



2018 Rate Card & Specification Guide

The Dermatologist provides practical clinical insights into today's dermatology issues. This award-winning publication offers dermatologists reader-friendly, timely, and informative articles highlighting clinical and practice management advice that can easily be translated into current practice settings.



The Dermatologist fits an important niche among dermatology publications—it is designed to be easier to read than typical scientific journals, while maintaining scientific relevance. *The Dermatologist*

is run in tight coordination with leading practicing dermatologists, giving it a focus on important issues faced by dermatologists in daily practice. *The Dermatologist* offers readers comprehensive coverage of dermatology and dermatology subspecialty practice, from the basic science that underlies the specialty to news and board review material.

STEVEN R. FELDMAN, MD, PHD, CHIEF MEDICAL EDITOR



Healthcare
made
practical

70 E. Swedesford Road, Suite 100
Malvern, PA 19355



Publication Information

Issuance

Frequency: 12 times per year

Issue date: middle of the month

Established

1998

Subscription Rates

Rates for United States subscriptions: outside controlled universe, \$131 annual, \$25 single copies.

Advertisers Index

Yes

Advertising Acceptance & Copy

All advertising is subject to publisher's approval.

Services to Advertisers

Reprints, enduring materials, outserts, bellybands, sponsored subscriptions, Internet advertising, ad testing, meeting planning, list rental, classified and recruitment advertising.

The Dermatologist Exclusive Editorial Includes

- › Monthly psoriasis articles endorsed by the National Psoriasis Foundation (NPF)
- › Monthly eczema articles approved by The National Eczema Association (NEA)
- › Bimonthly rosacea articles approved by The National Rosacea Society (NRS)
- › Quarterly skin cancer articles reviewed by The Skin Cancer Foundation

Departments

- › Aesthetics Corner
- › Allergen Focus
- › Cosmetic Clinic
- › Derm DX
- › Dermatology PA
- › Mane Point (Hair)
- › News & Trends
- › Derm Nurses
- › Perspectives

Departments with a Board-Review and Recertification Focus

- › The Dermatologist's Board Review
- › The Dermatopathologist

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B/W Display Advertising Rates

Color Rates

Standard 4-color rate per page: \$1,865 additional.

*For pricing on special color combinations, contact the Publisher for details.

Earned Rates

Rates are based on number of insertions placed during each 12-month period. Insertions used by a parent company and its subsidiaries are combined to determine the earned rate.

*For special pricing requests, including combination discounts and package offerings, contact the Publisher for details.

Cover and Premium Positions

- **Cover 2:** Earned rate plus 25% and color charge
- **Cover 3:** Earned rate plus 15% and color charge
- **Cover 4:** Earned rate plus 50% and color charge
- **National Psoriasis Foundation (NPF):** Earned rate plus 50% and color charge; placement within Psoriasis section
- **National Psoriasis Foundation (NPF):** Earned rate plus 10% and color charge; adjacent to Psoriasis section (competitive separation)
- **National Eczema Association (NEA):** Earned rate plus 50% and color charge; placement within Eczema Section
- **National Eczema Association (NEA):** Earned rate plus 10% and color charge; adjacent to Eczema section (competitive separation)
- **National Rosacea Society (NRS):** Earned rate plus 50% and color charge; placement within Rosacea section (competitive separation)
- **The Skin Cancer Foundation:** Earned rate plus 50% and color charge; placement within the Skin Cancer section (competitive separation)
- **Preferred Position:** Earned rate plus 10% and color charge

Combination Rates

Any product* that is advertised in 2 HMP Communications Life Science Division journals in the same month qualifies for a \$200 per-page discount against each journal's earned page rate.

Any product* advertised in 3 journals in the same month qualifies for a \$300 per-page discount against each journal's earned page rate.

Any product* that is advertised in 4 journals in the same month qualifies for a \$400 per-page discount against each journal's earned page rate.

*Ad units and product indications may differ from journal to journal; however, the savings are earned on a page-for-page basis with the ad unit appearing in the other journal. Any insertion to Consultant's Full-Run (or list match), DEMO 1 or DEMO 2 circulation is eligible for the combination discount.

1 Page: \$200; **2/3 Page:** \$150; **1/2 Page:** \$100; **1/3 Page:** \$50

Cancellation Terms

If an ad position is cancelled within 30 days of the scheduled issue's space-closing date, a cancellation fee of 50% of the full-net advertising cost will be mandatory. Cancellation more than 30 days prior to the space-closing date will not require a cancellation fee. As per the Rate Card, the space-closing date is the 1st of the month prior to the select issue (e.g. October 1st is the space-closing date for the November issue).

	Full Page	1/2 Page	1/3 Page
1x	\$4,560	\$3,230	\$2,225
6x	\$3,955	\$2,885	\$1,945
12x	\$3,805	\$2,460	\$1,805
24x	\$3,530	\$2,235	\$1,580
36x	\$3,415	\$1,870	\$1,530
48x	\$3,280	\$1,720	\$1,460
60x	\$3,180	\$1,670	\$1,400
72x	\$3,130	\$1,635	\$1,370
96x	\$2,840	\$1,545	\$1,330
120x	\$2,735	\$1,505	\$1,285

Classified Advertising

Classified advertising rates in print and online are available. For additional details, please contact Joe Miller, Classified Sales Associate, at (800) 237-7285, ext. 4308, or e-mail jmiller@hmpcommunications.com.

Agency Commission

15% to recognized agencies provided invoices are paid within 30 days.

Inserts/Outserts

The insert rate is the black-and-white earned rate times the number of insert pages. Contact the Publisher for details.

*For the outsert rate and special pricing requests, contact the Publisher for details.

Send insertion orders to:

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610-560-0500 ext. 4393 Fax: 610-560-4146
jshapses@hmpcommunications.com

2018 Circulation

Dermatologists and NPF*	13,150
Derm NPs/PAs	1,748
Cosmetic Surgeons	189
Total	15,087

*The *Dermatologist* is mailed to the dermatologist members of the National Psoriasis Foundation (NPF).

Mechanical Requirements

Publication Trim Size

7.875" x 10.75"

Mechanical Requirements

- Allow .125" trim on all four sides for full bleed ads.
- Allow .25" safety margin on all four sides to clear trim. (7.375" x 10.25")

Paper Stock

Text: 50 lb. coated enamel

Cover: 100 lb. UV coated, text weight

Type of Binding

Perfect bound (adhesive)

Insert Requirements

Please furnish multiple-page inserts folded. Any unusual gatefolds or devices must be submitted in advance for approval. All inserts are subject to acceptance by the publisher. Insert closing date is one month before publication date.

Insert Sizes

Standard inserts: 8.125" x 11"

Minimum stock weight: 70 lb. text;

Maximum weight: 100 lb. text

Quantity: 17,000 (includes spoilage)

Trimming: Ads and inserts: .125" off head and foot and .125" off face and bind edge. Live matter should be kept .25" inside final trim size of 7.875" x 10.75".

Ship all inserts to:

Publishers Press, Attn: The Dermatologist
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218
(877) 468-1970

Each carton must be identified with the publication's name, issue date and quantity.

Belly tips/cover tips:

Minimum stock weight: 70 lb. text;

Maximum weight: 100 lb. text

Front panel

Trim size: 7.625" wide x 7.75" high (maximum height), 5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7.125" wide x 7.25" high

Back panel

Trim size: 7.625" wide x 7.75" high (maximum height), 5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7" wide x 7.25" high (.375" glue strip)

Ad Sizes

	Trim Size	Bleed Size
Full Page	7.875" x 10.75"	8.125" x 11"
Spread	15.75" x 10.75"	16.25" x 11"
2/3 page vertical	4.5" x 9.75"	—
2/3 page horizontal	6.875" x 6.375"	—
1/2 page vertical	3.25" x 9.75"	—
1/2 page horizontal	6.875" x 4.75"	—
1/3 page vertical	2" x 9.75"	—
1/3 page horizontal	6.875" x 3.125"	—

Submitting Ad Materials

Digital ad files must be submitted at www.hmpcommunications.com/ads.

To submit your ad, please complete the required fields and select the desired magazine and issue date from the drop-down menu. Next, upload the PDF/x-1a file and click "submit."

PDF/x-1a is HMP's accepted ad file format. A PDF/x-1a is an industry-standard term referring to a refined, press-ready, universally accepted PDF file created from a desktop publishing application.

HMP's PDF/x-1a file specifications at a glance:

- Fonts must be embedded.
- Images and colors should be grayscale color mode CMYK or grayscale, never RGB or LAB color modes.
- All files must be CMYK. Spot colors or RGB will be automatically converted by HMP. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK.
- Please specify if a PMS color is required. For pricing on special color combinations, please contact the publisher or sales representative.
- Maximum total ink density is 300%.
- Resolution must be 300 dpi for four-color or grayscale images.
- Resolution must be 1200 dpi or higher for bitmap images.
- The only acceptable ICC profile is U.S. Web Coated (SWOP) v2, or none should be applied.
- .125" bleed must be provided on all sides for bleed ads.
- Crop and/or registration marks should offset a minimum of .125".
- Transparency attributes need to be flattened when exporting the PDF.
- Ad should be supplied at the correct trim size.

If you have questions regarding material submission, contact

Karen Copestakes, Art Director
(610) 560-0500 or (800) 237-7285, ext. 4269
kcopestakes@hmpcommunications.com

Editorial Calendar*

Official Partnerships

- National Psoriasis Foundation (NPF)
- National Eczema Association (NEA)
- National Rosacea Society (NRS)
- The Skin Cancer Foundation

January

Bonus distribution: Dermatology Nurses' Association Annual Convention (February 14–17, San Diego, CA); Annual AAD Meeting (February 16–20, San Diego, CA)
Ads close: December 1
Materials due: December 15

Feature Articles

- › Business Insider Series
- › Surgical Interventions Column
- › Therapeutic Review: Hidradentis Suppurativa
- › Focus on Psoriasis
- › Highlight on Eczema

February

Bonus distribution: Annual AAD Meeting (February 16–20, San Diego, CA)
Ads close: January 2
Materials due: January 16

Feature Articles

- › Expanding Use of Teledermatology
- › New Approaches to Atopic Dermatitis
- › Therapeutic Review: Rosacea
- › The Future of Aesthetic Treatments
- › Psoriasis Q&A

March

Tote bag bonus distribution: Interdisciplinary Autoimmune Summit (April 27–29, Boston, MA) **Ads close:** February 1
Materials due: February 15

Feature Articles

- › Advances in Skin Cancer Treatment
- › Business Insider Series
- › Cosmetic Clinic
- › Therapeutic Review: Psoriasis
- › Highlight on Eczema

Conference Affiliations

- Fall and Winter Clinical Dermatology Conferences
- Society of Dermatology Physician Assistants (SDPA)
- Cosmetic Bootcamp
- The Dermatology Nurses Association (DNA)
- Interdisciplinary Autoimmune Summit (IAS)

April

Tote bag bonus distribution: Interdisciplinary Autoimmune Summit (April 27–29, Boston, MA)
Ads close: March 1
Materials due: March 15

Feature Articles

- › Comorbidities in Psoriasis
- › Surgical Interventions Column
- › Alopecia Treatment Considerations
- › Rosacea Q&A
- › Therapeutic Review: Eczema

May

Tote bag bonus distribution: Society of Dermatology Physician Assistants Annual Summer Dermatology Conference 2018 (June 28–July 1, Seattle, WA); Cosmetic Bootcamp (June 21–24, Aspen, CO)
Ads close: April 2
Materials due: April 16

Feature Articles

- › Drug Pricing Trends
- › Skin Cancer Q&A
- › Therapeutic Review: Acne
- › Focus on Psoriasis
- › Eczema Highlight

June

Bonus distribution: Summer AAD Meeting (July 26–29, Chicago, IL)
Ads close: May 1
Materials due: May 15

Feature Articles

- › Novel Hyperhidrosis Approaches
- › Focus on Psoriasis: Biologics in Practice
- › Cosmetic Clinic
- › Therapeutic Review: Rosacea
- › Eczema Q&A

*All articles listed are subject to change at the discretion of the editor.

Editorial Calendar*

Official Partnerships

- National Psoriasis Foundation (NPF)
- National Eczema Association (NEA)
- National Rosacea Society (NRS)
- The Skin Cancer Foundation

July

Bonus distribution: Summer AAD Meeting (July 26–July 29, Chicago, IL)

Ads close: June 1

Materials due: June 15

Feature Articles

- › Atopic Dermatitis and Skin Infections
- › Surgical Interventions Column
- › Business Insider Series
- › Focus on Psoriasis: Combination Therapy
- › Therapeutic Review: Hidradentis Suppurativa

August

Ads close: July 2

Materials due: July 16

Feature Articles

- › Anti-Aging Trends: Filler, Injectables Lasers and More
- › Rosacea Therapy Update
- › New Approaches in Psoriasis Treatment
- › Therapeutic Review: Skin Cancer
- › Highlight on Eczema

September

Tote bag bonus distribution: ASDS (October 11–14, Phoenix, AZ); Fall Clinical Dermatology Conference (October 11–14, Las Vegas, NV, AZ)

Ads close: August 1

Materials due: August 15

Feature Articles

- › Selecting Lasers in Your Practice
- › Novel Acne Delivery Systems
- › Cosmetic Clinic
- › Focus on Psoriasis
- › Therapeutic Review: Alopecia
- › Highlight on Eczema

Conference Affiliations

- Fall and Winter Clinical Dermatology Conferences
- Society of Dermatology Physician Assistants (SDPA)
- Cosmetic Bootcamp
- The Dermatology Nurses Association (DNA)
- Interdisciplinary Autoimmune Summit (IAS)

October

Tote bag bonus distribution: Society of Dermatology Physician Assistants Annual Fall Dermatology Conference (Nov 1–4, Orlando, FL)

Ads close: September 4

Materials due: September 17

Feature Articles

- › Advances in Aesthetic Medicine
- › Teledermatology Today
- › Psychosocial Impact of Rosacea
- › Surgical Interventions Column
- › Non-melanoma Skin Cancers: Treatment Advances
- › Therapeutic Review: Eczema

November

Ads close: October 1

Materials due: October 15

Feature Articles

- › Business Insider Series
- › Pediatric Dermatology
- › Cosmetic Clinic
- › Focus on Psoriasis
- › Therapeutic Review: Acne
- › Highlight on Eczema

December

Tote bag bonus distribution: Winter Clinical Dermatology Conference; (January 18–23, 2019, Kauai, HI)

Ads close: November 1

Materials due: November 15

Feature Articles

- › Year in Review: Treatment Advances
- › Biggest Challenges for 2018
- › Rosacea Q&A
- › Therapeutic Review: Psoriasis
- › Highlight on Eczema

*All articles listed are subject to change at the discretion of the editor.