

cmaaj

CANADIAN MEDICAL ASSOCIATION JOURNAL

2022 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 73,000 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
- 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
- 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	6x	12x	B/W Fair balance
1 page	\$8,500	\$8,075	\$7,670	\$1,915
2/3 page	\$7,225	\$6,865	\$6,520	\$1,845
1/2 page V/H	\$6,290	\$5,975	\$5,675	\$1,520
1/3 page V/H	\$5,530	\$5,255	\$4,980	\$1,185
DPS			\$13,200	

Preferred positions

4-colour only

Front cover tip-on (supplied)	\$18,900
- 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

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	\$8,170	Full circulation
4 pages	\$16,230	Full circulation
2 pages	\$6,830	Per GP, Specialist or Regional split
4 pages	\$12,975	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.)

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.

Issue date	Ad/material deadline
January	Dec 8/21
February	Jan 5
March	Feb 2
April	Mar 9
May	Apr 6
June	May 4
July	Jun 8
August	Jul 6
September	Aug 10
October	Sep 7
November	Oct 5
December	Nov 9

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"

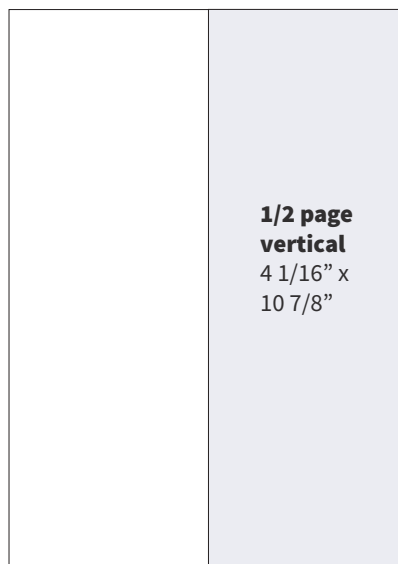
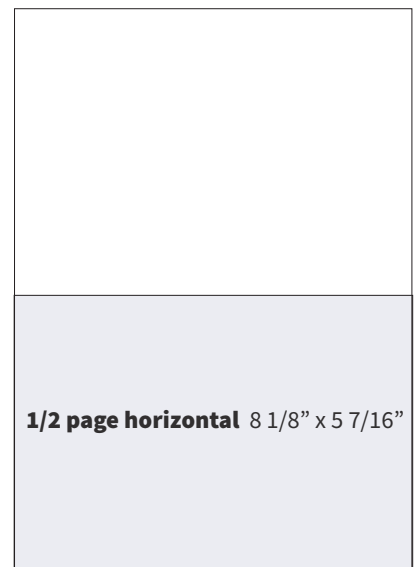
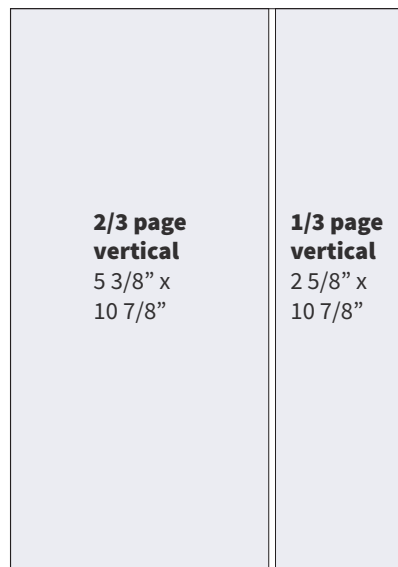
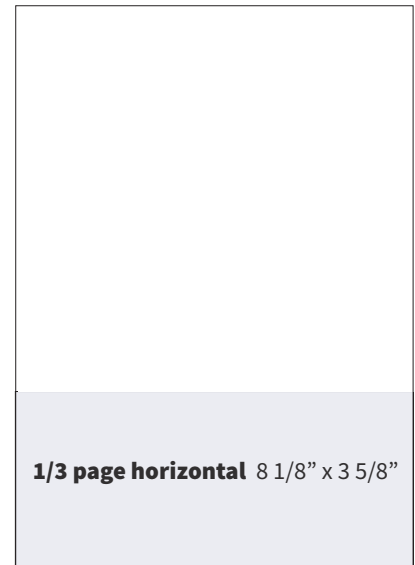
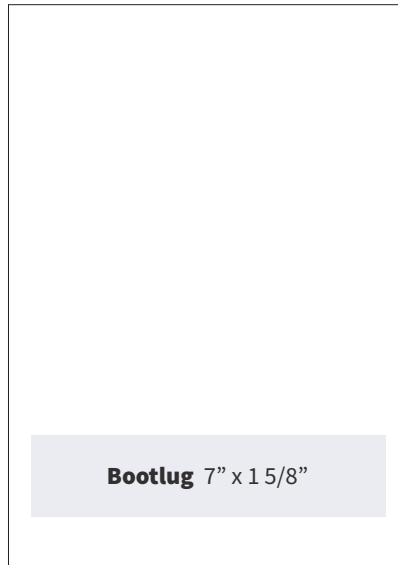
Double-page Spread

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.



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 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 deadline.

Advertising Sales

Trish Sullivan

Sr. Advertising Sales Representative

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Sales Coordinator

Deb Woodman

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Publisher

Holly Bodger

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