The Canadian Medical Association Journal (CMAJ) is a peer-reviewed general medical journal that publishes original clinical research, commentaries, analyses, and reviews of clinical topics, clinical practice updates and thought-provoking editorials. CMAJ has had substantial impact on health care and the practice of medicine in Canada and around the world.
Canada’s leading general medical journal published since 1911

- *CMAJ* has been a trusted source of medical information for physicians for over 112 years
- Reaches 72,000 physicians in print — more GPs and specialists than any other medical publication
- Our high circulation guarantees superior reach of practicing physicians at all stages in their career
- Our peer review process ensures the journal’s research is sound, relevant, important and novel

Serving Canadian physicians with more options to read, learn, and engage

- *CMAJ* print frequency — 11x per year
- cmaj.ca — Our open access website, updated daily, free access to archives since 1911
- *CMAJ* publishes 43 online issues per year sent directly to physicians via our *CMAJ* eTOC (‘e’ table of contents)
- Regular uploads to *CMAJ* Podcasts, Facebook, Instagram, Pinterest, YouTube and more…

Continued investment in our product promotes the highest readership among Canadian physicians

- Physicians who read *CMAJ* can earn valued Mainpro+® credits (College of Family Physicians of Canada) and MOC credits (Royal College of Physicians and Surgeons of Canada). All eligible articles are identified in print and online. https://www.cmaj.ca/cpd
- An indexed journal increases its authority, credibility and visibility for readers and authors — *CMAJ* is indexed by PubMed
- Regular news coverage of *CMAJ* articles in Canadian and international media is a testament to the journal’s credibility
- As reported by the Journal Citation Report, *CMAJ*’s impact factor is 17.4 (2022), ranking it among the top general medical journals in the world; this metric is widely used to evaluate the scientific importance of articles published
- An international forum that offers physicians and researchers exposure to a worldwide audience
Print Advertising 4-colour Rates (All Rates Gross)

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<thead>
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<th>Size</th>
<th>1x</th>
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<th>11x</th>
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<tr>
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<td>DPS</td>
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<td>$14,430</td>
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Preferred positions (All Rates Gross)

4-colour only

- Front cover tip-on (supplied) $19,850
  - Horizontal format only
  - Printing is extra
- Inside front cover $10,300
- Inside front cover gatefold (3 panels) $30,675
  - Panel 1: IFC Single Page ad
  - Panel 2 & 3: DPS or two Single Page ads
- Inside front cover DPS $16,900
- Inside back cover $9,375
- Outside back cover $10,600

Bootlug positions

- Table of Contents #1 $4,150 (4” x 1”)
- Table of Contents #2 $4,795 (7” x 1.5/8”)

Supplied advertising inserts

- 2 pages $7,180 Per GP, Specialist or Regional split
- 4 pages $13,630 Per GP, Specialist or Regional split

Requirements: Full page and/or fractional page inserts are acceptable. Single-leaf inserts: 80lb maximum is allowable. Multiple-page inserts: 70lb maximum is allowable, to be supplied folded. All inserts to be supplied untrimmed. Other types of insert stock subject to publisher’s approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.

Bellyband options available upon request (Please speak to your advertising sales representative.)
Ad sizes and examples

4-Colour Press-ready PDF
CMYK Colour Only (No RGB or PMS Spot colour)

Binding: Saddle-stitch

Full Page
Trim size: 8 1/8” x 10 7/8”
Bleed: 8 3/8” x 11 1/8”
Live/safe area: 7” x 9 1/2”

Double-page Spread
Trim size: 16 1/4” x 10 7/8”
Bleed: 16 1/2” x 11 1/8”
Live/safe area: 7” x 9 1/2”
(on each full page)

1/2 page vertical
Trim size: 4 1/16” x 10 7/8”
Bleed: 4 5/16” x 11 1/8”
Live/safe area: 3 3/8” x 9 1/2”

1/2 page horizontal
Trim size: 8 1/8” x 5 7/16”
Bleed: 8 3/8” x 5 11/16”
Live/safe area: 7” x 4 5/8”

1/3 page vertical
Trim size: 2 5/8” x 10 7/8”
Bleed: 2 7/8” x 11 1/8”
Live/safe area: 2 1/4” x 9 1/2”

1/3 page horizontal
Trim size: 8 1/8” x 3 5/8”
Bleed: 8 3/8” x 3 7/8”
Live/safe area: 7” x 3”

Bootlug
Trim size: 7” x 1 5/8”
Bleed: No Bleed
Live/safe area: 7” x 1 5/8”

Special formats
Ad production specifications available on request:
- Front cover tip-on
- Inside front cover gatefold
- Bellyband
Material submission

- All pharmaceutical advertising must be PAAB approved.
- All advertisements resembling editorial must carry the word “Advertisement” at the top of the page center in minimum 12 pt font and are subject to approval.
- Insert and shipping enquiries, display advertising material and billing: trish.sullivan@cmaj.ca and deborah.woodman@cmaj.ca

Payment information

Commission
Agency commission of 15% on gross billing to recognized agencies only.

Payment
- All pricing subject to sales tax where applicable.
- All invoices are payable in CDN funds.
- All invoices are payable to CMA Impact Inc.
- Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

Cancellation
Cancellation requests will not be accepted past the advertising deadlines on page 3.