

GENERAL SURGERY NEWS

GeneralSurgeryNews.com

General Surgery News, founded in 1972, is a newspaper published 12 times a year that provides up-to-date, comprehensive and objective specialty-specific news to general surgeons and other surgical specialists. It prides itself on being an independent, reliable and trusted source of clinical and socioeconomic information. One of our main goals is to provide our clients with the best ad exposure at the most cost-effective rate, balanced with a must-read editorial package.

#1

Total Readers[†]
Average Issue Readers[†]
High Readers[†]
Average Page Exposures[†]
Ad Page Exposures[†]

[†]Kantar Media, June 2016

2017 Meeting and Feature Coverage

January – *Hernia Supplement*

Special Pull-Out Section: Hernia Supplement

Bonus Distribution:

Abdominal Wall Reconstruction (AWR) Summit;
February 2-4, 2017; Park City, UT

February – *Hernia Supplement*

Bonus Distribution:

Minimally Invasive Surgery Symposium (MISS);
February 28-March 3, 2017; Las Vegas, NV
18th Annual Hernia Repair Meeting and Door
Drop; March 8-11, 2017; Cancun, Mexico

OBESITY CARE

Issues for the Bariatric & Metabolic Professional
EXTENDED QUARTERLY COVERAGE

March – *SAGES Issue*

Bonus Distribution:

Society of American Gastrointestinal and
Endoscopic Surgeons (SAGES) Meeting and
Door Drop; March 22-25, 2017; Houston, TX

OBESITY CARE

Issues for the Bariatric & Metabolic Professional
EXTENDED QUARTERLY COVERAGE

April

May – *ASCRS Issue*

Bonus Distribution:

American Society of Colon and Rectal
Surgeons (ASCRS) Meeting and Doctors Bag;
June 10-14, 2017; Seattle, WA

June

OBESITY CARE

Issues for the Bariatric & Metabolic Professional
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July – *Readex Issue*

“Message Impact” Ad Effectiveness Study:

Readex Research will help determine the effectiveness of every ad in the July 2017 issue by surveying a random sample of General Surgery News’ loyal readers. In order to participate, simply run a standard “A” size or larger ad unit in the July 2017 issue.

For more information on the study, visit www.readexresearch.com/sfp/ar/mi.html.

August

September – *Pre-ACS issue*

October – *ACS & Obesity Week issue*

Bonus Distribution:

American College of Surgeons (ACS) Clinical
Congress; October 22-26, 2017; San Diego, CA
Obesity Week; October 30-November 3, 2017;
Washington, D.C.

OBESITY CARE

Issues for the Bariatric & Metabolic Professional
EXTENDED QUARTERLY COVERAGE

December – *Readex issue*

“Message Impact” Ad Effectiveness Study:

Readex Research will help determine the effectiveness of every ad in the December 2017 issue by surveying a random sample of General Surgery News’ loyal readers. In order to participate, simply run a standard “A” size or larger ad unit in the December 2017 issue. For more information on the study, visit www.readexresearch.com/sfp/ar/mi.html.

OR Management

Updates for the Operating Room Manager & Supply Chain Professional

Biannual OR Management Guide: A Supplement to Operating Room and Purchasing Directors

Printed in April and August


Bonus Distribution:

Association of Hospital Value Analysis Professionals (AHVAP) Meeting;
October 17-20, 2017; Frisco, TX

Potential Topics of Coverage

- Update on Breast Cancer Therapies
- Single-Incision Laparoscopy/Natural Orifice Surgery
- Management of *Clostridium difficile*
- Hernia Repair: Update on Mesh
- Hernia Repair: Outcomes
- Surgical Site Infection Management/Antibiotic Resistance
- Novel Procedures in Bariatric and Metabolic Surgery
- Effects of Chemotherapy on the Surgical Patient
- Trauma Surgery
- Nutritional Supplements and Weight Loss Medications for the Bariatric Patient
- Prevention and Management of Bariatric Surgery Complications
- Management of Hemorrhoids
- Hemostatic Agents and Fibrin Sealants
- Postoperative Pain Management
- Clinical Pathways in Colorectal Cancer
- Surgical Robotics

Regularly Featured Columns in *General Surgery News*



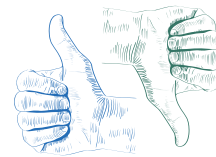
The Surgeons' Lounge

The Surgeons' Lounge

Leading experts in surgery tackle complicated surgical cases sent in by readers. Column moderated by Samuel Szomstein, MD, from Cleveland Clinic Florida.

On the Spot With Colleen Hutchinson

Expert surgeons weigh in on controversial clinical, ethical and socioeconomic issues in surgery and medicine.



On the {Spot}

With Colleen Hutchinson

New Technology

New Technology Column

This column focuses on emerging devices and technology that address unmet clinical needs and have the potential to significantly improve how surgeons diagnose or treat diseases. An expert advisory board member acts as the column's editor.

2017 Advertising Rates

4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island page)	\$8,900	\$8,700	\$8,580	\$8,205	\$8,110	\$8,045	\$7,345	\$7,320	\$7,295
King page (Tabloid page)	12,240	12,025	11,805	11,220	11,075	11,000	10,345	10,310	10,285
¾ King page	12,040	11,765	11,570	10,960	10,895	10,805	10,120	10,090	10,060
½ King page	8,740	8,550	8,430	7,980	7,885	7,815	7,205	7,160	7,140
¼ King page	7,505	7,290	7,205	6,900	6,745	6,660	6,280	6,245	6,220
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island page)	\$6,480	\$6,280	\$6,160	\$5,785	\$5,690	\$5,625	\$4,925	\$4,900	\$4,875
King page (Tabloid page)	9,820	9,605	9,385	8,800	8,655	8,580	7,925	7,890	7,865
¾ King page	9,620	9,345	9,150	8,540	8,475	8,385	7,700	7,670	7,640
½ King page	6,320	6,130	6,010	5,560	5,465	5,395	4,785	4,740	4,720
¼ King page	5,085	4,870	4,785	4,480	4,325	4,240	3,860	3,825	3,800
Insert/Outsert Rates*	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page	\$12,325	\$11,955	\$11,725	\$11,005	\$10,835	\$10,710	\$9,380	\$9,325	\$9,275
4-page	N/A	23,890	23,430	22,000	21,665	21,415	18,745	18,640	18,535
6-page	N/A	N/A	35,150	32,990	32,500	32,110	28,115	27,955	27,800
8-page	N/A	N/A	46,855	43,980	43,325	42,800	37,495	37,280	37,065

* 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—\$1,530
 3-Color—\$1,650
 5-Color—\$4,070
 Matched/Metallic—\$1,650

Bleed: No charge

Premium Positions:

Front Cover Belly Tip (quantity: 44,000)—\$20,000
 (\$3,000 premium for conference issues);
 4th Cover—50% of earned B/W rate;
 2nd Cover, 3rd Cover and clinical reviews—25% of earned B/W rate;
 Other guaranteed positions—\$1,500

Business Reply Card: \$7,725 per 6" x 4" B/W card

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)

Total Circulation: 39,760

	Office Based	1st Year Residents	Other Residents	Hospital Staff	Medical, Teach., Admin. & Others	DO Office	DO Hosp.	TOTAL
General Surgeons	15,951	1,818	6,097	3,032	3,774	894	717	32,283
Surgical Oncologists	241	0	0	130	35	7	2	415
Colon & Rectal Surgeons	1,298	0	80	207	150	22	3	1,760
Critical Care Surgeons	862	0	215	279	235	5	8	1,604
Thoracic Surgeons*	34	0	12	6	10	2	1	65
Trauma Surgeons	130	0	0	94	38	10	19	291
Vascular Surgeons	2,330	2	208	390	293	96	23	3,342
TOTALS	20,846	1,820	6,612	4,138	4,535	1,036	773	39,760

*By request only

Production Specifications

GENERAL SURGERY NEWS

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" 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 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
Business Reply Card	6	4	5.5	3.5	6.25	4.25

Publication Trim Size: 10.5" × 13"

Page: 4 columns

Printing Process: Web offset

Type of Binding: Saddle-stapled

Inserts/Cover Tips: 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.

Quantity: 44,000

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

FTP Information:

FTP Site: ftp://66.147.219.4
Username: mcmahon
Password: l3tm31n

Ad Reproduction Guarantee: Accurate color reproduction cannot be guaranteed without a ripped proof.

RIPPED, RULED PROOFS MUST BE SUPPLIED FOR ALL ADS

SHIPPING INSTRUCTIONS

Insertion Orders and Production Materials:

McMahon Publishing
Attn: Dan Radebaugh
545 West 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300
Fax: (815) 927-0494
danr@mcmahonmed.com

Inserts to:

Democrat Printing Co.
6401 Lindsey Rd.
Little Rock, AR 72206
Attn: Steve Hodges
Tel: (501) 907-7942

Receivables:

McMahon Publishing
545 W. 45th St., 8th Fl.
New York, NY 10036
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McMahon Publishing is a 45-year-old, family-owned medical publisher of clinical newspapers and specialty periodicals, and creates compelling medical education programs and custom publications.

