

# cmaaj

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## 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



## 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.

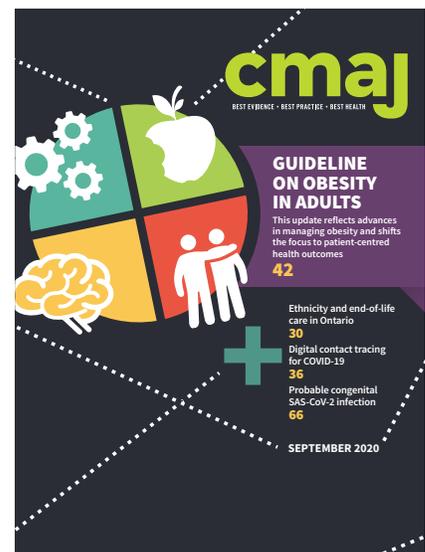
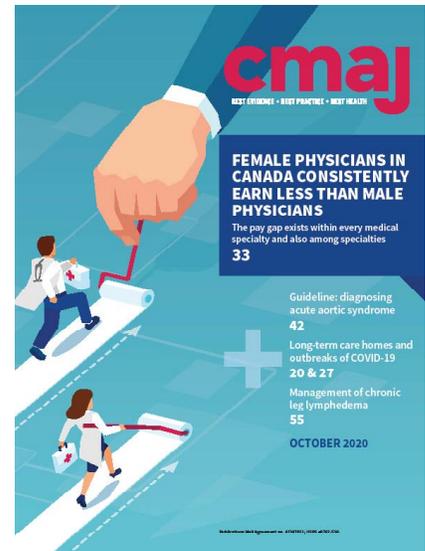
CMAJ is valued benefit of membership to the Canadian Medical Association.

## 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)	\$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)
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### 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.



## Technical specifications

### Display Advertising:

[www.cmaj.ca/pdfs/display-e.pdf](http://www.cmaj.ca/pdfs/display-e.pdf)

### PDF Export Settings:

[www.cmaj.ca/pdfs/export-e.pdf](http://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@cma.ca](mailto:trish.sullivan@cma.ca) and [deborah.woodman@cma.ca](mailto:deborah.woodman@cma.ca)



## Payment information

### Commission

Agency commission of 15% to recognized agencies only.

### Payment

All invoices are payable to **Joule Inc.**, a wholly owned subsidiary of the Canadian Medical Association. 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

[trish.sullivan@cma.ca](mailto:trish.sullivan@cma.ca)

Cell: 905-330-8770

### Sales coordinator

### Deb Woodman

[deborah.woodman@cma.ca](mailto:deborah.woodman@cma.ca)

### Publisher

### Holly Bodger

[Holly.bodger@cma.ca](mailto:Holly.bodger@cma.ca)



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