

Medicare Patient Management

Enhancing Senior Care Delivery

Staff

Editor-in-chief

Richard G. Stefanacci, DO, MGH, MBA,
 AGSF, CMD
 215-596-7466
 rstefanacci@healthcommedia.com

Editorial Director

Joan Horvath
 215-489-7000 x113
 jhorvath@healthcommedia.com

Art Director

David Beverage
 215-794-2234
 dbeverage@healthcommedia.com

Sales

Associate Publisher

David J. Ricci
 215-489-7000 x115
 dricci@healthcommedia.com

Group Publisher

Gregory Osborne
 215-489-7000 x101
 gosborne@healthcommedia.com

Consulting Editor

William E. Green, RPh, FASCP
 215-489-7000 x122
 wgreen@healthcommedia.com

Design Manager

Matie Anne Patterson
 215-489-7000
 mpatterson@healthcommedia.com

Associate Publisher

David J. Ricci
 215-489-7000 x115
 dricci@healthcommedia.com

Copy Editor

Jennifer Maybin
 215-489-7000
 jmaybin@healthcommedia.com

Traffic/Production Manager

Jennifer Kenny
 215-489-7000 x119
 jkenny@healthcommedia.com

Controller

Dean Kittel
 215-489-7000 x105
 dkittel@healthcommedia.com

HealthCom Media

Lantern Hill Business Park 259 Veterans Lane 3rd Floor Doylestown, PA 18901 Phone 215-489-7000 Fax 215-489-7007

www.medicarepatientmanagement.com

Rates

1. Effective Date and Discounts

- Effective January 1, 2009
- 15% Agency discount on total of ad space, color, and cover position. Additional costs are not subject to agency discount.

2. Earned Rates

- Space is calculated based on the total number of advertising pages in a 12-month period.

3. Rates (US Dollars)

	1x	4x	8x	12x	24x	36x	48x
Full Page	7950	7868	7628	7300	6733	6320	6087
2/3 Page	6492	6297	6095	5839	5387	5062	4867
1/2 Page	5271	5116	4952	4743	4378	4112	3958
1/3 Page	3809	3701	3584	3428	3165	2970	2862
1/4 Page	2915	2829	2745	2628	2426	2278	2192

4. Color Charges (US Dollars)

- Standard color	816
- Matched color	1167
- 3- & 4-color process	2250
- 4-color spread	4238
- Five colors/metallic	Consult Publisher

5. Preferred Positions

- Cover 4 & Center Spread	Plus 50%*
- Cover 2	Plus 40%*
- Cover 3	Plus 25%*
- Opposite TOC	Plus 25%*
- Special Positions	Plus 20%*

*on earned B&W rate

6. Classified Advertising Rates

- See classified rate card.

7. Availability and Acceptance of Inserts

- Inserts must be approved by the Publisher.
- Accept BRCs upon Publisher's approval. BRCs will be charged at the 1x standard black and white rate and must be accompanied by an advertisement minimum of 1/2 page.

8. Commissionable Insert Charges

- Billed at the earned black and white frequency rate, plus \$679 non-commissionable tip-in charge.

9. Insert Sizes and Specifications

- Minimum paper weight:
 - If 2 pages (single sheet)– 75 pound.
 - If 4 pages or more (2 sheets or more)– 60 pound.
 - If Center position and 4 pages or more–75 pound.
- Furnished full-page inserts as follows: 8-1/8" x 11-1/8".

10. Insert Trimming

- Printer trims inserts as follows:
 - 1/8" at face, 1/8" at foot, 1/8" at head.

11. Insert Quantity

- Quantity required: 61,000 inserts per issue.

12. Insert Packing and Shipping Instructions

- Packaging instructions as follows: Bricklayered on pallets, banded or stretch-wrapped, or packed in cartons.
- Inserts should be sent to the following address:
 - Publisher's Press
 - 100 Frank E. Simon Avenue
 - Shepherdsville, KY 40165
 - Attn: **Medicare Patient Management**
 - Phone: 800-214-1102

Issuance and Closing

13. Date of First Publication

- January 2006

14. Frequency

- Bi-monthly

15. Mailing Date and Class

- 10th of each odd month
- Presorted Standard Class

16. Closing Dates

Issue	Closing Date
January/February	December 5, 2008
March/April	February 6, 2009
May/June	April 6, 2009
July/August	June 5, 2009
September/October	August 6, 2009
November/December	October 6, 2009

Editorial

17. Special Issues and Editorial Index

- Editorial Index in November/December issue.

18. General Editorial Direction:

- **Medicare Patient Management (MPM)** is the first and only journal focused on enhancing care for seniors as Medicare reforms force a shift from an acute care, volume-based paper system to an integrated digital system of enhanced preventive care. Quality of care issues become paramount for physicians, managed care insurers, and nearly 42 million Medicare beneficiaries. **MPM** helps to enhance care for seniors by offering:
 - tools to help practitioners implement evidence-based medicine
 - a discussion of evidence based prescribing models that examine medication costs and benefits
 - insight on the integration of innovative information systems in clinical practice
 - helping providers improve outcomes for their patients and their practices

19. Average Issue Information

(Based on data from January/February 2008 to September/October 2008)

- Number of feature articles	5
- Average length of feature articles	5 pages
- Average advertising percentage	19 %
- Departments	Clinical Guidelines, Medicare Minutes, Legal Corner, Case Study, Resources, Ask the Experts, and more.

20. Origin of Editorial

- Staff-written	20%
- Solicited	60%
- Submitted	20%
- Article rejection rate	N/A

Review procedure: Articles are reviewed by the Editor-in-Chief and two other Editorial Advisory Board members.

Circulation

21. Circulation Descriptions

1. Physicians/Prescribers

Cardiology	Emergency Medicine
Endocrinology	Family Medicine
Gastroenterology	General Medicine
General Surgery	Geriatric Medicine
Hematology	Infectious Diseases
Internal Medicine	Nephrology
Obstetrics & Gynecology	Oncology
Orthopedic Surgery	Pulmonary Disease
Psychiatry	Renal Medicine
Rheumatology	Urology

2. Managed Care Organizations

- Medicare Directors
- Medicaid Directors
- Medical Directors
- Pharmacy Directors

22. Selection Criteria

- Demographic selection based on the following criteria:
 - Physicians with highest percentage of Medicare claims. [Center for Medicare & Medicaid Services (CMS)]

23. Subscription Rates (US Dollars)

US	65 per year
Outside US	95 per year
- Back issues	
US	12 per issue
Outside US	20 per issue

24. Circulation Verification:

- Publisher's Sworn Statement.
- Circulation guaranteed by print and electronic distribution.

25. Circulation Grid

Specialty	Total
Family Medicine	10,711
General Medicine	608
Internal Medicine	11,437
Primary Care Physician Total	22,756
Cardiology	4,103
Emergency Medicine	2,773
Endocrinology	385
Gastroenterology	1,482
General & Orthopedic Surgery	2,366
Geriatric Medicine	2,606
Hematology	388
Infectious Diseases	251
Nephrology/Renal Medicine	3,189
Obstetrics & Gynecology	380
Oncology	1,870
Pulmonary Disease	940
Psychiatry	540
Rheumatology	473
Urology	1,222
Other	4,276
Physician Total	50,000
Medical Directors	3,791
Pharmacy Directors	1,980
Totals	55,771

26. **Specialties** have been combined in the grid above.

General Information

27. Requirements or Restrictions for Pharmaceutical Products:

- Advertisement must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of the Publisher.

28. Accept New Product Releases: Yes

29. Editorial Research: Yes

30. Ad Format and Placement Policy:

- Advertising is placed between and within articles.
- Standard ad rotation.
- Due to the nature of this journal, requests for space separation cannot be guaranteed.

31. Ad/Edit Information

- Ad/Edit Ratio	19/81
- Average Folio Size	52
- Average Number of Ad Pages	10
- Average Number of Editorial Pages	42

32. Services:

- Bonus distribution*:

Show	Location/Date	Issue
AMDA	Charlotte, NC, Mar. 2009	Jan/Feb
ASCP Midyear	Orlando, FL, May 2009	Mar/Apr
ALFA	Philadelphia, PA, May 2009	Mar/Apr
AAFP	Boston, MA, October 2009	Sept/Oct
ASCP Annual	Anaheim, CA, Nov. 2009	Nov/Dec

- Advertiser's Index located in the back of every issue.
- Article reprints are available.
Contact Jennifer Kenny at 215-489-7000 x119 or jkenny@healthcommedia.com for more information.

* Subject to Change

Mechanical Reproduction Requirements

33. Show All Ad Sizes and Bleed Sizes:

Page Size	Non-Bleed	Bleed
Full Page	7" x 9-3/4"	8-1/4" x 11-1/8"
2/3 page (vertical)	4-5/8" x 9-3/4"	5-1/4" x 11-1/8"
1/2 page (vertical)	3-3/8" x 9-3/4"	4" x 11-1/8"
1/2 page (horizontal)	7" x 4-3/4"	8-1/8" x 5-1/2"
1/3 page (vertical)	2-1/8" x 9-3/4"	2-3/4" x 11-1/8"
1/4 page (vertical)	3-3/8" x 4-3/4"	N/A

34. Paper Stock

- Printing method: Web offset
- Trim size: 8" x 10-7/8"
- Cover: 100 pound, coated
- Inside pages: 40 pound, coated
- Safety margins for live matter: 1/4" clear of all trim edges and the gutter

35. Type of Binding:

- Saddle stitch

36. Half-tone Screen:

- 133-line screen

37. Reproduction Requirements

- **Medicare Patient Management** is printed Web Offset using computer-to-plate technology.
- Digital artwork preferred. Mac preferred.
- Application file formats accepted are: Hi-Res PDF, QuarkXPress, Adobe Illustrator, Adobe Photoshop, and PDFX1a. Embedded all fonts. Files should be written at 300 dpi.
- All page files must be accompanied by laser print and a Fuji, Iris or Kodak proof. If no proof is provided, HealthCom Media assumes no responsibility for the final product.
- Pages must be built according to final trim size (8" x 10-7/8"). All bleeds should be 1/8" beyond page trim size.
- Use only PostScript fonts. (No True Type fonts please.) Provide all screen and printer fonts with each document. Include any font used by imported graphics that has not been converted to outlines.
- Use actual font to create bold, bold italic, italic, etc. Do not use the font attributes in the measurements palette buttons.
- We print at a 133-line screen; therefore, an image resolution of 275 - 300 dpi is required.
- Use the layout application scaling for design and sizing; once you know the size desired, rescale your image in its original application and re-import it into your layout document at 100%. Do not use LZW Compression.
- Convert all images to CMYK. (Not RGB)
- All colors or graphics must be supplied in a single channel EPS or TIFF format.
- Quark colors must be converted to CMYK, with the spot color box unchecked in the Edit Colors dialogue box.
- Files can be submitted on the following media: CD-ROM and ZIP 100 MB. FTP information available upon request.
- SWOP standards apply.

38. Disposition of Materials

- All advertising materials will be held for a period of one year from last issue. Advertisers will be notified before materials are destroyed.

HealthCom Media

Lantern Hill Business Park 259 Veterans Lane 3rd Floor Doylestown, PA 18901 Phone 215-489-7000 Fax 215-489-7007

www.medicarepatientmanagement.com

© 2007 HealthCom Media. All rights reserved.