

cmaj

2022

Digital Media Kit

cmaj.ca – a trusted site and resource of medical information for Canadian physicians

- New online content uploaded weekly
- Enhanced search feature by topic, date, author, title, keyword...
- Third party hosting by HighWire Press – the world's largest collection of full text, peer-reviewed content
- An accredited provider of Mainpro + ® certified self-learning credits

CMAJ Weekly email alerts

- A comprehensive, exclusive e-database of Canadian physicians
- 50 online issues per year delivered to physicians' email inboxes every Monday
- All editorial content links to our web site www.cmaj.ca
- Unsurpassed reach

Podcast sponsorship

- An audio introduction to our CMAJ podcasts
- Diverse topics relevant to Family Physicians and generalists
- Growing in popularity and listenership
- Over 2,500 average plays per podcast

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



Audience and traffic

- cmaj.ca provides free access to credible peer-reviewed health information to **all** physicians, policy makers, patients and members of the public. Since our change to ‘open access’ in 2020, double digit growth in usage is reported
- All have unlimited access to original clinical research, commentaries, analyses, reviews of clinical topics, health news, clinical practice updates, editorials, podcasts, blogs and more
- Unmatched physician traffic:
 - 300,000 average monthly users
 - 460,000 average monthly page views
 - 54% of users access the site by desktop, 44% by mobile device and 2% by tablet
 - More than 800,000 ad impressions available monthly
- Geo targeting by province now available (+20%)



Banner advertising information and rates

All web advertising rates are based on a cost-per-thousand (CPM) against ad impressions

Standard rates

- Top Leaderboard & Big Box ad sizes
Open access = \$90 CPM (net)
- Lower Leaderboard ad sizes
Open Access = \$70 CPM (net)

Acceptable IAB ad sizes in pixels

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Leaderboard on tablet = 468 x 60
- Big box on desktop, mobile and tablet = 300 x 250

*All cmaj.ca ad placements will be placed on mobile site at no additional charge if creative is received in both formats.

Digital ad specifications

- PNG, JPEG, GIF (animation accepted)
- No flash
- Resolution 72 dpi
- Maximum file size 1 MB
- **No third-party ad serving (click tags or pixel tracking)**
- Impression tags and customized URLs accepted
- All pharmaceutical advertising must comply with PAAB guidelines or ASC guidelines and be DTC compliant
- All ad material due 4 business days prior to posting

cmaj email alerts

Audience and traffic

- Canada's most effective email product reaching Canadian physicians
- Our **weekly CMAJ** 'electronic table of contents' (eTOC) newsletter reaches Canadian physicians and additional opt-in subscribers
- Each email provides link to full text articles hosted on cmaj.ca
- Consistently high average member opening rates of 43% on an average distribution of 65,000 members

Banner and text ad opportunities and rates

- Top leaderboard 728 x 90 = \$4,000 per week (net)
- Lower leaderboard 728 x 90 = \$3,500 per week (net)
- Big box 300 x 250 = \$3,500 per week (net)
- Text link with logo = \$2,500 per week (net)



Digital ad specifications

- PNG, JPEG, GIF (animation not recommended)
- No flash
- Resolution 72 dpi
- Maximum file size 1 MB
- **No third-party ad serving (click tags or pixel tracking)**
- Impression tags and customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines (www.paab.ca)
- See *CMAJ* 2022 eTOC schedule for space and material deadlines on following page



CMAJ eTOC schedule 2022 | 50 weekly emails

| | Weekly eTOC Delivery date | Ad/Material Closing Date |
|----|---------------------------|--------------------------|
| 1 | 10-Jan | 04-Jan |
| 2 | 17-Jan | 11-Jan |
| 3 | 24-Jan | 18-Jan |
| 4 | 31-Jan | 25-Jan |
| 5 | 07-Feb | 01-Feb |
| 6 | 14-Feb | 08-Feb |
| 7 | 22-Feb | 15-Feb |
| 8 | 28-Feb | 22-Feb |
| 9 | 07-Mar | 01-Mar |
| 10 | 14-Mar | 08-Mar |
| 11 | 21-Mar | 15-Mar |
| 12 | 28-Mar | 22-Mar |
| 13 | 04-Apr | 29-Mar |
| 14 | 11-Apr | 05-Apr |
| 15 | 19-Apr | 12-Apr |
| 16 | 25-Apr | 19-Apr |
| 17 | 02-May | 26-Apr |
| 18 | 09-May | 03-May |
| 19 | 16-May | 10-May |
| 20 | 24-May | 17-May |
| 21 | 30-May | 24-May |
| 22 | 06-Jun | 31-May |
| 23 | 13-Jun | 07-Jun |
| 24 | 20-Jun | 14-Jun |
| 25 | 27-Jun | 21-Jun |

| | Weekly eTOC Delivery date | Ad/Material Closing Date |
|----|---------------------------|--------------------------|
| 26 | 04-Jul | 28-Jun |
| 27 | 11-Jul | 05-Jul |
| 28 | 18-Jul | 12-Jul |
| 29 | 25-Jul | 19-Jul |
| 30 | 02-Aug | 26-Jul |
| 31 | 08-Aug | 02-Aug |
| 32 | 15-Aug | 09-Aug |
| 33 | 22-Aug | 16-Aug |
| 34 | 29-Aug | 23-Aug |
| 35 | 06-Sep | 30-Aug |
| 36 | 12-Sep | 06-Sep |
| 37 | 19-Sep | 13-Sep |
| 38 | 26-Sep | 20-Sep |
| 39 | 03-Oct | 27-Sep |
| 40 | 11-Oct | 04-Oct |
| 41 | 17-Oct | 11-Oct |
| 42 | 24-Oct | 18-Oct |
| 43 | 31-Oct | 25-Oct |
| 44 | 07-Nov | 01-Nov |
| 45 | 15-Nov | 08-Nov |
| 46 | 21-Nov | 15-Nov |
| 47 | 28-Nov | 22-Nov |
| 48 | 05-Dec | 29-Nov |
| 49 | 12-Dec | 06-Dec |
| 50 | 19-Dec | 13-Dec |

cmaj podcasts

Audience and traffic

- Refreshed podcast program with improved platform and dynamic new co-hosts!
- All podcasts can be accessed on our open access pages on the site at www.cmaj.ca/podcasts
- Average monthly plays are tracked for each podcast; number of plays builds over time
- Ask your representative for up-to-date information on monthly plays, sponsor messages and package rates

Payment information

Canadian clients

All invoices are payable to CMA Impact Inc.

Clients outside Canada

Advertisements from outside Canada must be prepaid. Major credit cards, cheques, money orders and wire transfers accepted.

Contact information

Advertising Sales and Production Enquiries

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Medical conversations that matter. LISTEN UP!

cmaj.ca/podcasts

