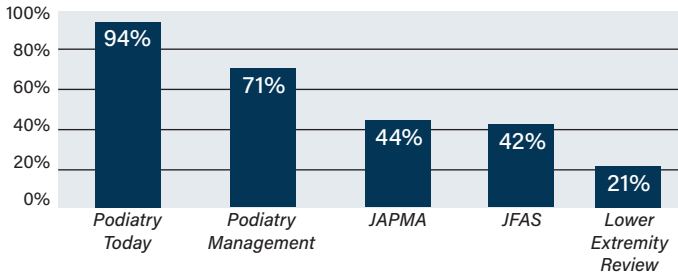


Description

Podiatry Today is an award-winning, premier publication that provides informative and practical clinical features, columns, and insightful practice management articles.

"Which of these trade publications do you read regularly (3 out of 4 issues)?"



Signet Research, ad study May 2015

Issuance

Frequency: 12 times per year

Bonus Distribution

- January:** New York Podiatric Clinical Conference
- March:** American College of Foot and Ankle Surgeons (ACFAS)
- April:** Midwest Podiatry Conference; Symposium on Advanced Wound Care Spring/Wound Healing Society Meeting (SAWC Spring/WHS)
- June:** Western Foot And Ankle Conference
- July:** American Podiatric Medical Association (APMA) Annual Meeting
- August:** Amputation Prevention Symposium (AMP)
- October:** Symposium on Advanced Wound Care Fall (SAWC Fall)

Special Issues

- 16th Annual Diabetes Theme Issue (March)
- Annual Ad Study Issue (May)
- 16th Annual Wound Care Theme Issue (August)
- 17th Annual Heel Pain Theme Issue (November)

Continuity Discounts

Discounts are available only for contracted insertions.

E-News

Classifieds available; contact representative for details.

Ad Requirements

PDF (Acrobat 4.0 or later) preferred. Other accepted formats include .EPS and .TIFF. Files must have the following resolution specifications: grayscale- or color-only images, 300 dpi; combination grayscale and color images, 500 to 900 dpi; line art, 900 to 1200 dpi.

Contact

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2018 Circulation

Podiatry Today is one of the few publications in the market that has its circulation certified by BPA Worldwide. This important milestone ensures advertisers of our ability to deliver the podiatry market month in and month out. The circulation of *Podiatry Today* is as follows:

Podiatrists	13,546
Residents	122
Students	203
Allied Professionals	129
Total	14,000

Column Sizes, Specs and Net Rates

1/8-page	3.375" x 2.125"	\$350
1/4-page	3.375" x 4.75	\$500
1/2-page horizontal	7.125" x 4.5"	\$850
1/2-page vertical	3.375" x 9.125"	\$850

Color Rates

Three-color/four-color	\$400
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Online Opportunities

www.podiatrytoday.com	All prices are net.	
Online rate	30 days	\$250
	90 days	\$400
	365 days	\$2,000

Includes service fee, email-contact link, and text hyperlink. Limited to 200 words.

Online/journal rate	\$250
Online net rate is \$250 when added to the purchase of a journal classified ad.	

Banner Advertising		Tile Advertising	
<i>Podiatry Today</i> home page	\$1,500	<i>Podiatry Today</i> home page	\$900
Classified page	\$650	Classified page	\$300

Note: HMP Communications online services require at least 5 business days' lead time to schedule your online advertising. Files must arrive in electronic form and be web-ready or in PDF format.

2018 Closing Dates

Issue	Ad Close	Materials Due
January	Dec. 5	Dec. 12
February	Jan. 5	Jan. 12
March	Feb. 2	Feb. 9
April	March 1	March 9
May	April 2	April 9
June	May 1	May 9
July	June 1	June 8
August	July 2	July 11
September	Aug. 1	Aug. 8
October	Aug. 31	Sept. 8
November	Oct. 1	Oct. 9
December	Nov. 1	Nov. 8