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.
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

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

Preferred positions

4-colour only
- Front cover tip-on (supplied) $18,200
  - Horizontal format only
  - Printing is extra
- 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

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.
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

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.

Advertisements Sales

Trish Sullivan  
Sr. Advertising Sales Representative  
trish.sullivan@cmaj.ca  
Cell: 905-330-8770

Sales coordinator

Deb Woodman  
deborah.woodman@cmaj.ca

Publisher

Holly Bodger  
Holly.bodger@cmaj.ca

Trademarks of the Canadian Medical Association used under licence.