

Celebrating 51 years as the anesthesiology community's clinical news source!

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

73% of all U.S. anesthesiologists read the print edition!

Monthly Issues[†]

January

STAFFING & RECRUITER DIRECTORY

Winter/Spring 2025

See page 8

BONUS DISTRIBUTION

- Jefferson Anesthesia Conference, February 1-6, Big Sky, Mont.

February

BONUS DISTRIBUTION



- SCCM: Society of Critical Care Medicine, February 23-25, Orlando, Fla.

March

BONUS DISTRIBUTION

- IARS: International Anesthesia Research Society March 20-23, Honolulu
- OVBC: Orthopedic Value-Based Care April 3-5, Dana Point, CA

April

BONUS DISTRIBUTION

- SCA: Society of Cardiovascular Anesthesiologists, April 26-29, Montreal
- SOAP: Society for Obstetric Anesthesia and Perinatology, April 30 - May 4, Portland, Ore.
- ASRA: American Society of Regional Anesthesia and Pain Medicine, May 1-3, Orlando, Fla.

May

SPECIAL INSERT: Difficult Airway Management

BONUS DISTRIBUTION

- SAMBA: Society for Ambulatory Anesthesia, May 15-17, Phoenix

June

MEETING COVERAGE: ASRA, SCA, SOAP

July

STAFFING & RECRUITER DIRECTORY

Summer/Fall 2025

See page 8

BONUS DISTRIBUTION

- AANA: American Association of Nurse Anesthesiology, August 9-13, Nashville, Tenn.

August

38th ANNUAL Corporate Profiles

BONUS DISTRIBUTION

- All conferences: August 2025-July 2026

September

- Pre-ASA Issue

October

— DOUBLE ISSUE —

BONUS DISTRIBUTION

- ASA: American Society of Anesthesiologists, October 10-14, San Antonio
- ASER: American Society for Enhanced Recovery and Perioperative Medicine, November 6-8, Houston

November

BONUS DISTRIBUTION

- ASRA: American Society of Regional Anesthesia and Pain Medicine Fall Meeting, November 13-15, Austin, Texas

December

BONUS DISTRIBUTION

- PGA: PostGraduate Assembly in Anesthesiology, December 12-15, New York City

Supplemental Issues

June

BUYER'S GUIDE

Summer/Fall 2025

See page 4

BONUS DISTRIBUTION

- All conferences July-November 2025

July

AIRWAY MANAGEMENT

See page 5

BONUS DISTRIBUTION

- All conferences August 2025-July 2026

October

SPECIAL EDITION

See page 6

BONUS DISTRIBUTION

- All conferences October 2025-September 2026

December

BUYER'S GUIDE

Winter/Spring 2026

See page 4

BONUS DISTRIBUTION

- All conferences December 2025-June 2026

*M3 MI Medical/Surgical Media Measurement 2025.

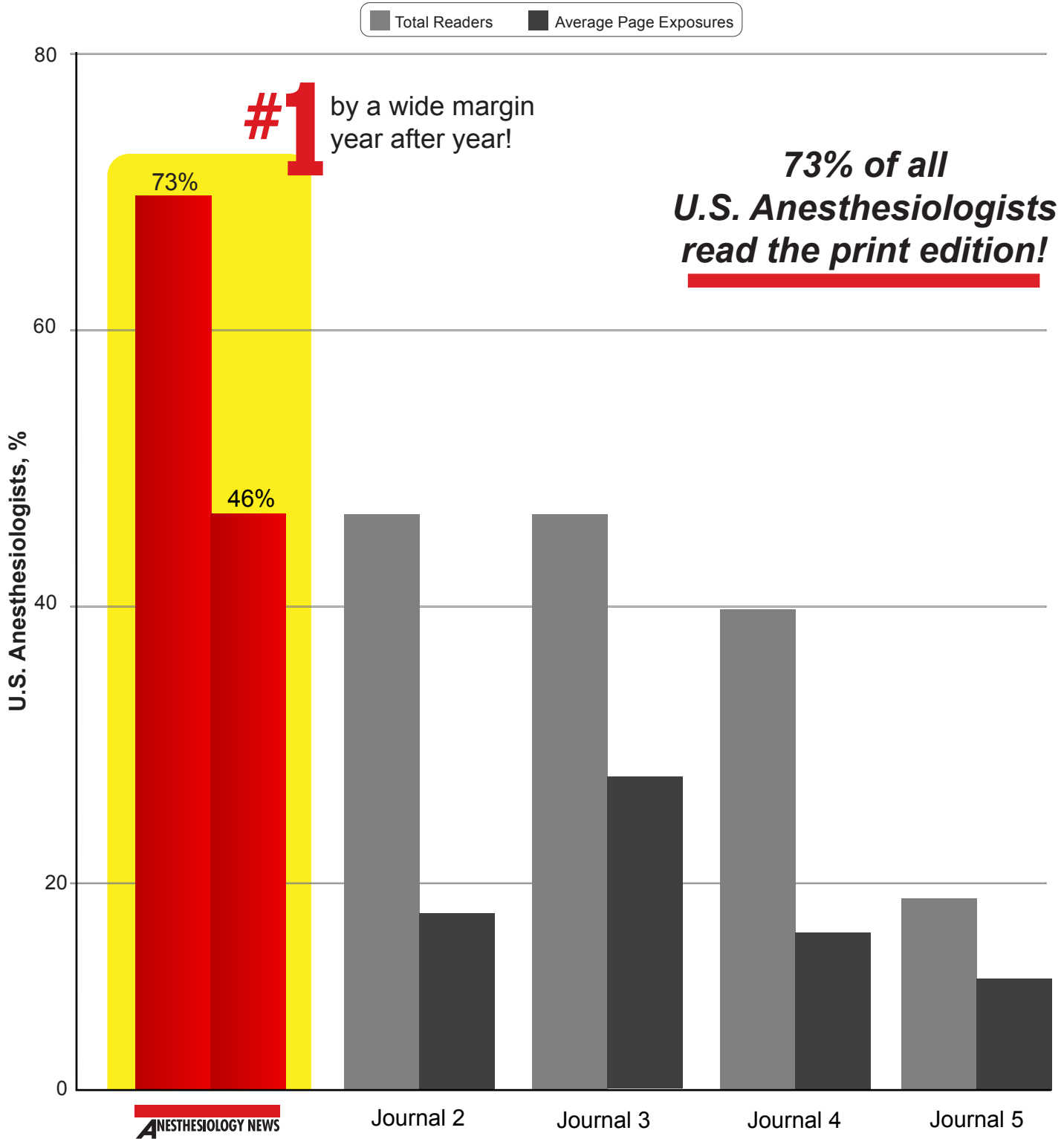
[†] subject to change.

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

Publications: Total Readers, Average Page Exposures

2025

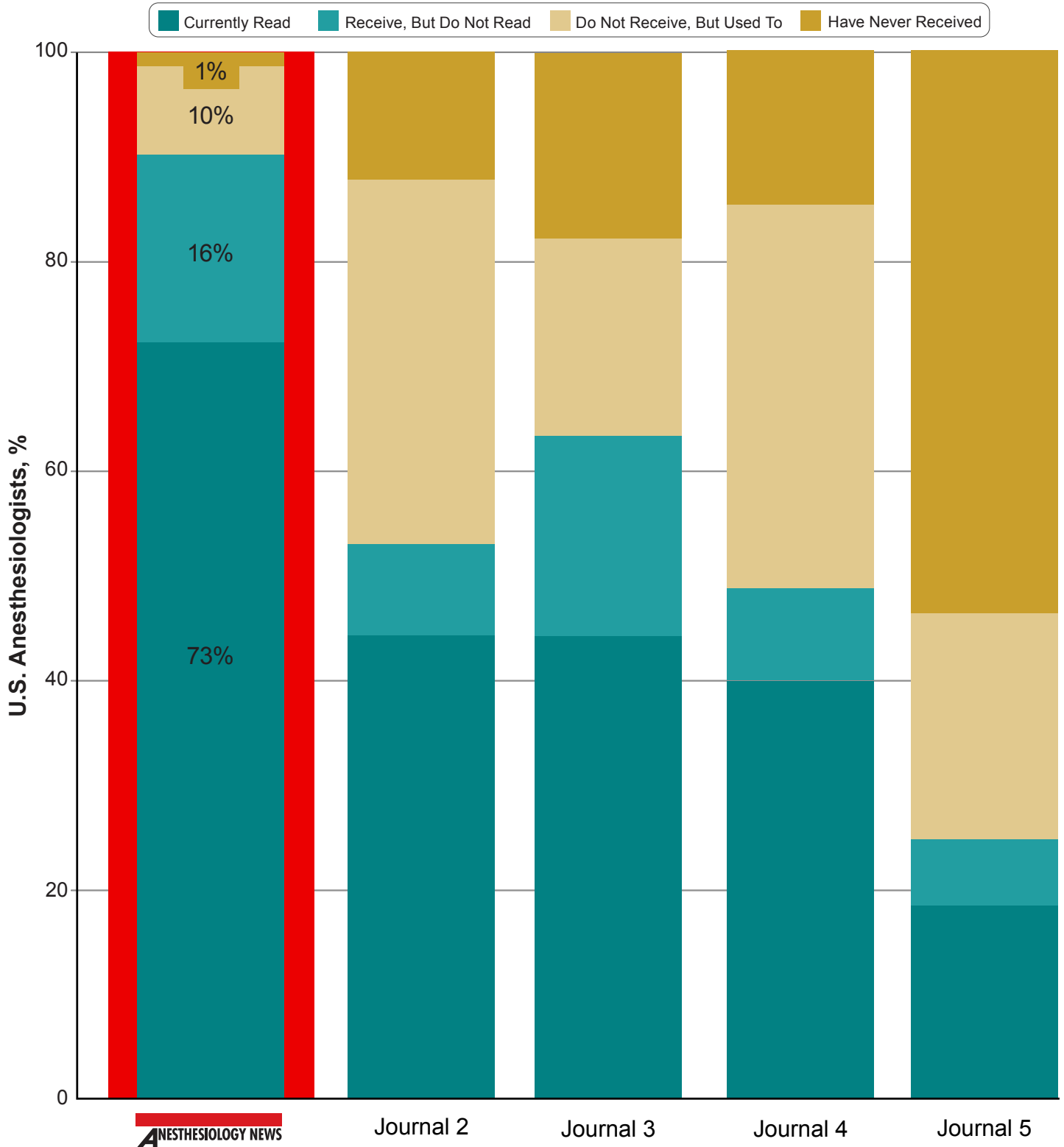
Trends: Anesthesiology
Office & Hospital Combined



NOTE: Chart only includes publications read by at least 20% of respondents.
Source (2025): Table 402 and 403, Medical/Surgical Media Measurement 2025.
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Publications: Read/Received 2025

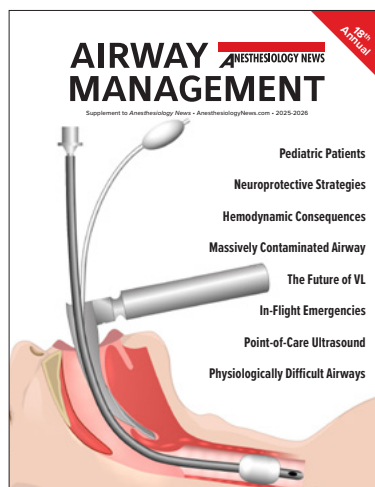
Trends: Anesthesiology
Office & Hospital Combined



NOTE: Chart only includes publications read by at least 20% of respondents.
Source (2025): Table 404, Medical/Surgical Media Measurement 2025.
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Specialty

Anesthesiology	43,897
Pediatric Anesthesiology	2,924
Adult Cardiothoracic Anesthesiology	2,125
Critical Care Anesthesiology	2,067
Anesthesiology in Pain Medicine	1,468
Regional Anesthesiology and Acute Pain Medicine	398
Obstetric Anesthesiology	363
Total	53,242



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Vice President, Group Publication Director
Richard Tuorto
richardt@mcmahonmed.com

Senior Account Manager
Justin Kaback
jkaback@mcmahonmed.com
203-417-2529

Classified Advertising Manager
Craig Wilson
cwilson@mcmahonmed.com
347-721-0571

Each edition is also online for
6 months!



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DRÄGER

APOLLO®



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See ad on p. 20

Dräger

JUNE DEADLINES

Space Reservation: May 1, 2025
Product Listings Due: May 1, 2025
Display Ad Materials Due: May 9, 2025

DECEMBER DEADLINES

Space Reservation: November 1, 2025
Product Listings Due: November 1, 2025
Display Ad Materials Due: November 10, 2025

Bonus Conference Distribution*

JUNE EDITION

- **AANA:** August, Nashville, Tenn.
- **ASA:** October, San Antonio
- **ASRA Fall:** Austin, Texas

DECEMBER EDITION

- **PGA:** December, New York City
- **SCCM:** February, Chicago
- **ASRA Spring:** May, Phoenix

CATEGORIES

- ✓ Airway Management
- ✓ Anesthesia Machines
- ✓ Blood Management
- ✓ Breathing Circuits
- ✓ Carts
- ✓ Infection Prevention
- ✓ Information Systems
- ✓ Infusion Systems
- ✓ Masks
- ✓ Monitoring Systems & Devices
- ✓ Pain Management
- ✓ Patient Positioning
- ✓ Patient Safety
- ✓ Regional Anesthesia
- ✓ Surgical Booms & Lights
- ✓ Temperature Management
- ✓ Ultrasound
- ✓ Vascular Access



AIRWAY ANESTHESIOLOGY NEWS MANAGEMENT

18th Annual Compendium of Clinical Reviews

DEADLINES

Space Reservation: June 2, 2025

Materials Due: June 10, 2025

Issuance Date: July 2025

One Full Year of Bonus Conference Distribution*

- **American Society of Anesthesiologists (ASA)**
October, San Antonio
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)**—Fall, November, Austin, Texas
- **PostGraduate Assembly in Anesthesiology (PGA)**
December, New York City
- **Society of Critical Care Medicine (SCCM)**
February, Chicago
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)**—Spring, May, Phoenix
- **American Association of Nurse Anesthesiology (AANA)**
August, **Boston**

ANESTHESIOLOGY NEWS SPECIAL EDITION

21st Annual Compendium of Clinical Reviews

DEADLINES

Space Reservation: September 1, 2025

Materials Due: September 10, 2025

Issuance Date: October 2025

One Full Year of Bonus Conference Distribution*

- **American Association of Nurse Anesthesiology (AANA)**
August, Nashville, Tenn.
- **American Society of Anesthesiologists (ASA)**
October, San Antonio
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)**—Fall, November, Austin, Texas
- **PostGraduate Assembly in Anesthesiology (PGA)**
December, New York City
- **Society of Critical Care Medicine (SCCM)**
February, Chicago
- **American Society of Regional Anesthesia and Pain Medicine (ASRA)**—Spring, May, Phoenix

Production Specifications

12 Monthly Issues
+ BUYER'S GUIDE

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area: .025" 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 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. Tabloid-size inserts: Allow 1/8" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a 1/8" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a 1/8" head trim.

For all inserts, to allow for tipping, no live text should appear within 5/8" of the gutter.

Insert and Belly Tip Quantity: 58,000

Paper stock: From 60# text to 80# text maximum.

SPECIAL EDITION
+
AIRWAY
MANAGEMENT

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area .025" 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" trim from spine and head. Any excess will trim from face and foot.

Quantity: 58,000

Belly Tips	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
King-Size						
For PDFs to be printed	10.25"	6"	9.75"	5.75"	10.5"	6.25"
Supplied belly tip*	10.375	6				
Journal-Size						
For PDFs to be printed	8.25"	5"	7.75"	4.5"	8.5"	5.25"
Supplied belly tip*	8.25	5				

***Paper stock:** 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).



PRODUCTION REQUIREMENTS

Acceptable ad formats:
Adobe Acrobat PDF/X-1a; 300 PPI. No spot colors or RGB. Embed all fonts and artwork. Free system or composite fonts must be outlined. Submit all ads at the bleed size; crop marks must be included to indicate the trim size and be positioned outside of the bleed area.

Ad Reproduction Guarantee:
All McMahon publications are printed to SWOP standards. Clients with color concerns, provide a ruled color press proof.

SHIPPING INSTRUCTIONS

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New York, NY 10036
Tel: 973-219-9158
redfern@mcmahonmed.com

Supplied Inserts:
EP Graphics
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168 S Brown Street
Berne, IN 46711
Phone: (260) 589-2145

Receivables:
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New York, NY 10036
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Fax: 866-515-8845
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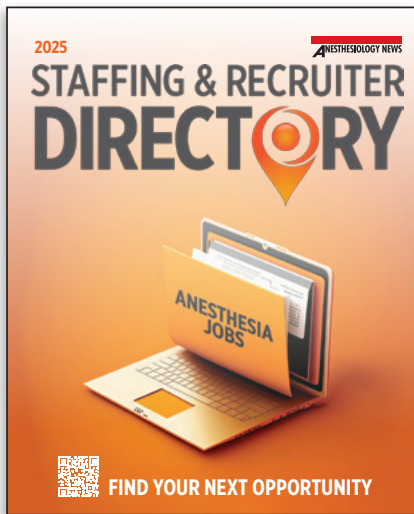
Vice President, Anesthesiology and Pain Medicine
Richard Tuorto
richardt@mcmahonmed.com
Senior Account Manager
Justin Kaback
jkaback@mcmahonmed.com
203-417-2529

Vice President, Medical Education
Joe Malichio
Classified Advertising Manager
Craig Wilson
cwilson@mcmahonmed.com
347-721-0571

Vice President, Editorial
David Bronstein
Managing Editor
Paul Bufano
Associate Managing Editor
Landon Gray

Associate Art Director
Nicole Cadavid
Production Manager
Ron Redfern
Circulation
Rob Sinclair

Advertising, Editorial, Finance and Production Offices
545 West 45th Street, 8th Floor
New York, NY 10036
Tel: 212-957-5300
Fax: 815-927-0494
Co-founders
Ray and Rosanne McMahon



2025 STAFFING & RECRUITER DIRECTOR

Each edition is also online for **6 months!**

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DISPLAY ADVERTISING

Trim: 10½ × 13
Bleed: 10¾ × 13¾

FULL KING PAGE

(VERTICAL):
Trim: 5¼ × 13
Bleed: 5½ × 13¾

(HORIZONTAL):
Trim: 10½ × 6½
Bleed: 10¾ × 6¾

HALF KING PAGE

(HORIZONTAL):
Trim: 10½ × 3¾
Bleed: 10¾ × 3¾

(VERTICAL):
Trim: 5¼ × 6½
Bleed: 5½ × 6¾

QUARTER KING PAGE

Bonus Conference Distribution*

JANUARY EDITION

- **SCCM:** February, Orlando, Fla.
- **Jefferson Anesthesia Conference:** February, Big Sky, Mont.

JULY EDITION

- **AANA:** August, Nashville, Tenn.

JANUARY DEADLINES

Space Reservation: December 2, 2024
Product Listings Due: December 2, 2024
Display Ad Materials Due: December 10, 2024

JULY DEADLINES

Space Reservation: June 2, 2025
Product Listings Due: June 2, 2025
Display Ad Materials Due: June 10, 2025

Contact: Craig Wilson, | 347-721-0571 | cwilson@mcmahonmed.com

Circulation

	53,242
Anesthesiology	43,897
Pediatric Anesthesiology	2,924
Adult Cardiothoracic Anesthesiology	2,125
Critical Care Anesthesiology	2,067
Anesthesiology in Pain Medicine	1,468
Regional Anesthesiology and Acute Pain Medicine	398
Obstetric Anesthesiology	363
Total	53,242

#1

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

**Of all anesthesiologists
practicing in the U.S.:**

• **79% read the print edition!**

*Kantar Media Medical/Surgical May 2023.

Bonus Conference Distribution[†]

January

Jefferson Anesthesia Conference

February

SCCM: Society of Critical Care Medicine

March

IARS: International Anesthesia Research Society

OVBC: Orthopedic Value-Based Care

April

SCA: Society of Cardiovascular
Anesthesiologists

ASRA: American Society of Regional Anesthesia
and Pain Medicine

SOAP: Society for Obstetric Anesthesia
and Perinatology

August

AANA: American Association of Nurse
Anesthesiology

October

ASA: American Society of Anesthesiologists

ASER: American Society for Enhanced Recovery

November

ASRA: American Society of Regional Anesthesia
and Pain Medicine, Fall

December

PGA: PostGraduate Assembly in Anesthesiology

[†]Subject to change.

Sample Ad Sizes

½ Horizontal

⅛ Horizontal

Ad Unit Dimensions

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

Format: Tabloid size

Publication Trim Size: 10.5" × 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

DEADLINES

Space Reservation: 1st of prior month

Materials Due: 10th of prior month

Online Job Board

AnesthesiologyNews.com/classifieds

30 days

60 days

90 days

Half rate with all print ad campaigns

Ad Placement/Ad Materials

Craig Wilson, Classified Advertising Manager
347-721-0571

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)

½ Vertical

¼ Vertical

AnesthesiologyNews.com

Unit
970 × 250 300 × 600
970 × 90
728 × 90 320 × 50 300 × 250

e-Newsletter

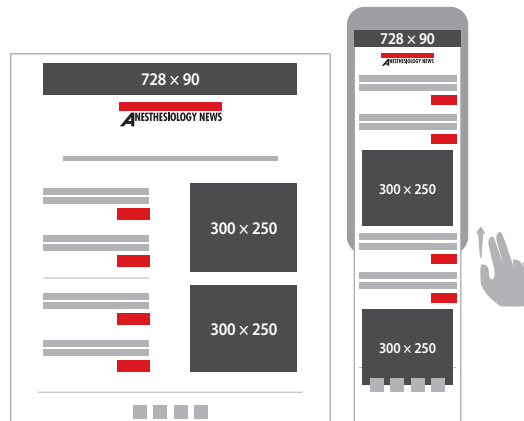
Unit
728 × 90 300 × 250



Focus On e-Newsletter

Units
728 × 90 + 300 × 250

Focus On e-Newsletters provide a highly targeted environment to be the only advertiser in an e-mail with editorial headlines focusing on a specific patient type, disease state, treatment, procedure, etc.



26,665
Opt-in recipients

53%
Unique open rate

Data supplied by Robly.

Video

In-Stream

Unit
15 - 60 seconds

Sponsored

Unit
61 seconds, up to several minutes + 300x250

Overlay Banner

Unit
728 × 90 320 × 50



AnesthesiologyNews.com Digital Ad Specifications

Website

Desktop

Dimensions	970 × 250	970 × 90	728 × 90*	300 × 250	300 × 600
Name	Billboard	Super Leaderboard	Leaderboard	Medium Rectangle	Half Page
Initial File Size	50k				
Polite File Size	100k				
Rich Media	Yes				
Third Party	Yes				
Expandable (user initiated)	–	2× (970 × 180)	2× (728 × 180)	2× (600 × 250)	2× (600 × 600)
Expandable Direction	–	Down	Down	Right or left	Left
Static Image	jpg/gif				
HTML 5	Yes				
Frame Rate	24				
Border	1px				
Animation/Looping	Unlimited				
Z-Index	1,000,000	1,000,000	2,000,000	3,000,000	3,000,000

Mobile

Dimensions	320 × 50*	300 × 250	300 × 600
Name	Mobile Leaderboard	Medium Rectangle	Half Page
File Size	30k		
Rich Media	Yes		
Third Party	Yes		
Static Image	jpg/gif		
HTML 5	Yes		
Border	1px		
Animation/Looping	Yes		

e-Newsletter

Dimensions	728 × 90	300 × 250	300 × 600
Name	Leaderboard	Medium Rectangle	Half Page
File Size	40k		
Rich Media	No		
Pixel Tracker	Yes		
Static Image	jpg/gif		
HTML 5	No		
Border	1px		
Animation/Looping	Yes		

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels.

All audio must be user initiated (via click).

Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

*If you reserve a Leaderboard (728×90), you must also provide a Mobile Leaderboard (320×50) file to appear on mobile devices.

Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1×1 and click tracker.

Advertorial Spotlight:

Title: 50 characters including spaces

Description: 400 characters including spaces

Photo/Logo: 100×100 (maximum size)

Please submit digital ad materials to digitalads@mcmahonmed.com

In the submission email, include the name of the website and the month in which the ad is scheduled to run.