cmaj

CANADIAN MEDICAL ASSOCIATION JOURNAL

2021 PRINT MEDIA KIT

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, health news, 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.

ASSOCIATION MÉDICALE CANADIENNE

CANADIAN MEDICAL ASSOCIATION

CANADIAN MEDICAL ASSOCIATION JOURNAL

Canada's leading general medical journal published since 1911

Reaches 75,000 physicians in print — more GP's and specialists than any other medical publication

Our high circulation guarantees superior reach of practicing physicians at all stages in their career.

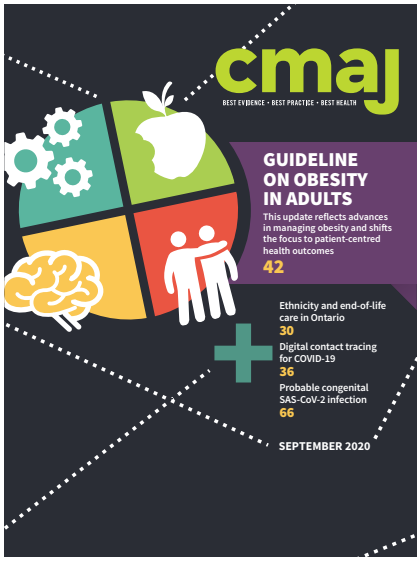
CMAJ is valued benefit of membership to the Canadian Medical Association.

Serving our membership with more options to read, learn, and engage.

- ***CMAJ*** print frequency — 12 x per year
- cmaj.ca — updated daily, archives since 1911
- cmaj email alerts — sent weekly
- Regular uploads to *CMAJ* Podcasts, Blogs, Facebook, Instagram, Twitter, Pinterest, YouTube and more…

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

- Accredited provider of Mainpro+ credits (College of Family Physicians of Canada)
- Indexed by PubMed and PubMed Central
- Regularly featured in Canadian and international media
- High Impact Factor — an indication of quality and relevancy
- An international forum that offers physicians and researchers exposure to a worldwide audience



Print Advertising four colour advertising rates

SIZE	1X	6 X	12 X	24 X	B/W Fair balance
1 page	$8,500	$8,075	$7,670	$7,400	$1,915
2/3 page	$7,225	$6,865	$6,520	$6,265	$1,845
1/2 page V/H	$6,290	$5,975	$5,675	$5,455	$1,520
1/3 page V/H	$5,530	$5,255	$4,980	$4,800	$1,185
DPS				$13,200	

Preferred positions

4-colour only

Front cover tip-on (supplied) - Horizontal format only - Printing is extra	$18,200
Inside front cover	$9,895
Inside front cover DPS	$16,575
Inside back cover	$8,920
Outside back cover	$10,190
Inside front cover gatefold (3 pgs)	$29,000

Bootlug positions

Table of Contents #1	$ 3,995	(4 X 1)
Table of Contents #2	$ 4,620	(7 X 1 5/8)

Earlug position

Masthead page	$2,315	(1 1/2 X 3 3/4)

Supplied advertising inserts

2 pages	$7,930	Full circulation
4 pages	$15,760	Full circulation
2 pages	$6,630	Per GP, Specialist or Regional split
4 pages	$12,600	Per GP, Specialist or Regional split

Issue date	Ad/material deadline
January	Dec 9/20
February	Jan 6
March	Feb 3
April	Mar 10
May	Apr 7
June	May 5
July	Jun 9
August	Jul 7
September	Aug 4
October	Sep 8
November	Oct 6
December	Nov 3

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 rep.)

***CMAJ* produces a digital edition flipbook version of each print issue. All run of book scheduled print advertising is included in our digital edition of *CMAJ*.**

Ad sizes and examples

Bootlug
Trim 7” x 1 5/8”
Bleed No Bleed
Live 7” x 1 5/8”

1/3 page horizontal
Trim 8 1/8” x 3 5/8”
Bleed 8 3/8” x 3 7/8”
Live 7” x 3”

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

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

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

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

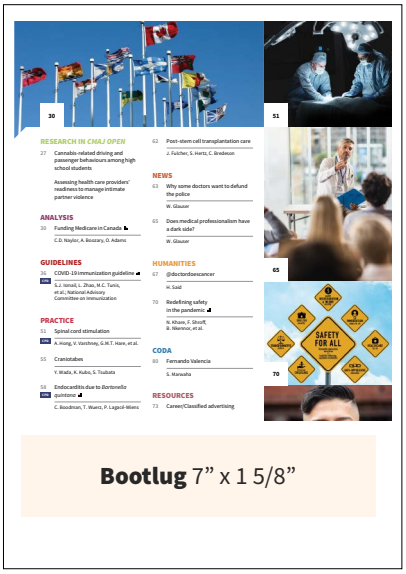
Full Page
Trim 8 1/8” x 10 7/8”
Bleed 8 3/8” x 11 1/8”
Live 7” x 9 1/2”

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

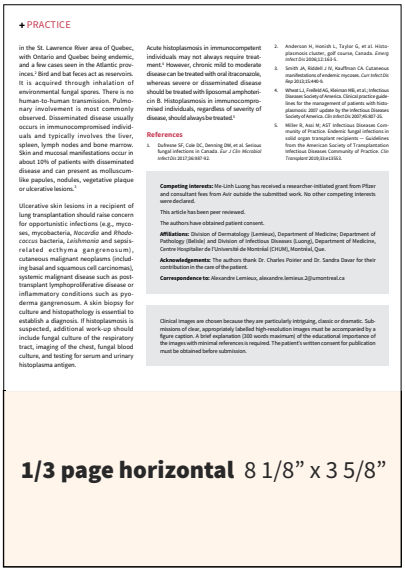
Binding: Saddle-stitch

4-Colour PDF: CMYK
(No RGB or PMS spot colour)

Ad specifications for special formats available on request.



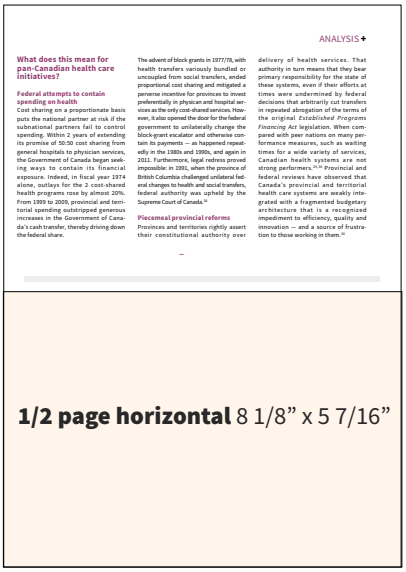
Bootlug 7” x 1 5/8”



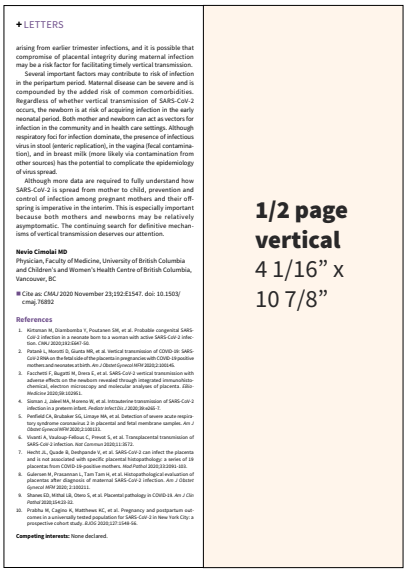
1/3 page horizontal 8 1/8” x 3 5/8”

2/3 page vertical
5 3/8” x
10 7/8”

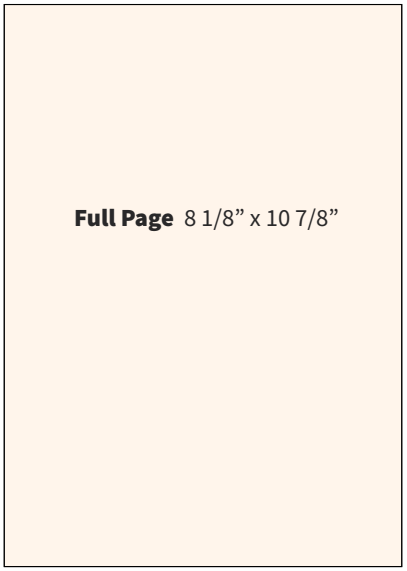
1/3 page vertical
2 5/8” x
10 7/8”



1/2 page horizontal 8 1/8” x 5 7/16”



1/2 page vertical
4 1/16” x
10 7/8”



Full Page 8 1/8” x 10 7/8”

Technical specifications

Display Advertising:
www.cmaj.ca/pdfs/display-e.pdf

PDF Export Settings:
www.cmaj.ca/pdfs/export-e.pdf

Material submission

- All pharmaceutical advertising must be PAAB approved
- Insert and shipping enquiries, display advertising material and billing: trish.sullivan@cmaj.ca and deborah.woodman@cmaj.ca

REVIEWED BY PAAB RÉVISÉ PAR CCPP

Payment information

Commission
Agency commission of 15% to recognized agencies only.

Payment
All invoices are payable to **CMA Joule Inc**. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

Cancellation

Cancellation requests will not be accepted past the advertising deadline.

Advertising Sales

Trish Sullivan
Sr. Advertising Sales Representative
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Sales coordinator

Deb Woodman
deborah.woodman@cmaj.ca

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cmaj GROUP

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