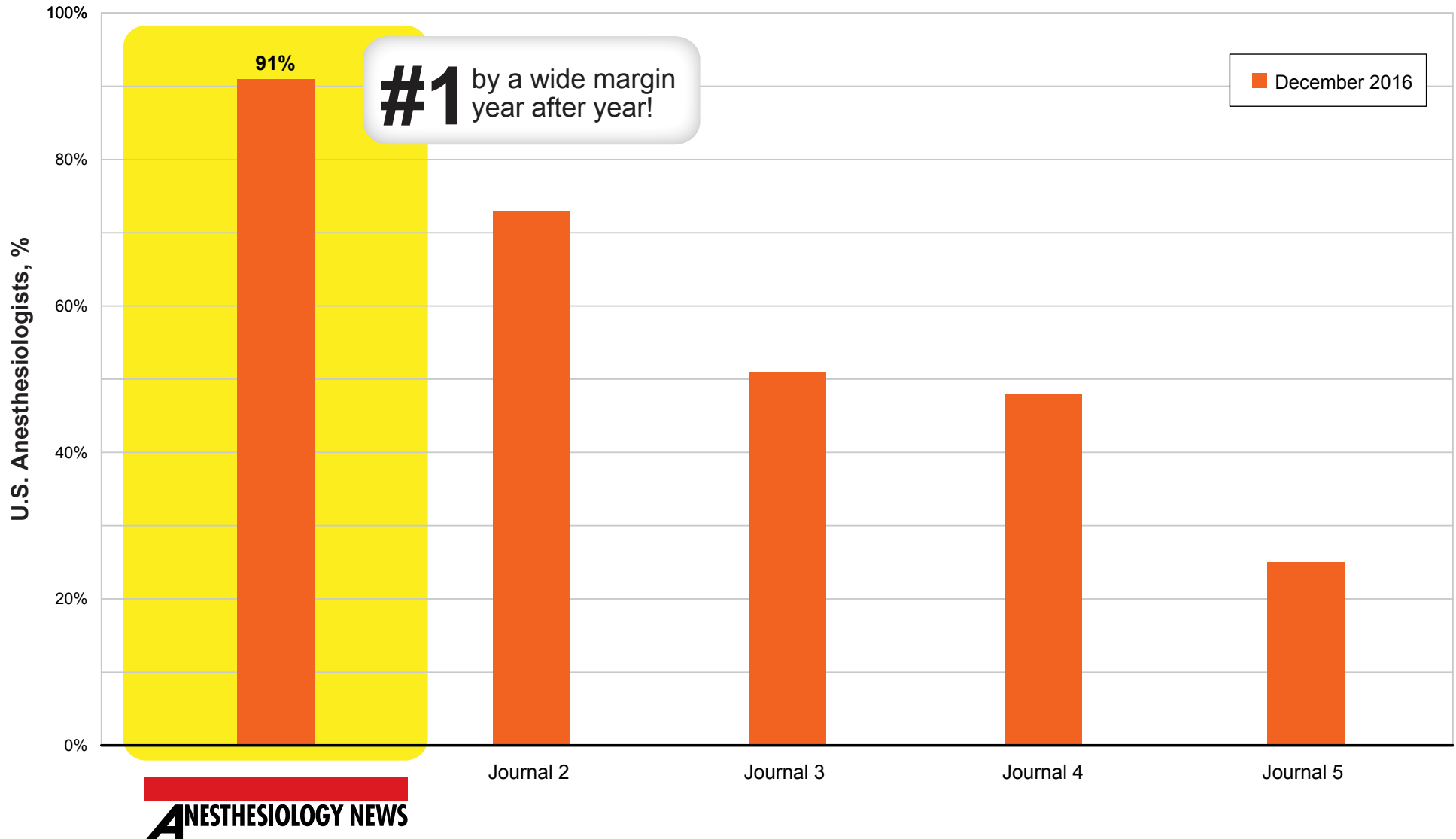
[†] Contents subject to change

Syndicated (i.e., independent, third party, available to any subscriber) media measurement data.
An unbiased evaluation of publication readership among this important audience.

Total Readers

Leading Journals

Anesthesiology
Office & Hospital Combined



December 2016 Medical/Surgical Readership Study. Approved by Kantar Media®

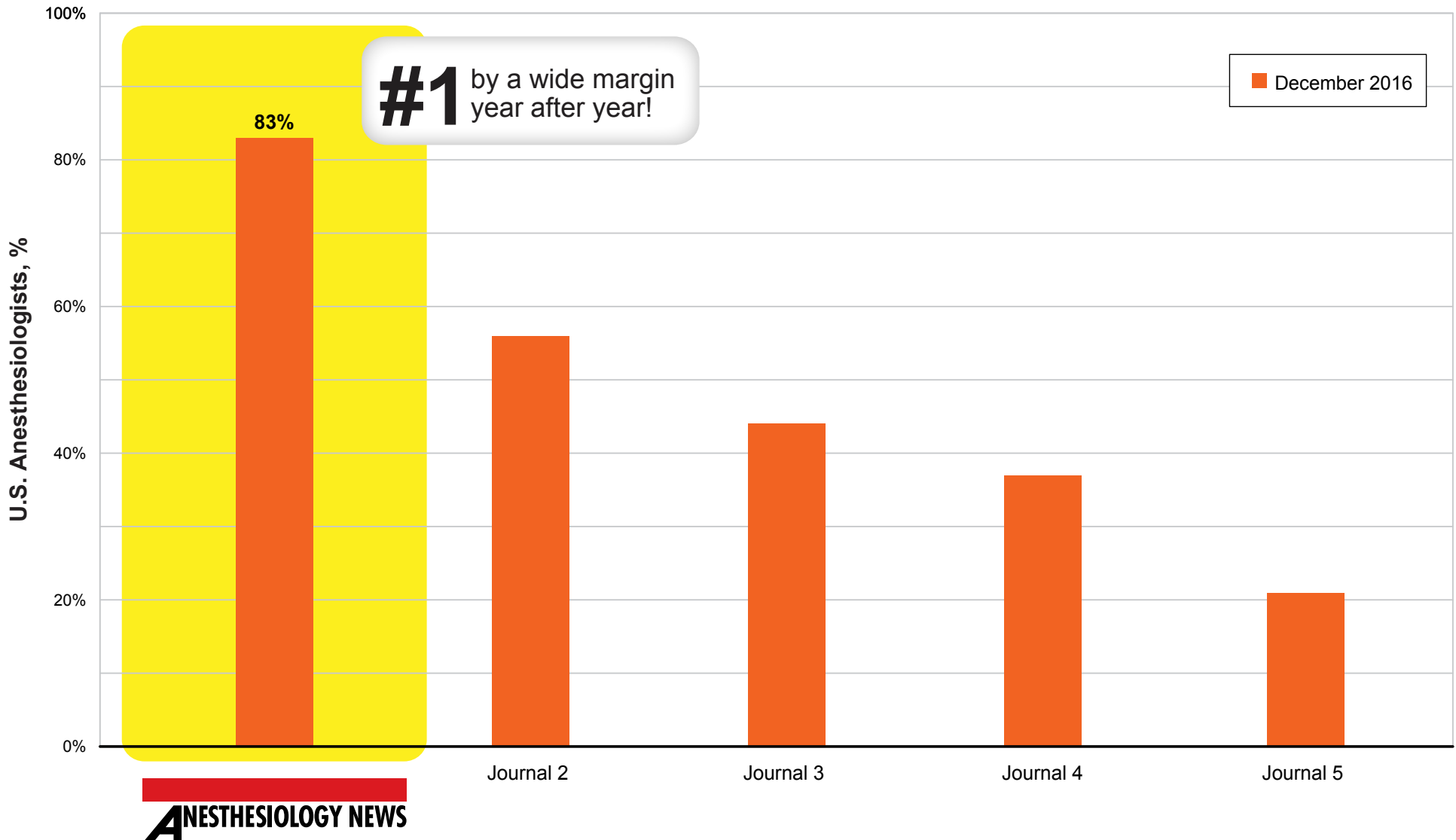


Syndicated (i.e., independent, third party, available to any subscriber) media measurement data.
An unbiased evaluation of publication readership among this important audience.

3/4 + 4/4 Readers (At least 3 out of every 4 issues)

Leading Journals

Anesthesiology
Office & Hospital Combined



December 2016 Medical/Surgical Readership Study. Approved by Kantar Media®



Every Practicing Anesthesiologist in the United States

Anesthesiologists.....	42,513
Anesthesiologists in Pain Medicine.....	1,566
Pediatric Anesthesiologists.....	1,754
Critical Care Anesthesiologists.....	1,087
Cardiothoracic Anesthesiologists.....	833
Obstetric Anesthesiologists.....	97
Total.....	47,850

2017 Advertising Rates

4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island)	\$9,650	\$9,405	\$9,075	\$9,045	\$8,880	\$8,715	\$8,660	\$8,630	\$8,605
King page (Tabloid)	13,040	12,710	12,405	12,135	11,775	11,610	11,585	11,525	11,470
¾ King page	12,340	12,025	11,610	11,335	11,140	11,030	10,975	10,945	10,920
½ King page	9,430	9,155	8,965	8,770	8,630	8,470	8,440	8,410	8,360
¼ King page	8,770	8,560	8,360	8,190	7,995	7,860	7,835	7,775	7,750
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island)	\$6,395	\$6,150	\$5,820	\$5,790	\$5,625	\$5,460	\$5,405	\$5,375	\$5,350
King page (Tabloid)	9,785	9,455	9,150	8,880	8,520	8,355	8,330	8,270	8,215
¾ King page	9,125	8,770	8,355	8,080	7,885	7,775	7,720	7,690	7,665
½ King page	6,175	5,900	5,710	5,515	5,375	5,215	5,185	5,155	5,105
¼ King page	5,515	5,325	5,105	4,935	4,740	4,605	4,580	4,520	4,495
Insert/Outsert Rates*	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$18,995	\$18,225	\$17,505	\$16,980	\$16,570	\$16,240	\$16,155	\$16,070	\$16,020
4-page insert	28,505	27,315	26,130	25,330	24,865	24,340	24,230	24,095	23,925
6-page insert	-	36,415	35,255	34,235	33,270	32,415	32,195	32,030	31,785
8-page insert	-	42,445	40,795	39,750	39,060	38,425	39,180	37,850	37,595

* King insert/outsert rates: add \$1,000 per page to above pricing. Outserts are subject to additional fees for ride-along postage and polybagging.

Color Rates:

2-Color—\$2,000
 3-Color—\$2,100
 5-Color—\$5,135
 Matched/Metallic—\$2,050

Premium Positions:

Front Cover Belly Tip (quantity: 50,000)—\$25,000
 (\$3,000 premium for conference issues)
 4th Cover—50% of earned B/W rate
 2nd Cover and 3rd Cover—25% of earned B/W rate
 Other guaranteed positions—\$1,500

Commission: 15% agency discount allowed only if bill paid within 30 days

DEADLINES:

Space Reservation: 1st of prior month
Materials Due: 10th of prior month

Services to Readers and Advertisers:

Editorial reprints available. Included in all syndicated readership services.
 Annual subscription: \$70.00 (\$90.00, international)
 Single issue: \$7.00 (\$10.00, international)



ANESTHESIOLOGY NEWS BUYER'S GUIDE

ANESTHESIA MACHINES

45

DRÄGER

FABIUS® TIRO



3135 Quarry Rd., Telford, PA 18969
(800) 437-2437
info.usa@draeger.com
www.draeger.com

Product Description: At its core, the Fabius Tiro features our powerful and accurate E-vent piston ventilator, which gives you the ability to handle a wide range of acuity levels. Its compact design makes it a natural choice for applications where you need to get the most of the available room without having to compromise on features or flexibility. With a wide array of options to choose from, the Fabius Tiro can be customized to suit your needs and can be upgraded when those needs change.



Bonus Conference Distribution*

JUNE EDITION

- **AANA**, September 2017, Seattle
- **ASA**, October 2017, Boston
- **ASRA Fall**, November 2017, Lake Buena Vista, FL

DECEMBER EDITION

- **PGA**, December 2017, New York City
- **SCCM**, February 2018, San Antonio
- **ASRA Spring**, April 2018, New York City
- **SCA**, April 2018, Phoenix
- **ASER**, TBD
- **ESA**, June 2018, Copenhagen

* Subject to change.

2017 Advertising Rates

Product Listing Rates	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
Product Listing	\$1,750	\$1,000	\$1,000	\$1,000	\$0	\$1,000	\$0	\$1,000	\$0
4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
King page (Tabloid)	\$13,040	\$12,710	\$12,405	\$12,135	\$11,775	\$11,610	\$11,585	\$11,525	\$11,470
½ King page	9,430	9,155	8,965	8,770	8,630	8,470	8,440	8,410	8,360
¼ King page	8,770	8,560	8,360	8,190	7,995	7,860	7,835	7,775	7,750
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
King page (Tabloid)	\$9,785	\$9,455	\$9,151	\$8,880	\$8,520	\$8,355	\$8,330	\$8,270	\$8,215
½ King page	6,175	5,900	5,710	5,515	5,375	5,215	5,185	5,155	5,105
¼ King page	5,515	5,325	5,105	4,935	4,740	4,605	4,580	4,520	4,495

Color Rates:

2-Color—\$2,000
3-Color—\$2,100
5-Color—\$5,135
Matched/Metallic—\$2,050

Premium Positions:

4th Cover—50% of earned B/W rate
2nd Cover, 3rd Cover—25% of earned B/W rate
Other guaranteed positions—\$1,500

Commission: 15% agency discount allowed only if bill paid within 30 days

JUNE DEADLINES:

Listing Materials Due: May 1, 2017
Space Reservation: May 1, 2017
Ad Materials Due: May 10, 2017

DECEMBER DEADLINES:

Listing Materials Due: November 1, 2017
Space Reservation: November 1, 2017
Materials Due: November 10, 2017



AIRWAY ANESTHESIOLOGY NEWS MANAGEMENT

10th Annual Compendium of Clinical Reviews

One Full Year of Bonus Conference Distribution*

- **Society for Airway Management (SAM)**
September 2017, Newport Beach, CA
- **American Association of Nurse Anesthetists (AANA)**
September 2017, Seattle
- **American Society of Anesthesiologists (ASA)**
October 2017, Boston
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)—Fall**, November 2017, Lake Buena Vista, FL
- **PostGraduate Assembly in Anesthesiology (PGA)**
December 2017, New York City
- **Society of Critical Care Medicine (SCCM)**
February 2018, San Antonio
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)—Spring**, April 2018, New York City
- **Society of Cardiovascular Anesthesiologists (SCA)**
April 2018, Phoenix
- **Annual Congress of Enhanced Recovery After Surgery and Perioperative Medicine (ASER)**, TBD
- **European Society of Anaesthesiology (ESA)**
June 2018, Copenhagen

* Subject to change.

2017 Advertising Rates

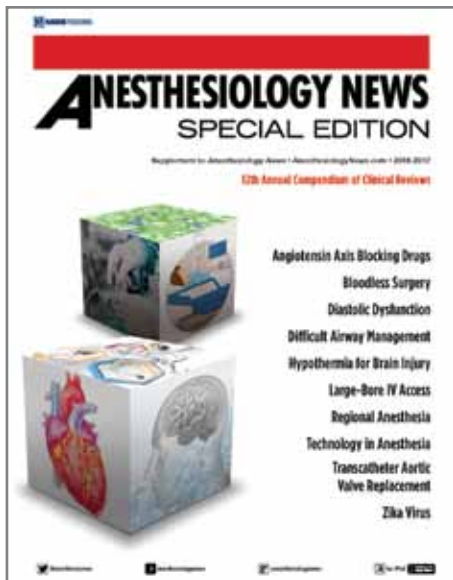
4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full page	\$9,650	\$9,405	\$9,075	\$9,045	\$8,880	\$8,715	\$8,660	\$8,630	\$8,605
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full page	\$6,395	\$6,150	\$5,820	\$5,790	\$5,625	\$5,460	\$5,405	\$5,375	\$5,350
Journal-size Insert/Outsert Rates*	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$18,995	\$18,225	\$17,505	\$16,980	\$16,570	\$16,240	\$16,155	\$16,070	\$16,020
4-page insert	28,505	27,315	26,130	25,330	24,865	24,340	24,230	24,095	23,925
6-page insert	-	36,415	35,255	34,235	33,270	32,415	32,195	32,030	31,785
8-page insert	-	42,445	40,795	39,750	39,060	38,425	39,180	37,850	37,595

* Outserts are subject to additional fees for ride-along postage and polybagging.

Color Rates:
2-Color—\$2,000
3-Color—\$2,100
5-Color—\$5,135
Matched/Metallic—\$2,050

Premium Positions:
Front Cover Belly-Tip (quantity: 50,000)—\$28,000
4th Cover—\$3,800
2nd Cover—\$2,800
3rd Cover—\$1,500
Educational Review Positions—\$2,500
Table of Contents—\$2,200

DEADLINES:
Space Reservation: July 1, 2017
Materials Due: July 10, 2017
Issuance Date: August, 2017



ANESTHESIOLOGY NEWS

SPECIAL EDITION

13th Annual Compendium of Clinical Reviews

One Full Year of Bonus Conference Distribution*

- **American Society of Anesthesiologists (ASA)**
October 2017, Boston
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)—Fall**, November 2017, Lake Buena Vista, FL
- **PostGraduate Assembly in Anesthesiology (PGA)**
December 2017, New York City
- **Society of Critical Care Medicine (SCCM)**
February 2018, San Antonio
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)—Spring**, April 2018, New York City
- **Society of Cardiovascular Anesthesiologists (SCA)**
April 2018, Phoenix
- **Annual Congress of Enhanced Recovery After Surgery and Perioperative Medicine (ASER)**, TBD
- **European Society of Anaesthesiology (ESA)**
June 2018, Copenhagen
- **American Association of Nurse Anesthetists (AANA)**
September 2018, Boston

* Subject to change.

2017 Advertising Rates

4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full page	\$9,650	\$9,405	\$9,075	\$9,045	\$8,880	\$8,715	\$8,660	\$8,630	\$8,605
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full page	\$6,395	\$6,150	\$5,820	\$5,790	\$5,625	\$5,460	\$5,405	\$5,375	\$5,350
Journal-size Insert/Outsert Rates*	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$18,995	\$18,225	\$17,505	\$16,980	\$16,570	\$16,240	\$16,155	\$16,070	\$16,020
4-page insert	\$28,505	\$27,315	\$26,130	\$25,330	\$24,865	\$24,340	\$24,230	\$24,095	\$23,925
6-page insert	-	\$36,415	\$35,255	\$34,235	\$33,270	\$32,415	\$32,195	\$32,030	\$31,785
8-page insert	-	\$42,445	\$40,795	\$39,750	\$39,060	\$38,425	\$39,180	\$37,850	\$37,595

* Outserts are subject to additional fees for ride-along postage and polybagging.

Color Rates:
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 3-Color—\$2,100
 5-Color—\$5,135
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Premium Positions:
 Front Cover Belly Tip (quantity: 50,000)—\$28,000
 4th Cover—\$3,800
 2nd Cover—\$2,800
 3rd Cover—\$1,500
 Educational Review Positions—\$2,500
 Table of Contents—\$2,200

DEADLINES:

Space Reservation: September 1, 2017
Materials Due: September 10, 2017
Issuance Date: October 15, 2017

12 Monthly Issues + BUYER'S GUIDE

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area: .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" page spread	15.25	9.375	14.75	8.875	15.5	9.625
King page (Tabloid)	10.5	13	10	12.5	10.75	13.25
King page spread	21	13	20.5	12.5	21.25	13.25
¾ King page (vertical)	7.625	13	7.125	12.5	7.875	13.25
¾ King page (horizontal)	10.5	9.375	10	8.875	10.75	9.625
½ King page (vertical)	5.25	13	4.75	12.5	5.5	13.25
½ King page (horizontal)	10.5	6.5	10	6	10.75	6.75
¼ King page (vertical)	5.25	6.5	4.75	6	5.5	6.75
¼ King page (horizontal)	7.625	4.5	7.125	4	7.875	4.75
¼ King page (horizontal strip)	10.5	3.25	10	2.75	10.75	3.5

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

Inserts: King and Journal size accepted. Allow 1/8-inch head trim for all inserts. On tabloid-size inserts, any excess will trim from face and foot. Smaller inserts, such as island size, should be delivered with clean trim except for the 1/8-inch head trim. For all inserts, to allow for tipping, no live text should appear within 5/8 inch of the gutter.
Insert and Belly Tip Quantity: 50,000
Paperstock: From 60# text to 80# text maximum.

SPECIAL EDITION + AIRWAY MANAGEMENT

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Full page	8.375"	10.75"	7.875"	10.25"	8.625"	11"
Full page spread	16.75"	10.75"	16.25"	10.25"	17.25"	11"

Publication Trim Size: 8.375" × 10.75"
Printing Process: Web offset
Type of Binding: Perfect bound

Inserts: Journal size accepted. Allow for 1/8 inch trim from spine and head. Any excess will trim from face and foot.
Quantity: 50,000

PRODUCTION 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

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 Accurate color reproduction cannot be guaranteed without a ripped proof.

RIPPED, RULED PROOFS MUST BE SUPPLIED FOR ALL ADS

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 mbarbieri@mcmahonmed.com

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 Tel: (501) 907-7942

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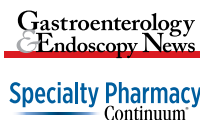
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 Fax: (815) 927-0494



Belly Tip Specifications



For supplied belly tips*

King-Size	Trim Sizes	
	Width	Height
Minimum size	10.375"	4"
Maximum size	10.375"	6"

For PDFs to be printed

King-Size	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Minimum size	10.375"	4"	10.125"	3.75"	10.625"	4.25"
Maximum size	10.375"	6"	10.125"	5.75"	10.625"	6.25"



SPECIAL EDITION AIRWAY MANAGEMENT

For supplied belly tips*

Journal-Size	Trim Sizes	
	Width	Height
Minimum size	8.25"	4"
Maximum size	8.25"	5"

For PDFs to be printed

Journal-Size	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Minimum size	8.25"	4"	8"	3.75"	8.5"	4.25"
Maximum size	8.25"	5"	8"	4.75"	8.5"	5.25"

*Paperstock: From 60# text to 100# text maximum.

Additional production specifications such as wafer seals may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket, or is folded closed).

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); Annual Congress of Enhanced Recovery After Surgery and Perioperative Medicine (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)

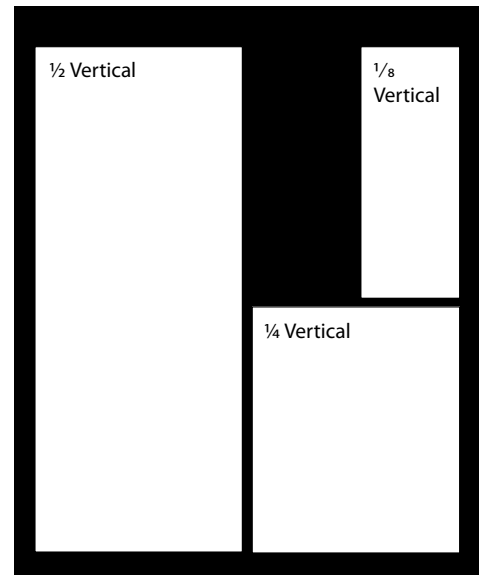
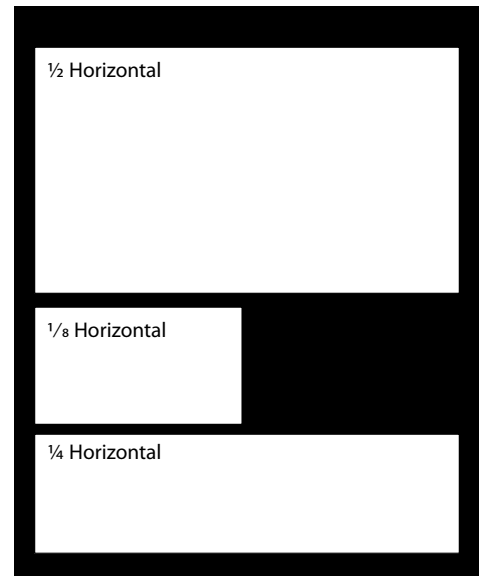
November:

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

December:

PostGraduate Assembly in Anesthesiology (PGA)

Sample Ad Sizes



Advertising Rates

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

Online Job Board AnesthesiologyNews.com/classifieds

30 days: \$250 60 days: \$400 90 days: \$525 Half rate with all print ad programs

Ad Unit Dimensions

Ad Unit	Trim Size	
	Width	Height
King page (Tabloid)	9.667"	11.5"
1/2 King page (horizontal)	9.667"	5.667"
1/2 King page (vertical)	4.75"	11.5"
1/4 King page (horizontal)	9.667"	2.75"
1/4 King page (vertical)	4.75"	5.667"
1/8 King page (horizontal)	4.75"	2.75"
1/8 King page (vertical)	2.292"	5.667"

Format: Tabloid size

Publication Trim Size: 10.5" x 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

Commitment Deadline: 1st of prior month

Material Due: 10th of prior month

Issuance Date: 15th of each month

Ad Placement/Ad Materials

Craig Wilson
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 McMahon Publishing Group
 545 West 45th St., 8th floor
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 (212) 957-5300 ext. 235
 cwilson@mcmahonmed.com

*Subject to change