

## 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

accsales@pminy.com

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 RGB 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