

PRINT | DIGITAL



2022 MEDIA KIT

Canada Edition | Effective January 1, 2022 | Revised November 8, 2021

Trusted. Relevant. Impactful.

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Trusted. Relevant. Impactful.



Reach Canadian HCPs through the publications of **NEJM Group** to guarantee that your message is seen alongside what's new, what's groundbreaking, and what's most important to practicing physicians. Choose one of the most trusted, relevant, and impactful brands because **context matters** now more than ever before.

The **New England Journal of Medicine** keeps physicians at the leading edge of medical knowledge by publishing the world's most influential, landmark research. In **print and digital**, NEJM brings physicians current and practical medical information — anytime and anywhere — making it the cornerstone of multichannel promotion for medical marketers. NEJM is one of only two publications with Canadian advertising that physicians pay to receive.

The **NEJM Group Print Supplement "Update" Series** features timely, clinically important, and topic-relevant content adjacent to key specialty conferences — in a short-form, visually dynamic format.

NEJM Journal Watch offers concise, easy-to-read summaries and expert commentary on important research from leading medical journals.

Results In is a quarterly collection of articles from NEJM. The collections are available in seven key topical areas, including: Diabetes, Cardiovascular Disease, and Arthritis and Rheumatology. The contents are derived by analyzing the behavior of search and article usage data generated by the NEJM.org audience.

*The New England Journal of Medicine is the most impactful general medical journal in the world.**

*Source: 2020 Journal Impact Factor, Journal Citation Reports, Clarivate, 2021.

NEJM Print at a Glance

As the most widely read, cited, and influential general medical journal, the *New England Journal of Medicine* is committed to publishing reliable and leading-edge research for a worldwide **multispecialty physician audience**. Medical professionals rely on NEJM for its editorial independence, peer-reviewed content, and clinical relevance — and so can you!

NEJM has the highest impact factor of any general medical journal,* and physicians in 11 key specialties call it one of their top two essential journals.‡

NEJM AT A GLANCE

Founded	1812
Print Frequency	WEEKLY
Editorial	PEER-REVIEWED
Impact Factor*	91.245
Canada Circulation†	3,579

NEJM ESSENTIAL IN PRINT‡

Specialty	Essential Rank
Cardiology	1
Endocrinology	1
Gastroenterology	2
Hematology	2
Infectious Diseases	2
Internal Medicine	1
Nephrology	1
Neurology	2
Oncology	1
Rheumatology	1
Respirology	2

*2020 Journal Impact Factor, *Journal Citation Reports*, Clarivate, 2021.

Ranked #1 among general medical journals.

†BPA, 1/21

‡Canadian Essential Journal Study, The Matalia Group, 2018/2019/2020.



NEJM Print ROB Full Run Rates

2022 CANADA ROB AD RATES

In Canadian Dollars (applicable GST and HST not included)

	1x	6x	12x	24x	52x
Full	C\$3,925	C\$3,649	C\$3,631	C\$3,619	C\$3,611
Four-Colour	C\$1,326	C\$1,326	C\$1,326	C\$1,326	C\$1,326
Total	C\$5,251	C\$4,975	C\$4,957	C\$4,945	C\$4,937
Half	C\$2,357	C\$2,197	C\$2,042	C\$1,893	C\$1,739
Four-Colour	C\$663	C\$663	C\$663	C\$663	C\$663
Total	C\$3,020	C\$2,860	C\$2,705	C\$2,556	C\$2,402
Third	C\$1,917	C\$1,782	C\$1,651	C\$1,523	C\$1,391
Four-Colour	C\$663	C\$663	C\$663	C\$663	C\$663
Total	C\$2,580	C\$2,445	C\$2,314	C\$2,186	C\$2,054

SPECIAL DPS RATE: 30% DISCOUNT

	1x	6x	12x	24x	52x
Full	C\$4,700	C\$4,313	C\$4,287	C\$4,272	C\$4,260
Four-Colour	C\$2,652	C\$2,652	C\$2,652	C\$2,652	C\$2,652
Total	C\$7,352	C\$6,965	C\$6,939	C\$6,924	C\$6,912

2022 FAIR BALANCE RATES*

	1x	6x	12x	24x	52x
Full	C\$2,017	C\$1,912	C\$1,907	C\$1,901	C\$1,855
Two-Thirds	C\$1,671	C\$1,584	C\$1,580	C\$1,577	C\$1,537
Half	C\$1,262	C\$1,197	C\$1,193	C\$1,191	C\$1,161
Third	C\$981	C\$929	C\$926	C\$924	C\$902
Fourth	C\$756	C\$716	C\$714	C\$713	C\$696
Eighth	C\$499	C\$473	C\$472	C\$471	C\$458

*Does not include four-colour charges.

 See page 11 for production information.

Preferred Position Rates†

Second cover	20%
Fourth cover	50%
Facing “Perspective” article	20%

Only four-colour ads will be accepted for Preferred Positions.

†Premiums on black-and-white rates only.

Earned Rates

Earned rates are based on the actual number of paid pages placed during one contract year. Full-page or fractional units count as one page. Free pages **do not** count toward your earned rate. *Rates subject to change with 90 days’ notice.*

continued

NEJM Print ROB Full Run Rates *continued*

Short Rates and Rebates

Advertisers who contract for a specific frequency or discount program, but do not meet those terms within the contract period will be short-rated. Advertisers who exceed their contracted frequency will be rebated.

Closing Dates

Closing is one month prior to publication date. All ads must be approved prior to closing date.

Insertion Orders

A written insertion order is required for each ad. Insertion orders, cancellations, and special instructions may be emailed to mmcmullan@mediajls.com.

Commissions

- 15% to recognized agencies (including in-house agencies) provided invoices are paid within 30 days.
- Production charges are noncommissionable.

Tax Status

The *New England Journal of Medicine* is not considered to be a “Canadian issue or periodical” as defined in Sec. 19 of the Canadian Tax Act. Advertisers will receive a summary report of NEJM ad expenditures at the close of the calendar year.

NEJM Special Discount Programs

BUY 3 ... GET 1 FREE

Save 25%. Run three paid insertions for the same product in the same month and receive a fourth insertion in the same month **free**. *All ads (including your free ad) must be one or more pages. The least expensive unit qualifies as the free ad.*

BAKER’S DOZEN

Run 12 paid insertions for the same product in one calendar year and receive a 13th insertion for the same product **free**. Insertions can be different ad units.

30% SAVINGS COMBO

Save up to 30%. Combine Buy 3 ... Get 1 Free and Baker’s Dozen and receive the equivalent of 17 insertions for the price of 12 every four months.

TWO x THREE

Save up to 15%. Run a paid ad insertion twice a month for the same product for three consecutive months and receive a seventh ad **free** in the fourth month. *All ads must be one page or larger. The least expensive ad unit qualifies as the free ad.*

20% SAVINGS COMBO

Save up to 20%. Combine Two x Three and Baker’s Dozen and receive the equivalent of 15 insertions for the price of 12 every six months.

Free ads from discount programs do not count toward your earned frequency rate.

2022 NEJM Canada Production Specs and Pricing for Covertip and Loose Outsert Programs

- All creative provided by client must receive **prior** approval before printing. Email PDF with content for approval to: displayads@nejm.org.
- Space reservation required; availability is limited
 - Space reservation and mock-up submission (for preapproval) due six weeks prior to Thursday issue date
 - Materials due 21 days prior to Thursday issue date
- Quantity: 4,200 per issue
- When shipping materials for multiple issues, separate and label by issue date.
- Covertips and outserts should **not** be delivered shrink-wrapped.

Program eligibility: To be eligible, an advertiser must have run three full page four-colour print ads with NEJM in a calendar year. Only one program may run per issue.

The program must run in the first or second issue of the month. There is no discounting allowed for this program. Covertips and outserts count towards a client's earned frequency rate.

Written notification required 30 days prior to issue date to cancel this program. Any notification received within 30 days will be subject to a cancellation fee.

NEJM COVERTIP (attached to NEJM front cover and polybagged)

COVERTIP

Specialty	Quantity	Product	CAD Price (Gross)*
Full Run	4,200	Single-leaf Covertip: <30 grams	\$7,176.47

**Price is based on a two-page (single-leaf) covertip on 100 lb. text stock and includes polybag and postage. Any variance in size or paper stock must be reviewed and will be subject to additional charges.*

- Material specs for two-page covertip:
 - Maximum Size: 19 cm W x 13 cm D (7.5" W x 5.5" D)
 - Minimum Size: 12 cm W x 12 cm D (5" W x 5" D)
 - Stock: 100 lb. text stock (**Not** 100 lb. cover stock)
 - Diecuts and other textured papers should be avoided

NEJM LOOSE OUTSERT (placed in back of NEJM in polybag)

OUTSERT

Specialty	Quantity	Product	CAD Price (Gross)*
Full Run	4,200	Single-leaf Outsert: <30 grams	\$5,882.35
Full Run	4,200	Single-leaf Outsert: 30 grams	\$8,000.00

**Price is based on a single-leaf loose outsert — 100 lb. text stock and includes polybag and postage.*

- Material specs for two-page outsert:
 - Max size: 19 cm W x 26 cm H (7.625" W x 10.25" H)
 - Stock: 100 lb. text stock to optimize weight for best price (<30 grams) it is suggested to use 100 lb. text or 8 pt for single pages/cards or 80 lb. text for multiple pages. Diecuts and other textured papers should be avoided.
 - Contact displayads@nejm.org for minimum sizes

continued

2022 NEJM Canada Production Specs and Pricing for Covertip and Loose Outsert Programs *continued*

PRODUCTION CONTACT INFORMATION

Send one mockup reflecting weight, size, and configuration to:

Quad

Attn: CE MagCat Weeklies/CE Coordinators — NEJM

1900 West Sumner Street

Hartford, WI 53027

Send two mockups reflecting weight, size, and configuration to:

The New England Journal of Medicine

Attn: Ad Production

860 Winter Street

Waltham, MA 02451

Final product delivered to:

Quad

Attn: CE MagCat Weeklies/CE Coordinators — NEJM

1900 West Sumner Street

Hartford, WI 53027

For all mockups and final product, please specify client, brand, and first issue dates.

Contact **Matt McMullan** at **+1-514-726-5640** or **mmcmullan@mediajls.com** for more information.

Additional Offerings

MARKET RESEARCH

NEJM conducts independent market research to track physicians' content consumption and makes this information available to advertisers free of charge. To receive more information on NEJM's market research or for copies of the full study listed below, contact Matt McMullan.

Canadian Essential Journal Study, 2020

This is the 17th edition of the *Canadian Essential Journal Study*, conducted among five specialties: gastroenterology, hematology, internal medicine, oncology, and rheumatology. This is a blind study by the Matalia Group that identifies essential journals by specialty and the frequency of visits to the journals' websites. It also examines physicians' use of smartphones, social networking sites, and websites for medical information. It lists the top sources of information for specialists' general medical knowledge. This study also features information on details per week. This study complements the 2018 and 2019 *Canadian Essential Journal Studies*, which included the following specialties: cardiology, endocrinology, infectious disease, nephrology, neurology, and respiratory. **NEJM ranks #1 or #2 in 11 core specialties.**

PRINT AND DIGITAL ARTICLE REPRINTS

Reprints of articles are available in print or eprint formats. Reprints of articles from trusted journals, like NEJM, are an effective tool to help deliver your brand message.

Reprints (sized 200 x 267 mm) are available in any language and quantity (English: min. 100; Translated: min. 500). **Order e-reprints** for email blasts and web postings. Please contact Matt McMullan at +1-514-726-5640 or email mmcmullan@mediajls.com.

NEJM Print Issue and Closing Dates

Effective January 1, 2022

Issue Date	Space Close	Material Close	Issue Date	Space Close	Material Close
January 6	December 6	December 15	July 7	June 7	June 16*
January 13	December 13	December 21	July 14	June 14	June 24
January 20	December 20	December 30	July 21	June 21	June 30*
January 27	December 27	January 7	July 28	June 28	July 8
February 3	January 3	January 13*	August 4	July 5*	July 15
February 10	January 10	January 21	August 11	July 11	July 22
February 17	January 18*	January 28	August 18	July 18	July 29
February 24	January 24	February 4	August 25	July 25	August 5
March 3	February 3	February 11	September 1	August 1	August 12
March 10	February 10	February 17*	September 8	August 8	August 19
March 17	February 17	February 25	September 15	August 15	August 26
March 24	February 24	March 4	September 22	August 22	September 1*
March 31	March 1	March 11	September 29	August 29	September 9
April 7	March 7	March 18	October 6	September 6	September 16
April 14	March 14	March 25	October 13	September 13	September 23
April 21	March 21	April 1	October 20	September 20	September 30
April 28	March 28	April 8	October 27	September 27	October 6*
May 5	April 5	April 14*	November 3	October 3	October 14
May 12	April 12	April 22	November 10	October 11*	October 21
May 19	April 19	April 29	November 17	October 17	October 28
May 26	April 26	May 6	November 24	October 24	November 4
June 2	May 2	May 13	December 1	November 1	November 10
June 9	May 9	May 20	December 8	November 8	November 17
June 16	May 16	May 26*	December 15	November 15	November 23
June 23	May 23	June 3	December 22	November 22	December 2
June 30	May 31*	June 10	December 29	November 29	December 8

Early closing dates are in red.

The **New England Journal of Medicine** is published in print every Thursday by NEJM Group, a division of the Massachusetts Medical Society.

Full-page run-of-book ads close one month prior to publication date. For fractional units, closing is 24 days prior to issue date. Allow 24 days for ads typeset by NEJM. U.S. advertisers and agencies must remit materials 10 days earlier to clear Canadian Customs.

Print Production Information

ROB PRODUCTION INFORMATION

Media

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop.

Disposition of Ad Materials

Digital files will be held for one year after last insertion and will then be destroyed unless otherwise notified.

Typesetting (noncommissionable)

Full page	C\$280
Two-thirds page	C\$260
Half page	C\$205
Third page	C\$190
Fourth page	C\$155
Eight page	C\$125

Production Charges (noncommissionable)

Pre-trim charge (per thousand)	C\$15
Corrections	C\$65
Key code change	N/C
Corrections: <10 words	N/C
>10 words	C\$30

Trim Size

Trim size of publication	7 7/8" x 10 1/2" (200 x 267 mm)
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Ad Page Sizes Non-bleed (Live Area)

Full	7" x 10" (178 x 254 mm)
Two-Thirds	4 1/2" x 10" (114 x 254 mm)
Half (Horizontal)	7" x 4 7/8" (178 x 124 mm)
Half (Vertical)	3 1/4" x 10" (82 x 254 mm)
Third	2 1/8" x 10" (54 x 254 mm)
Quarter	3 1/4" x 4 7/8" (82 x 124 mm)
Eighth	3 1/4" x 2 1/4" (82 x 51 mm)

Bleed Sizes

Full page	8 1/8" x 10 3/4" (206 x 273 mm)
Half page	8 1/8" x 5 5/8" (206 x 134 mm) or 4 1/4" x 10 3/4" (103 x 273 mm)
Gutter bleed	8 1/8" x 10 3/4" (206 x 273 mm)

Double-page spreads should be supplied as two, single-page files with allowance for gutter bleed:

Trim size of publication	7 7/8" x 10 1/2" (200 x 267 mm)
Single-page size of double-page spread bleed	8 1/8" x 10 3/4" (206 x 273 mm)
Overall size of double-page spread bleed	16 1/4" x 10 3/4" (412 x 273 mm)
Double-page spread trim	15 3/4" x 10 1/2" (400 x 267 mm)
Margin for live matter	1/2" (13 mm) on all edges

Specifications

NEJM is perfect bound, using 34 lb. coated text and 80 lb. coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%. Minimum is 10%.

Four-colour process (CMYK): 150-line screen preferred for all colours. Sum of percentages of tone values should not exceed 260%. No more than one solid colour. Maximum screen tone value for every colour is 85%. Minimize number of colours for reverse type, using key colour for shape of letters, with type in subordinate colours slightly larger than key colour for best registration.

Approvals

All product advertisements must be PAAB approved where applicable.

Where to Send Materials

Electronic delivery: Email ad to displayads@nejm.org with information regarding advertiser, issue date, and size of ad.

Results In Newsletters

Advertising in **Results In** shows a commitment to physician education. Each quarterly publication includes a collection of up to 10 summaries and short-form articles from the **New England Journal of Medicine**, chosen to reflect the most popular topical areas of interest to physicians. The summaries and articles are the most clicked-on items after searching for the key term (or related terms) in that quarter.

Results In newsletters are offered in a convenient 8-page, large newsletter format and feature:

- 4-colour images and illustrations for selected summaries
- An “Inside” section listing other summaries of interest
- Product summary and search activity results

Targeted Therapeutic Areas (7)

- Arthritis/Rheumatology
- Asthma/Lung Disease
- Cancer Therapeutics
- Cardiovascular Disease
- Diabetes
- Gastroenterology
- Heart Failure

If you are interested in other therapeutic areas, please contact Matt McMullan at +1-514-726-5640 or mmcmullan@mediajls.com for more information.



Your Advertising Program Includes

Your Advertising Program includes a full page advertisement on cover 4 (outside back cover). Some restrictions apply.

Contact Matt McMullan at +1-514-726-5640 or mmcmullan@mediajls.com for more information.

NEJM Group Update Disease State Supplement Series

Available In 9 Key Disease State Areas

Brought to you by NEJM Group, the most trusted brand in medicine, this advertising vehicle features editorially independent and clinically relevant original content, written by physician experts.

Each high-value issue contains:

- Explorations of recent developments by topic experts
- Disease-state review articles
- Key opinion leader roundtable discussions
- Spotlights on clinical controversies
- Visual summaries/abstracts
- Updates to clinical guidelines
- Research summaries
- Meeting reports
- Clinical images

Presented in short-form, easy-to-read, full-color format!

Connect your audience with essential, topic-relevant content around key specialty conferences.



2022 PRINT SUPPLEMENT TITLES

- *Breast Cancer Update*
- *Clinical Cardiology Update*
- *Clinical Hematology Update*
- *Clinical Infectious Diseases Update*
- *Clinical Neurology Update*
- *Clinical Oncology Update*
- *Lung Cancer Update*
- *Malignant Hematology Update*
- *Pulmonary and Respiratory Medicine Update*

ADVERTISING: Limited advertising space available, including premium positions and interspersed ROB placements.

For pricing and additional information, please contact Matt McMullan at +1-514-726-5640 or mmcmullan@mediajls.com.

NEJM Journal Watch Print

Advertising in an NEJM Journal Watch publication in print offers you the chance to list-target the specialists of your choice in an uncluttered advertising environment and in a vehicle physicians find valuable and timely.

Monthly publications come in 8- or 16-page formats that feature research summaries from leading medical journals.

Advertising opportunities for NEJM Journal Watch titles are available in 6 key specialties for a minimum commitment of three consecutive months.

NEJM JOURNAL WATCH MOBILE

Now you can extend your reach in print with a mobile solution! Besides being rendered in HTML5, NEJM Journal Watch Mobile includes these features:

- Device agnostic but optimized for mobile viewing
- Unrestricted access up to 5,000 users
- Cloud-based archive to extend 12 months following advertising program
- Email alert notifications for new issues
- Extended advertiser recognition

Contact **Matt McMullan** at **+1-514-726-5640** or **mmcmullan@mediajls.com** for more information.

PRINT PUBLICATIONS (MONTHLY)

- *NEJM Journal Watch Cardiology*
- *NEJM Journal Watch General Medicine*
- *NEJM Journal Watch Hospital Medicine*
- *NEJM Journal Watch Infectious Diseases*
- *NEJM Journal Watch Neurology*
- *NEJM Journal Watch Oncology and Hematology*

Your Advertising Program Includes

- Optional front-page corporate identification banner
- 4-page advertising insert

Some restrictions apply. Contact **Matt McMullan** at **+1-514-726-5640** or **mmcmullan@mediajls.com** for more information.

NEJM Journal Watch Print Specialty Titles

NEJM Journal Watch Cardiology

Edited by Harlan M. Krumholz, MD, SM,
Yale University School of Medicine

- Surveys 21 cardiology and general medical journals
- 20 to 22 research summaries/issue

NEJM Journal Watch General Medicine

Edited by Allan S. Brett, MD,
University of South Carolina School
of Medicine

- Surveys 66 medical journals
- 40 to 45 research summaries/issue

NEJM Journal Watch Hospital Medicine

Edited by Neil H. Winawer, MD, SFHM,
Emory University School of Medicine

- Surveys 18 medical journals
- 10 to 15 research summaries/issue

NEJM Journal Watch Infectious Diseases

Edited by Richard T. Ellison III, MD, University of Massachusetts Medical School

- Surveys 54 infectious diseases, general medical, and other specialty journals
- 15 to 20 research summaries/issue

NEJM Journal Watch Neurology

Edited by John C. Probasco, MD, Johns Hopkins School of Medicine

- Surveys 23 neurology, general medical, and other specialty journals
- 18 to 20 research summaries/issue

NEJM Journal Watch Oncology and Hematology

Edited by William J. Gradishar, MD, Northwestern University Feinberg School of Medicine

- Surveys 28 oncology, hematology, and general medical journals
- 12 to 15 research summaries/issue



NEJM Journal Watch Production Information

Supplied Ad Creative

Trim size of publication	7 7/8" x 10 1/2"
Ad page size	
Full page (content area)	7" x 10"
Bleed full page	8 1/8" x 10 3/4"
Bleed spread	16" x 10 3/4"
Trim size of spread	15 3/4" x 10 1/2"

Double-page spread should be supplied as a single file without any allowance for gutter bleed. Margin for live matter is 1/2" on all sides.

Acceptable Page Layout File Formats

Send high-resolution PDF/x-1a files (include the .125" bleed where necessary, and crop marks). Files should be Acrobat 8 compatible or no lower than Acrobat 4 compatible. If supplying application files for backup, they should be OS X and InDesign CS6, or save as IDML files; include fonts and images. 150-line halftone screen is preferred. Maximum screen tone value is 85%. Minimum is 10%. **Four-colour process (CMYK):** 150-line screen preferred for all colours.

Media and Labeling Requirements

Mac CD preferred or FTP transfer (provide access information). Issue date should be clearly marked on label.

Please include advertiser, agency name and contact person, phone number, sponsor contact, file name/number, return address, and printout of disk contents.

Supplied Inserts

- Newsletter inserts are flat collated at 17" x 10 1/2", saddle-stitched, folded, and face-trimmed to 7 7/8" finished size. No head or foot trim allowance is necessary.
- Supply inserts flat at size specified below. We cannot accept folded inserts.
- A folding dummy is required along with packing slips of contents.
- Maximum acceptable thickness of paper stock is .007".
- Overage is determined by the print quantity. Contact the Publisher for specifics.

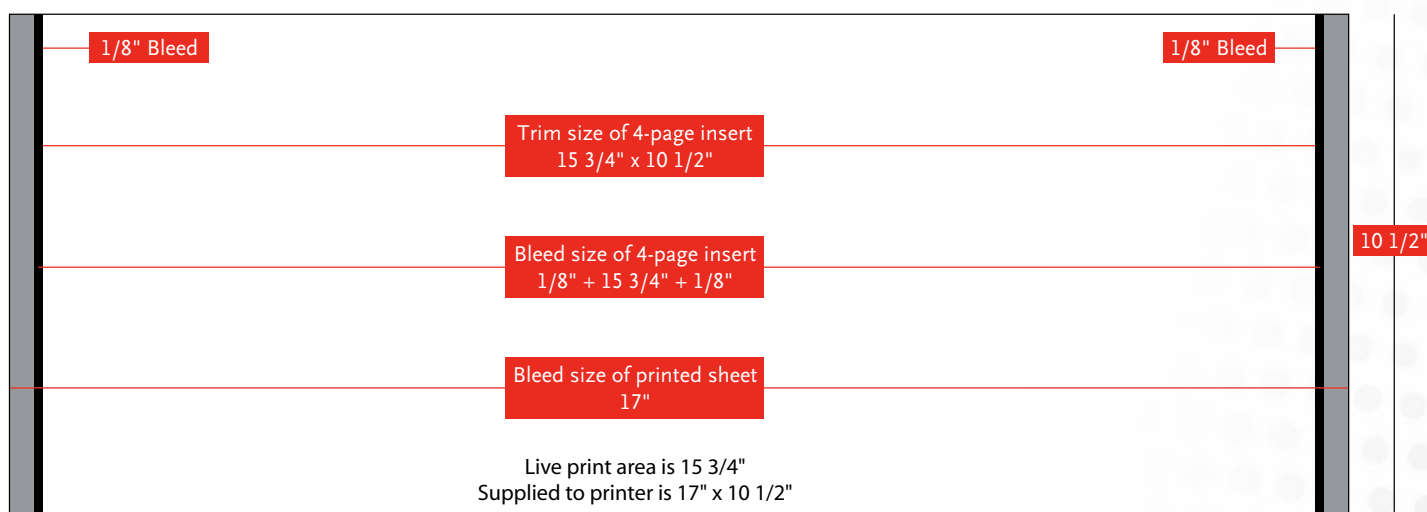
Print Vendor Instructions for Supplied Inserts

IMPORTANT NOTE: Due to the need of an additional face trim, supplied inserts need to be printed on a larger sheet than the actual size of the ad. Due to a 5/8" face trim, 4-page ad inserts need to be supplied oversized at 17" x 10 1/2".

4-Page Insert

- Ad size will remain as noted above.
- Supply 4-page ad insert on 17" x 10 1/2" sheet size.
- For 4-page insert spreads, the supplied printed sheet will include 1/2" white space for face trim. Bleed encroachment in face trim area is acceptable.

continued



Graphic not to scale.

To inquire about newsletter production requirements, please contact Peter Merchant at +1-781-434-7745 or pmerchant@mms.org.

NEJM Journal Watch Production Information *continued*

Contact Information

Massachusetts Medical Society
860 Winter Street, Waltham, MA 02451

Business Manager

Anne Russ aruss@mms.org; +1-781-434-7784

Premedia Operations Supervisor

Peter Merchant pmerchant@mms.org; +1-781-434-7745

Premedia Operations Manager

MJ Medas mmedas@nejm.org; +1-781-434-7274

Digital File Delivery Options

If the file size is smaller than 10MB, you can email files to Peter Merchant (pmerchant@mms.org) and MJ Medas (mmedas@nejm.org). If files are greater than 10MB, you can reach out to Peter and/or MJ for instructions and log on access to the MMS FTP server. We can also accept files via Dropbox or other file-sharing methods.

Shipping Instructions

Ship inserts prepaid to:

Attn: Peter Merchant

NEJM/MMS

Antico Industrial Park

108 Clematis Avenue, Unit 6

Waltham, MA 02453

+1-781-434-7960

Printer cannot accept collect shipments.

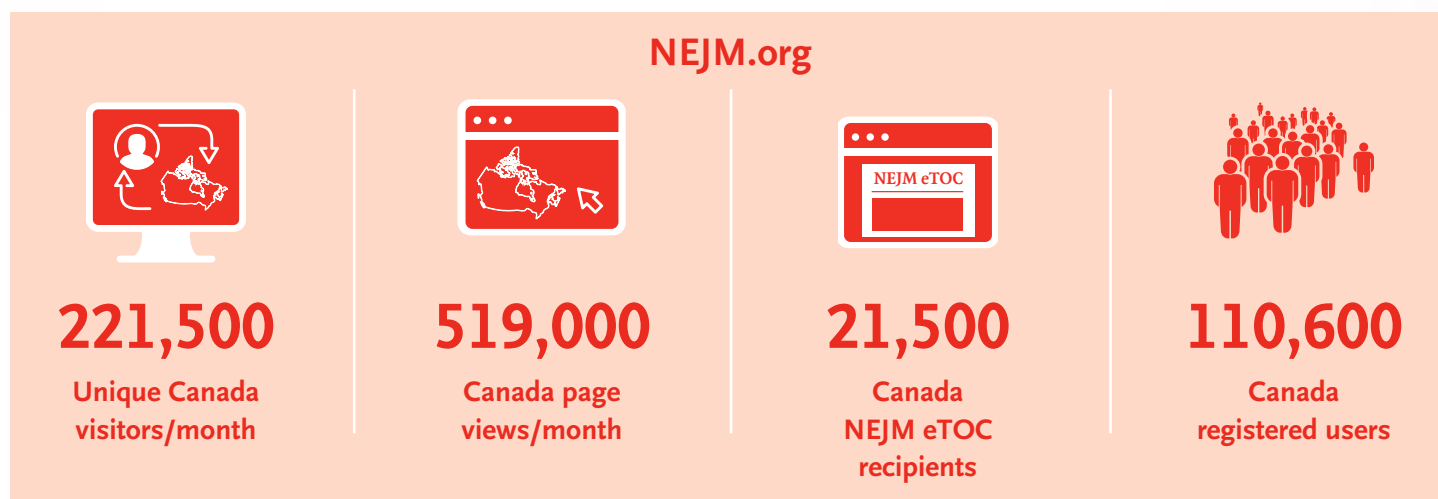
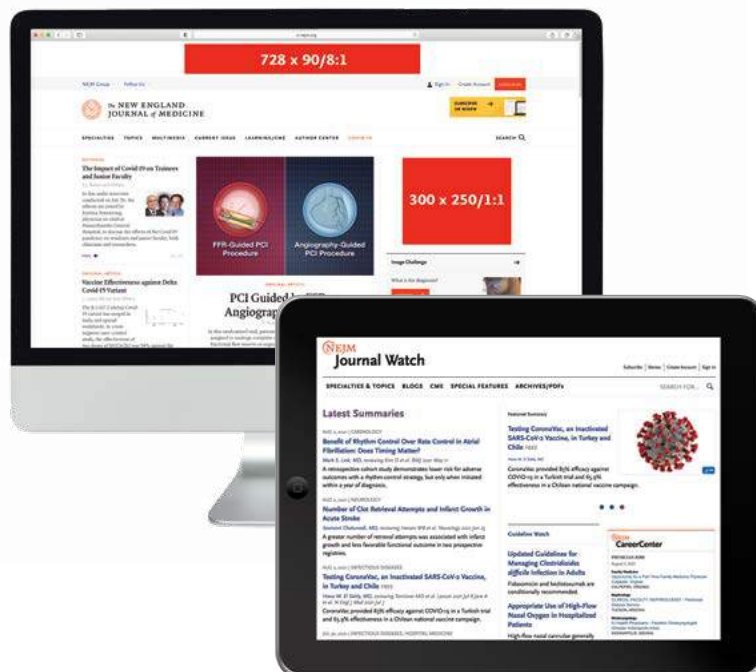
- Inserts are to be boxed and shipped flat (**SECURED**).
- Cartons cannot exceed 25 lb.
- More than 6 cartons must be on a skid.
- Pack inserts tightly to prevent shifting during transport. Do not stuff cartons with material.
- Mark all cartons with quantity, issue date, name of publication, and number of cartons.
- Packing slip and folding dummy is required with each shipment.
- Appropriate-size cartons must be used; double-wall cartons recommended.

NEJM Group in Digital

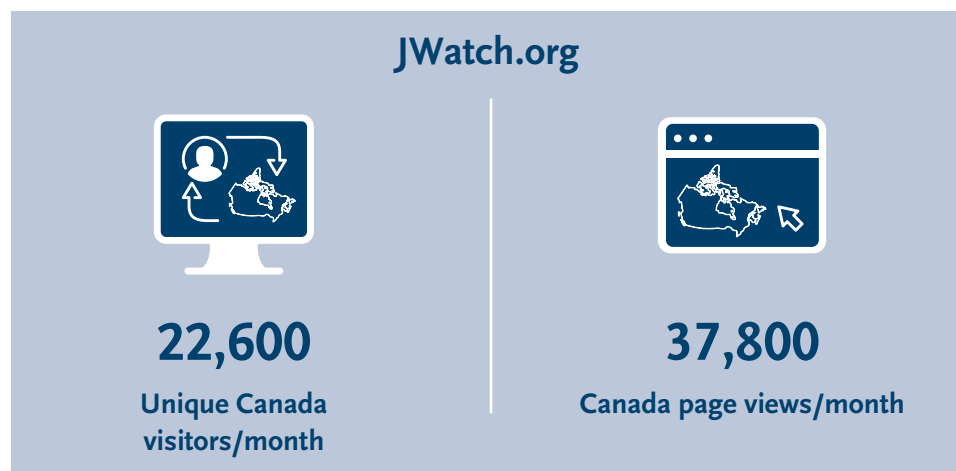
NEJM.org and **JWatch.org** make it easy to reach influential HCPs. These premium and trusted NEJM Group sites bring you a wide range of specialty-specific messaging options.

You can target specialists with demographic, search term, and contextual site targeting, or through opt-in emails that feature up to 40% open rates.

For all digital inquiries, please contact:
Matt McMullan at **+1-514-726-5640** or **mmcmullan@mediasls.com**.



NEJM.org Adobe Analytics Traffic Reports, 2021



JWatch.org Adobe Analytics Traffic Reports, 2021

Digital Advertising Overview

TARGETED SOLUTIONS NEJM GROUP DIGITAL SPECIALTY PACKS	TARGETED SOLUTIONS NEJM eTOC, NEJM/NEJM JOURNAL WATCH eTOCS AND ALERTS
Description <ul style="list-style-type: none"> Combines demographic, search term, and contextual targeting with ROS Ads served across NEJM.org and JWatch.org Nine key specialty areas available 	Description <ul style="list-style-type: none"> High frequency email packages Includes eTOCs and topic alerts audience Many specialty areas available
Benefits <ul style="list-style-type: none"> Your message runs on NEJM Group's premium and safe sites Target influential prescribers in key therapeutic areas 	Benefits <ul style="list-style-type: none"> Your message reaches 100% opt-in audience Open rates up to 40% help ensure your message is seen

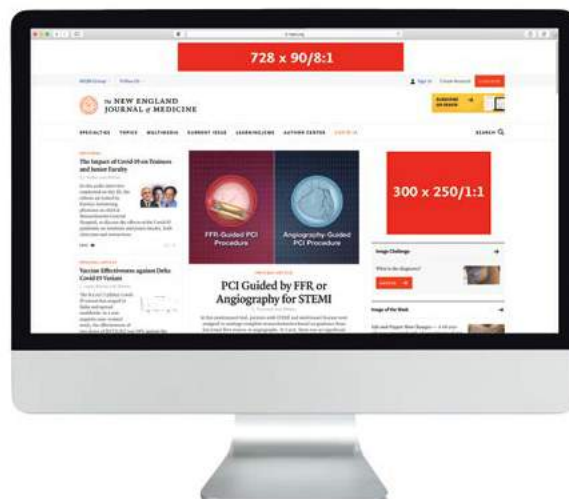
RUN-OF-SITE DISPLAY ADS NEJM RUN-OF-SITE DISPLAY ADS
Description <ul style="list-style-type: none"> Display ads served across NEJM.org Includes subscribers, registered users, nonregistered users, and clinicians at site-licensed institutions
Benefits <ul style="list-style-type: none"> Broad digital brand exposure on "best-in-class" site Home page takeovers and other options maximize your impact

HIGH IMPACT ADVERTISING PROGRAMS NEJM IMAGE CHALLENGE
Description <ul style="list-style-type: none"> 100% SOV on interactive Image Challenge web page Exclusive exposure
Benefits <ul style="list-style-type: none"> Advertise on one of the most popular features on NEJM.org Interactivity optimizes user engagement

Digital Advertising on NEJM.org

NEJM Group digital properties bring you opportunities to reach your most important audience with:

- **Email advertising options** that include specialty-relevant email groups in multiple specialty areas.
- **Specialty pages** that bring together all current articles in a given specialty. Each specialty page supports leaderboard and medium rectangle ads. You can target visitors to a specialty page through purchase of a Targeted Specialty Pack.
- **Ad placements** on browse, index, archive, trends, search, specialty, and article pages.
- **Image Challenge advertising program.**



Canadian physicians consider NEJM.org valuable in staying current on medical literature; 38% of physicians visited NEJM.org weekly and 34% visited monthly.

Source: 2020 Canadian Essential Journal Study

2022 Rates

Gross Rate

ROS CPM	C\$98.00
Half page	C\$107.00
Expandable unit premium†	C\$107.00
Home Page Takeover	C\$118.00

†Not available on half-page ad units

Some restrictions apply.

Prices are subject to change without notice.

 See page 26 for production information.

Supported Ad Units

	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Medium rectangle	300 x 250	1:1
Half page	300 x 600	1:2
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Micro bar	88 x 31	n/a

Expandables accepted at a premium for ROS campaigns.
Expandables not accepted for half-page.

Accepted third-party servers: Doubleclick, Pointroll, Sizmek. Please contact onlineadoperations@nejm.org if you are interested in using a different third-party server.

Home Page Takeover (HT) Guidelines

- A maximum of two consecutive weeks is allowed.
- A maximum of 12 weekly HTs may be purchased by a single brand in a calendar year.
- All HTs are subject to final review up to one week prior to start date.
- Per NEJM Group Advertising Policies, all advertisements are subject to approval of the *New England Journal of Medicine* and NEJM Journal Watch Publisher, which reserves the right to reject or cancel any ad at any time.

NEJM Group Digital Specialty Packs

Targeted specialty packs across NEJM.org and JWatch.org make it easier to reach the specialists of your choice.

When you buy a targeted specialty pack, your ad reaches your target audience on NEJM.org and JWatch.org through:

- **NEJM.org demographic targeting:** Your ad follows authenticated specialists during their visit to NEJM.org. For example, when you buy a cardiology specialty pack, your ad appears whenever a cardiologist navigates to non-article ad-bearing pages.
- **NEJM.org search term targeting:** Your ad appears on all relevant search results pages. For example, when you buy a cardiology specialty pack, your ad appears on the search results page when a visitor searches for terms like “hypertension” or “heart failure.”
- **NEJM.org contextual targeting:** Your ad appears on the relevant specialty page that brings together all current articles in a given specialty. For example, when you buy a cardiology specialty pack, your ad appears when a visitor navigates to the NEJM.org cardiology page.
- **JWatch.org contextual targeting:** Your ad appears on relevant JWatch.org content pages. For example, when you buy a cardiology specialty pack, your ad appears on cardiology, hypertension, and lipid management pages.

Specialty packs include ROS impressions across NEJM.org, including exposure to nonregistered users and clinicians from all academic and hospital site license domains.

Impressions and Rates

Click for [impressions and rates](#).

Supported Ad Units

	Pixels	Aspect Ratio
Leaderboard (required)	728 x 90	8:1
Medium rectangle (required)	300 x 250	1:1
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Half page	300 x 600	1:2

Targeted Specialty Packs

Cardiology	Oncology/Hematology
Endocrinology	Pediatrics
General Medicine	PUD/Pulmonary
Nephrology	Rheumatology
Neurology	



NEJM Group Digital Specialty Pack Rates

2022 TARGETED SPECIALTY PACK IMPRESSIONS AND RATES

	Targeted Impressions*	NEJM.org ROS Impressions	Total Impressions/ Month*	Gross Rate/ Month
Cardiology	2,200	50,000	52,200	C\$5,665
Endocrinology	800	50,000	50,800	C\$5,645
General Medicine	14,000	50,000	64,000	C\$6,595
Nephrology	450	50,000	50,450	C\$5,600
Neurology	1,000	50,000	51,000	C\$5,665
Oncology/Hematology	2,400	50,000	52,400	C\$5,740
Pediatrics	475	50,000	50,475	C\$5,625
PUD/Pulmonary	2,000	50,000	52,000	C\$5,740
Rheumatology	300	50,000	50,300	C\$5,600

Impressions are guaranteed. Packs are purchased on a flat rate basis.

**Demographic, Search Term, Contextual*



See page 26 for production information.

Email Advertising Programs

NEJM ETOC

This opt-in email table of contents (eTOC) is delivered to over 21,500 Canadian physicians and health care professionals every Wednesday evening.

With a 50% share of voice each week, your leaderboard and medium rectangle ads rotate between positions.

Required Ad Units

	Pixels
Leaderboard	728 x 90
Medium rectangle	300 x 250

GIF only; rich media not supported.

2022 Rate

Frequency	Gross Rate
Weekly	C\$2,684

Prices are subject to change without notice.



 See page 26 for production information.

For more information, contact **Matt McMullan** at +1-514-726-5640 or mmcmullan@mediajls.com.

SPECIALTY-TARGETED EMAILS

These **specialty-oriented email groups** deliver your 100% share of voice ad to opt-in recipients.

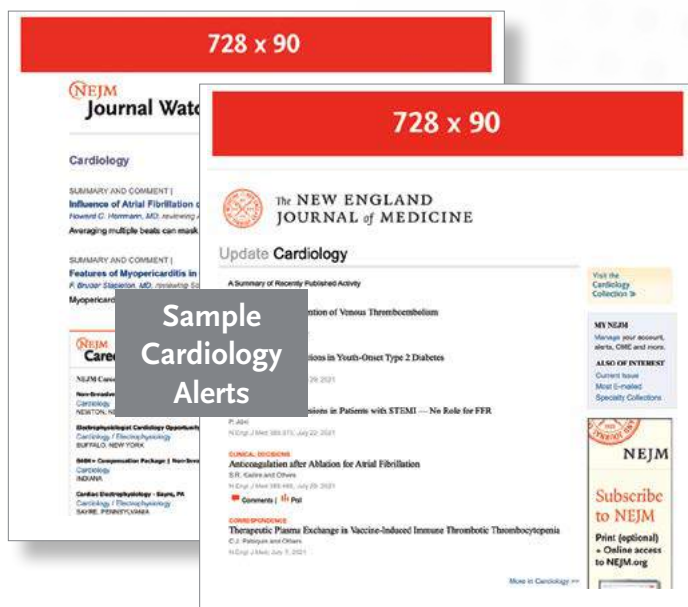
Available in 11 specialty areas, each group includes:

- Weekly JWatch.org eTOC in relevant specialty area.
- One or more monthly NEJM Journal Watch topic alerts in relevant content area.
- One or more monthly NEJM topic alerts in relevant content area.

Required Ad Units

	Pixels
Leaderboard	728 x 90

GIF only; rich media not supported.



 See page 26 for production information.

continued

TARGETED EMAILS *continued*

2022 NEJM/NEJM JOURNAL WATCH SPECIALTY-TARGETED EMAIL GROUP RATES

Group	Email Type	Frequency/ Month	Drop Schedule	Months with 5 Sends	Approximate Sends/Month*	Gross Rate/ Month
Cardiology	NEJM Journal Watch Cardiology	eTOC	4	Wednesday	Mar, Jun, Aug, Nov	9,000
	NEJM Journal Watch Hypertension	alert	1	15th		2,000
	NEJM Journal Watch Lipid Management	alert	1	23rd		1,700
	NEJM Cardiology	alert	1	1st Monday		4,100
	TOTAL		7			16,800
Endocrinology/ Diabetes	NEJM Journal Watch Diabetes	alert	1	16th		2,000
	NEJM Endocrinology	alert	1	1st Monday		2,300
	TOTAL		2			4,300
General Medicine	NEJM Journal Watch General Medicine	eTOC	8	Tuesday/Thursday	Mar, May, Aug, Nov	36,000
	NEJM Journal Watch Aging/Geriatrics	alert	1	1st		1,100
	NEJM Allergy/Immunology	alert	1	1st Monday		1,600
	NEJM Geriatrics/Aging	alert	1	1st Monday		1,800
	NEJM Primary Care/Hospitalist	alert	1	1st Monday		2,200
	TOTAL		12			42,700
HIV/AIDS	NEJM Journal Watch HIV/AIDS	eTOC	4	Monday	Jan, May, Aug, Oct	3,000
Hospital Medicine	NEJM Journal Watch Hospital Medicine	eTOC	4	Monday	Jan, May, Aug, Oct	5,200
Infectious Diseases	NEJM Journal Watch Infectious Diseases	eTOC	4	Wednesday	Mar, Jun, Aug, Nov	7,200
	NEJM Journal Watch STDs	alert	1	10th		900
	NEJM Infectious Disease	alert	1	1st Monday		3,000
	TOTAL		6			11,100
Neurology	NEJM Journal Watch Neurology	eTOC	4	Tuesday	Mar, May, Aug, Nov	5,500
	NEJM Journal Watch Stroke	alert	1	8th		1,600
	NEJM Neurology/Neurosurgery	alert	1	1st Monday		2,200
	TOTAL		6			9,300
Nutrition/Obesity	NEJM Journal Watch Nutrition/Obesity	alert	1	27th		1,550
Oncology and Hematology	NEJM Journal Watch Oncology and Hematology	eTOC	4	Friday	Apr, July, Sept, Dec	4,300
	NEJM Journal Watch Breast Cancer	alert	1	3rd		850
	NEJM Hematology/Oncology	alert	1	1st Monday		2,550
	TOTAL		6			7,700
Pulmonary Disease/ Pulmonary	NEJM Journal Watch Allergy/Asthma	alert	1	2nd		1,150
	NEJM Journal Watch Respiratory Infections	alert	1	17th		1,500
	NEJM Pulmonary/Critical Care	alert	1	1st Monday		2,500
	TOTAL		3			5,150
Rheumatology	NEJM JW Arthritis/Rheumatic Disease	alert	1	28th		930
	NEJM Rheumatology	alert	1	1st Monday		1,600
	TOTAL		2			2,530

*Total estimated sends for email group are guaranteed; however, sends/impressions by individual email title can vary based on content published.

 See page 26 for production information.

Interactive NEJM.org Advertising Program

IMAGE CHALLENGE ADVERTISING PROGRAM

The Image Challenge at NEJM.org hones physicians' diagnostic skills and is one of the most popular features on the site.

The advertising program features an optional micro bar ad unit below the Image Challenge module on the home page, plus advertising exclusivity on the Image Challenge page.

Canadian impressions per month **12,500/home page micro bar**
20,000/Image Challenge page

Required Ad Units

	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Medium rectangle	300 x 250	1:1
Micro bar	88 x 31	n/a

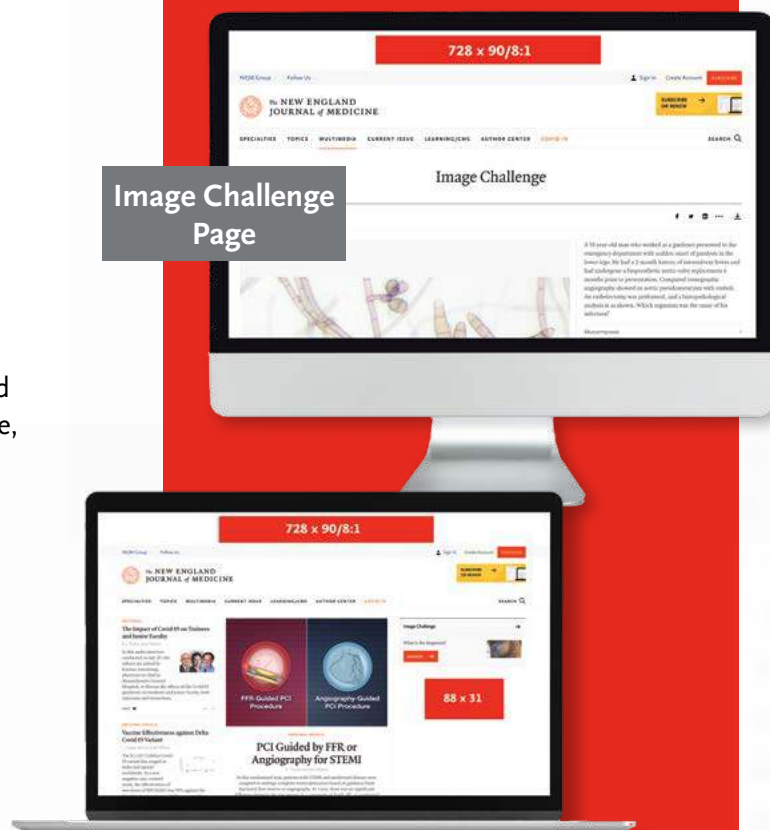
2022 Rates

Frequency	Gross Rate
Per month (with micro bar)	C\$5,300
Per month (without micro bar)	C\$2,650

Prices are subject to change without notice.

 See page 26 for production information.

Image Challenge Page



Digital Production Information

NEJM AND NEJM JOURNAL WATCH

	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Medium rectangle	300 x 250	1:1
Half page	300 x 600	1:2
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Micro bar	88 x 31	n/a

Expandables are accepted, but not for half page.

Rich media is not supported for emails. For emails please provide GIFs only.

Ad units vary depending on NEJM/NEJM Journal Watch product. See individual pages for required units.

To Submit an Insertion Order

Email your insertion order (IO) to:

Sales Representative

Matt McMullan

JLS Media

+1-514-726-5640

mmcmullan@mediajls.com

To Submit an Ad

Email your creative, citing the IO name and reference number, to the contact above.

Approvals

All ads are subject to approval by the *New England Journal of Medicine*, which reserves the right to reject or cancel any ad at any time. Approval may take up to seven days.

Types of Advertising Accepted

Generally acceptable for consideration are pharmaceutical products, medical and medical equipment products and services, medical software and practice management products and services, including office equipment and supplies, medical billing systems, and medically appropriate websites.

Generally acceptable for consideration with certain conditions are calls for patients to participate in clinical trials or clinical-trial matching services. These ads can be considered if the trial is registered with Health Canada and conducted by a recognized institution.

Other ad types are accepted. Those not described above are reviewed on a case-by-case basis.

Online Cancellation Policies

Advertisers may cancel the entire insertion order or any portion thereof as follows:

Run-of-Site banner programs: On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.

Flat fee-based or fixed-placement programs including but not limited to Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, Physician's First Watch, and all other email products. On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign.

For cancellations made 15 to 30 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

Click for more [email advertising information](#) and complete [NEJM advertising policies](#).

Digital and Email Advertising Specs

	NEJM.org	JWatch.org
HTML5/GIF Specs		
Test time required	5 business days	5 business days
Accepted banner sizes	728 x 90 8:1 300 x 250 1:1 160 x 600 1:4 120 x 600 N/A 300 x 600 1:2	728 x 90 8:1 300 x 250 1:1 160 x 600 1:4 120 x 600 N/A 300 x 600 1:2
Max looping/animation	3 loops	3 loops
1. Max GIF weight	300 KB	300 KB
2. Max HTML5 weight	300 KB	300 KB
Expandable Specs		
Test time required	5 business days	5 business days
Format	Expandable units must come from a third-party server (DoubleClick, Pointroll, etc.)	Expandable units must come from a third-party server (DoubleClick, Pointroll, etc.)
Panel expansion	User-initiated/click/tap or mouse over	User-initiated/click/tap or mouse over
Panel contraction	Ads must contain a clearly marked Close "X" button and should contract when cursor leaves the ad.	Ads must contain a clearly marked Close "X" button and should contract when cursor leaves the ad.
Max panel expansion size	728 x 90 to 728 x 360 300 x 250 to 600 x 250 120 x 600 and 160 x 600 to 600 x 600	728 x 90 to 728 x 360 300 x 250 to 600 x 250 120 x 600 and 160 x 600 to 600 x 600
Max weight total (initial)	150 KB	150 KB
Max weight total (subload)	300 KB	300 KB
Panel expansion direction	728 x 90 expand down. 300 x 250 expand left. 120 x 600 and 160 x 600 expand left.	728 x 90 expand down. 300 x 250 expand left. 120 x 600 and 160 x 600 expand left.
Other	Auto-play ads not accepted. User instructions must be clearly marked.	Auto-play ads not accepted. User instructions must be clearly marked.
Z Index	0–1,000	0–1,000
Video Specs (in-banner)		
Video acceptance	Upon approval, within above banner sizes only.	Upon approval, within above banner sizes only.
User initiated requirements	Activation (sound and video) must be user-initiated. Continuous looping not permitted. Replay must be user-initiated.	Activation (sound and video) must be user-initiated. Continuous looping not permitted. Replay must be user-initiated.
Max play time (user initiated)	30 seconds	30 seconds
Required controls	Ads must contain start/stop/pause button and mute button. Rewind/fast forward buttons accepted.	Ads must contain start/stop/pause button and mute button. Rewind/fast forward buttons accepted.
Other	Auto-play ads not accepted. User instructions must be clearly marked.	Auto-play ads not accepted. User instructions must be clearly marked.
Z Index	0–1,000	0–1,000
Email Advertising GIF Specs		
	NEJM eTOC	NEJM Journal Watch
Test time required	5 business days	5 business days
Max banner size	728 x 90, 300 x 250	728 x 90
Max looping/animation	3 loops	3 loops
Max GIF weight	40 KB, GIF only	40 KB, GIF only
<ul style="list-style-type: none"> Animated GIFs are accepted; however, for email recipients using certain versions of Outlook (2007, 2010, 2013) only a static representation of the GIF image will show on the first frame. Advertisers may wish to include branding and other important information on the first frame. Third-party no script tags are accepted if the tags render the actual GIF image and the URL landing page. Tags that render a 1x1 pixel are not accepted. Rich media is not supported. 		

Note: Any changes to creative or ad tags must be submitted for advance approval before going live, even if within campaign duration.

NEJM Group Advertising Policies

1. All advertisements are subject to the approval of the Publisher which reserves the right to reject or cancel any ad at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
4. Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines contact your sales director or visit nejmadsales.org/index.php/advertorial-guidelines.
7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher's written approval for such use.
8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this media kit.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.
14. Advertiser represents and warrants that all advertisements and pharmaceutical products they advertise are compliant with all applicable laws, rules, and regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
15. RECRUITMENT ADS: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
16. DIGITAL ADS: Any use of NEJM trademarks or copyrighted material for links to and from Publisher's website must be approved in advance by Publisher. Any unauthorized linking is prohibited. Publisher does not endorse or support any product or organization linked to its website, nor is Publisher responsible for the content of any website promoted in an ad. The use by advertiser or its agency of pixels, beacons, cookies, tracking tags, or similar technology in advertising creative for the purpose of collecting personally identifiable information is prohibited.

continued

NEJM Group Advertising Policies *continued*

DIGITAL CANCELLATION POLICIES

Advertisers may cancel the entire insertion order, or any portion thereof, as follows:

- **Run-of-Site banner programs:** On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.
- **Flat Fee-based or fixed-placement programs** (including but not limited to Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, Physician's First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

NEJM Group Contact Information

860 Winter Street, Waltham, MA 02451-1413

Business hours: 8:00 a.m. to 4:00 p.m. EST

Tel: +1-800-635-6991 or +1-781-893-3800

Fax: +1-781-647-5785

nejmadsales.org

NEJM and NEJM Journal Watch

Canadian Sales Representative

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JLS Media

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mmcmullan@mediajls.com

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Manager, Media Sales Support and Systems

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Regional Manager, Print Advertising and Sponsorship

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Senior Online Billing Specialist

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aangelo@nejm.org; onlineadoperations@nejm.org

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