



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



Editor-in-Chief:

Physician Editor: Bharat Kumar, MD, MME, FACP, FAAAAI, 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.

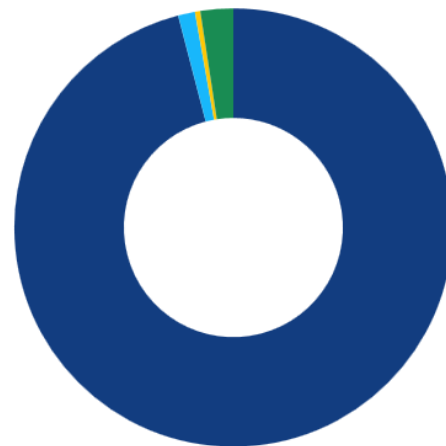
[Learn more about the Rheumatology Portfolio >>](#)

Reach

Print	Total Print (Controlled Circulation)	11,000
	Frequency	12 issues per year
Digital	Unique Visitors to The-Rheumatologist.org	551,548
	Average Monthly Page Views	84,356

From 1 July 2023 to 30 June 2024

Print Circulation by Region



■ Americas - 10,303 ■ EMEA - 241 ■ UK - 78 ■ APAC - 460

For More Information

Kathleen Malseed, kmalseed@pmi.com or Jill Redlund, jredlund@pmi.com or visit us at corporatesolutions.wiley.com

2025 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	2025 Price
Full Page Mono	\$ 5,045.00
Full Page Color	\$ 7,645.00
Half Page Mono	\$ 4,235.00
Half Page Color	\$6,835.00
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	40%
Cover 3	25%
Cover 4	60%
Other Premium Positions	25%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Color
1x	\$ 5,960.00	\$ 7,645.00
3x	\$ 5,960.00	\$ 7,340.00
6x	\$ 5,815.00	\$ 7,035.00
12x	\$ 5,725.00	\$ 6,730.00
24x	\$ 5,710.00	\$ 6,425.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 2,600.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
19:1 January 2025	12-02-2024	12-09-2024	12-26-2025
19:2 February 2025	01-08-2025	01-15-2025	01-27-2025
19:3 March 2025	02-07-2025	02-14-2025	02-26-2025
19:4 April 2025	03-07-2025	03-14-2025	03-25-2025
19:5 May 2025	04-08-2025	04-15-2025	04-24-2025
19:6 June 2025	05-08-2025	05-15-2025	05-27-2025
19:7 July 2025	06-06-2025	06-13-2025	06-24-2025
19:8 August 2025	07-08-2025	07-15-2025	07-24-2025
19:9 September 2025	08-08-2025	08-15-2025	08-26-2025
19:10 October 2025	09-08-2025	09-15-2025	09-24-2025
19:11 November 2025	10-08-2025	10-15-2025	10-24-2025
19:12 December 2025	11-07-2025	11-17-2025	11-26-2025

For More Information

Kathleen Malseed, kmalseed@pminy.com or Jill Redlund, jredlund@pminy.com or visit us at corporatesolutions.wiley.com



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Place your banners on The Rheumatologist website with free and unrestricted access to site visitors all over the world. The-Rheumatologist.org features rheumatology specific news along with practice-changing tips, regulatory updates, and the most up-to-date information on healthcare reform.

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For More Information

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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"	282.575 X 352.425 mm 11.125" x 15.25"
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 Stagliaferro@pminy.com All print ads must have a minimum resolution of 300dpi
Digital Advertising	Submit all creatives to AdOps@pminy.com
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: Stagliaferro@pminy.com

Contact Information

Print Production	Stagliaferro@pminy.com
Digital Production	AdOps@pminy.com

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