



## The Rheumatologist

*The Rheumatologist*, a monthly news magazine from The American College of Rheumatology, provides updates in academic rheumatology and highlights quality improvement initiatives and developments. Each compelling issue contains actionable, evidence-based content in the field.

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AMERICAN COLLEGE  
of RHEUMATOLOGY  
*Empowering Rheumatology Professionals*



**Physician Editor:** Bharat Kumar, MD, MME, FACP, RhMSUS

### Audience:

*The Rheumatologist* reaches rheumatologists, internists, orthopedic surgeons, nurse practitioners, physician assistants, nurses, and other healthcare professionals who practice, research, or teach in the field of rheumatology.

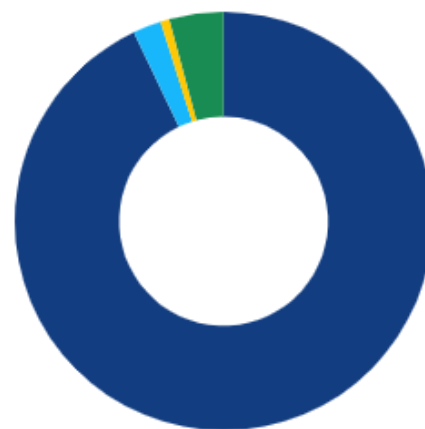
[Learn more about the Rheumatology Portfolio >>](#)

## Reach

Print	Total Print (Controlled Circulation)	11,523
	Frequency	12 issues per year

Digital	Unique Visitors on Wiley Online Library
	Average Monthly Page Views
	Full Text Downloads

Print Circulation by Region



■ Americas - 10708 ■ EMEA - 255 ■ UK - 79 ■ APAC - 481

## For More Information

Kathleen Malseed, [kmalseed@pminy.com](mailto:kmalseed@pminy.com); Jill Redlund, [jredlund@pminy.com](mailto:jredlund@pminy.com) or visit us at [corporatesolutions.wiley.com](http://corporatesolutions.wiley.com)

## 2023 Advertising Rate Card

### Rates

#### Pricing

Pricing below is in USD and is established based on publication origin.

#### Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2023 Price
Full Page Mono	\$ 5,675.00
Full Page Color	\$ 0.00
Half Page Mono	\$ 4,400.00
Half Page Color	\$ 0.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	15%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Half Page Mono
1x	\$ 5,675.00	\$ 4,400.00
3x	\$ 5,675.00	\$ 4,400.00
6x	\$ 5,540.00	\$ 4,335.00
12x	\$ 5,450.00	\$ 4,255.00
24x	\$ 5,440.00	\$ 4,245.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 2,125.00	

### Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
17:1 January 2023	11-24-2022	12-01-2022	12-22-2022
17:2 February 2023	12-27-2022	01-03-2023	01-26-2023
17:3 March 2023	01-26-2023	02-02-2023	02-24-2023
17:4 April 2023	02-24-2023	03-03-2023	03-27-2023
17:5 May 2023	03-27-2023	04-03-2023	04-25-2023
17:6 June 2023	04-26-2023	05-03-2023	05-25-2023
17:7 July 2023	05-26-2023	06-02-2023	06-26-2023
17:8 August 2023	06-26-2023	07-03-2023	07-25-2023
17:9 September 2023	07-26-2023	08-02-2023	08-24-2023
17:10 October 2023	08-28-2023	09-04-2023	09-26-2023
17:11 November 2023	09-26-2023	10-03-2023	10-25-2023
17:12 December 2023	10-25-2023	11-01-2023	11-27-2023

### For More Information

Kathleen Malseed, [kmalseed@pminy.com](mailto:kmalseed@pminy.com); Jill Redlund, [jredlund@pminy.com](mailto:jredlund@pminy.com) or visit us at [corporate.wiley.com](https://corporate.wiley.com)



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### Print Ad Specifications

Journal Trim Size		10.875" x 15"
Keep all text and images at least 0.3"/8mm away from the trim line.		
Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
King Page	250.825 x 352.425 mm 9.875" x 13.875"	
Half Page - Vertical	123.825 x 352.425 mm 4.875" x 13.875"	
Half Page - Horizontal	250.825 x 177.8 mm 9.875" x 7.0"	
Quarter Page	123.825 x 177.8 mm 4.875" x 7.0"	
Three Quarter Page - Vertical	187.325 x 346.075 mm 7.375" x 13.625"	
Three Quarter Page - Horizontal	250.825 x 254.0 mm 9.875" x 10.0"	
Island Half	187.325 x 254.0 mm 7.375" x 10.0"	
Contact your Account Manager for sizes of other opportunities.		

### Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 250.825 mm x 352.425 mm  9.875" x 13.875"	Ad size: w x h 123.825 mm x 352.425 mm  4.875" x 13.875"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 250.825 mm x 177.8 mm  9.875" x 7.0"	Ad size: w x h 123.825 mm x 177.8 mm  4.875" x 7.0"

### Digital Ad Specifications

Formats & Details	
For specifications, formats, and further details see:	
Overview Digital Specifications (pdf)	
Leaderboard Digital Display Ads	MPU Digital Display Ads
Ad size: 728px x 90px	Ad size: 300px x 250px

### Submit Your Creatives

Print Advertising	Submit all creatives to <a href="mailto:Stagliaferro@pminy.com">Stagliaferro@pminy.com</a> All print ads must have a minimum resolution of 300dpi
Digital Advertising	Submit all creatives to <a href="mailto:Adops@pminy.com">Adops@pminy.com</a>
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: <a href="mailto:Stagliaferro@pminy.com">Stagliaferro@pminy.com</a>

### Contact Information

Print Production	<a href="mailto:Stagliaferro@pminy.com">Stagliaferro@pminy.com</a>
Digital Production	<a href="mailto:Adops@pminy.com">Adops@pminy.com</a>
Pharmaceutical Media, Inc. Kathleen Malseed, <a href="mailto:kmalseed@pminy.com">kmalseed@pminy.com</a> Jill Redlund, <a href="mailto:jredlund@pminy.com">jredlund@pminy.com</a>	

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