

Advertising & Sales Office

Pharmaceutical Media, Inc.

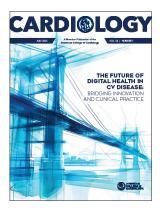
4 South Orange Avenue, #504 | South Orange, NJ 07079

Kathleen Malseed - 215.852.9824 **Eamon Wood** - 212.904.0363

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Advertising Production Patti McCormack - 212.904.0376

pmccormack@pminy.com



Circulation

TOTAL PRINT CIRCULATION: 35,500

2026 Advertising Rates

Earned Rates: Earned page rate is determined by the

number of pages per year.

Agency Commission: 15%

B/W Space Charges:

| Frequency | A-Size | 1/2 Page | 1/4 Page |
|-----------|---------|----------|----------|
| 1X | \$5,200 | \$3,200 | \$2,200 |
| 3X | \$5,125 | \$3,125 | \$2,125 |
| 6X | \$5,050 | \$3,050 | \$2,050 |
| 12X | \$4,975 | \$2,975 | \$1,975 |
| 24X | \$4,900 | \$2,900 | \$1,900 |
| 36X | \$4,825 | \$2,825 | \$1,825 |
| 48X | \$4,750 | \$2,750 | \$1,750 |
| 72X | \$4,675 | \$2,675 | \$1,675 |

Color Rate: (in addition to B/W rates)

Color: \$2,000

Premium Positions

Inside Front Cover: 50% Back Cover: 50% Other: 25%

Tip-on Cards and Outserts: Prices available upon request

2026 RATES & DATA

Issuance and Closing Dates

| Issue Date | Closing | Materials | Cover Tips | Mail |
|------------|----------|-----------|---------------|---------|
| Jan/Feb | 12/23/25 | 1/2/26 | 1/7/26 | 1/27/26 |
| March | 2/2/26 | 2/11/26 | 2/17/26 | 3/9/26 |
| April | 3/5/26 | 3/16/26 | 3/19/26 | 4/8/26 |
| May | 4/2/26 | 4/13/26 | 4/16/26 | 5/6/26 |
| June | 4/30/26 | 5/11/26 | 5/13/26 | 6/4/26 |
| Jul/Aug | 6/3/26 | 6/12/26 | 6/18/26 | 7/8/26 |
| September | 7/30/26 | 8/10/26 | 8/13/26 | 9/2/26 |
| October | 8/27/26 | 9/7/26 | 9/10/26 | 9/30/26 |
| November | 10/1/26 | 10/12/26 | 10/15/26 | 11/4/26 |
| December | 10/29/26 | 11/9/26 | 11/11/26 | 12/4/26 |

Mechanical Requirements

Trim Size: 8.375" x 10.875"

Paper Stock: 50 lb coated (inside) 80 lb coated (covers)

Type of Binding: Saddle-Stitched

| Ad Sizes | Non-Bleed | Bleed | |
|--------------|------------------|-------------------|--|
| Full Page | 7.375" x 9.875" | 8.625" x 11.125" | |
| Spread | | 17" x 11.125" | |
| 1/2 Page (H) | 7.375" x 4.9375" | 8.625 "x 5.5625" | |
| 1/2 Page (V) | 3.0625" x 9.875" | 4.3125" x 11.125" | |
| 1/4 Page | 3.5 "x 4.9375" | N/A | |

Reproduction Requirements (ROB):

Digital Files Required Preferred Format: PDF/X-1a **Checklist Before Submission:**

- Convert all RBG color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

Asset Delivery:

Patti McCormack - pmccormack@pminy.com