



## 2025 RATES AND DATA PRINT AND DIGITAL

***JCEM, The Journal of Clinical Endocrinology & Metabolism***

***JCEM Case Reports***

***Endocrine News***

***Endocrine Reviews***

***Endocrinology***

***Journal of the Endocrine Society***

**[www.endocrine.org](http://www.endocrine.org)**

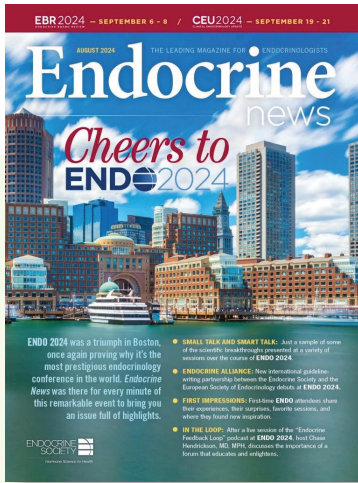
**<https://academic.oup.com/endocrinesociety>**



### Advertising Representatives

**Pharmaceutical Media, Inc.**  
4 South Orange Avenue, #504  
South Orange, NJ 07079  
pminy.com

**Joe Schuldner**  
212.904.0377  
jschuldner@pminy.com



## ENDOCRINE NEWS

- Largest U.S. and global circulation in the market
- Circulation includes the universe of endocrinologist and pediatric endocrinologist in the U.S.

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • [endocrine.org](http://endocrine.org)

## 2025 PRINT RATES & DATA

### Editorial

#### Executive Editor:

Mark A. Newman, Endocrine Society

**Established:** 2004

**Acceptance of Advertising:** All advertising is subject to the approval of the publisher.

**Ad Placement:** Interspersed

### Circulation

**Total Circulation:** 17,660 US-Only

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

### Advertising Representatives

**Joe Schuldner**

**P:** 212.904.0377 **E:** [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

### Advertising Information

**Earned Rates:** Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

**Agency Commission:** 15%

### Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,800	\$2,050	\$1,350
6x	\$3,750	\$2,000	\$1,250
12x	\$3,700	\$1,950	\$1,150
24x	\$3,650	\$1,850	\$1,050
48x	\$3,600	\$1,750	\$950
72x	\$3,550	\$1,650	\$850
96x	\$3,500	\$1,550	\$750

### Color Rates (in addition to B/W rates):

Standard Color:	\$ 800
Matched Color:	\$1,150
3/or 4/Color:	\$2,350

### Preferred Position Premiums:

Cover 2:	50%
Cover 4:	50%
All Others:	25%

**Inserts:** Charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

**Covertips and Outserts:** Available; contact your sales representative for more information.

### Advertising Incentive Continuity Program:

Place 6 insertions for the same product in *Endocrine News* during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

**Combination Incentive Program:** Place an ad in *JCEM* and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

### Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January 2025	Dec 18	Dec 23	Dec 30
February 2025	Jan 17	Jan 23	Jan 27
March 2025	Feb 17	Feb 20	Feb 24
April 2025	Mar 18	Mar 21	Mar 26
May 2025	Apr 15	Apr 21	Apr 23
June 2025	May 15	May 21	May 26
July 2025	Jun 17	Jun 20	Jun 25
August 2025	Jul 15	Jul 18	Jul 23
September 2025	Aug 15	Aug 21	Aug 25
October 2025	Sep 16	Sep 19	Sep 24
November 2025	Oct 16	Oct 21	Oct 24
December 2025	Nov 14	Nov 19	Nov 20

### Bonus Distribution Issues\*:

June ENDO 2025

### Mechanical Specifications

**Trim Size:** 8.125" x 10.875"

**Live Area:** 7.625" x 10.375"

**Binding:** Perfect

**Paper Stock:** Covers, 100 lb coated;

Interior, 60 lb coated

**Halftone Screen:** 150

### Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
1/2 page horizontal	7"	5"	8.375"	5.5"
1/2 page vertical	3.5"	10"	4.125"	11.125"
1/4 page	3.5"	5"		

### Reproduction Requirements (ROB):

#### Digital Files Required

**Preferred Format:** PDF/X-1a

#### Checklist Before Submission:

- Convert all RBG color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area
- Email final pdf file to PMcCormack@pminy.com

#### Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

**Delivered Size:** 8.375" x 11.125"

**Trim:** 1/8" from all four sides; jogs to head

**Stock:** 70 lb minimum; 100 lb maximum

**Quantity:** 19,400 US; 23,000 Full Run

**Packing:** Carton packing preferred with quantity, publication, and month clearly indicated.

#### Ship Inserts and Covertips to:

Endocrine News

Sheridan NH

Attn: Kelly Nanopoulos

69 Lyme Road

Hanover, NH 03755

**P:** 603.653.7213

#### Send All Insertion Orders and

#### PDF Files to:

Patti McCormack

Pharmaceutical Media, Inc.

**E:** PMcCormack@pminy.com

**P:** 212-904-0376



## THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 4,942

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • [endocrine.org](http://endocrine.org)

## 2025 PRINT RATES AND DATA

### Editorial

#### Editor-in-Chief:

Paul M. Stewart, CBE, FRCP, FMedSci

**Established:** 1941

**Origin of Editorial:** 100% submitted

**Acceptance of Advertising:** All advertising is subject to the approval of the publisher.

**Ad Placement:** Stacked

**2023 Impact Factor:** 5.0

### Circulation

**Total Circulation:** 5,269

**Circulation Breakdown:**

4,942 US; 327 International

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

### Advertising Representatives

**Joe Schuldner**

**P:** 212.904.0377 **E:** [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

**Reprints:** LaNedra Lee, **E:** [lanedra.lee@oup.com](mailto:lanedra.lee@oup.com)

**Supplements:** Andrew Hill, **E:** [andrew.hill@oup.com](mailto:andrew.hill@oup.com)

### Advertising Information

**Earned Rates:** Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

**Agency Commission:** 15%

### Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,600	\$2,000	\$1,450
6x	\$3,550	\$1,950	\$1,400
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24x	\$3,450	\$1,850	\$1,300
48x	\$3,400	\$1,800	\$1,250
72x	\$3,350	\$1,750	\$1,200
96x	\$3,300	\$1,700	\$1,150

### Color Rates (in addition to B/W rates):

Standard Color: \$1,100

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3/ or 4/Color: \$2,400

### Preferred Position Premiums:

Cover 2: 50%

Cover 4: 50%

All Others: 25%

**Inserts:** Inserts are charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

**Covertips and Outserts:** Available; contact your sales representative for more information.

### Advertising Incentive Continuity Program:

Place 6 insertions for the same product in JCEM during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

**Combination Incentive Program:** Place an ad in JCEM and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

### Issuance and Closing Dates:

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January 2025	Nov 21	Nov 24	Dec 9
February 2025	Dec 16	Dec 18	Jan 7
March 2025	Jan 23	Jan 29	Feb 7
April 2025	Feb 18	Feb 24	Mar 5
May 2025	Mar 21	Mar 27	Apr 8
June 2025	Apr 22	Apr 28	May 8
July 2025	May 22	May 27	Jun 5
August 2025	Jun 18	Jun 24	Jul 3
September 2025	Jul 18	Jul 24	Aug 4
October 2025	Aug 21	Aug 27	Sep 5
November 2025	Sep 18	Sep 24	Oct 7
December 2025	Oct 23	Oct 29	Nov 7

### Bonus Distribution Issue\*:

July ENDO 2025

### Mechanical Specifications

**Trim Size:** 8.25"x10.875"

**Live Area:** 7.75"x10.375"

**Binding:** Perfect

**Paper Stock:** Covers, 80 lb coated;  
Interior, 40 lb coated

**Halftone Screen:** 150

### Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
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1/4 page	3.375"	5"		

### Reproduction Requirements (ROB):

#### Digital Files Required

**Preferred Format:** PDF/X-1a

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- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

#### Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

**Delivered Size:** 8.5"x11.125"

**Trim:** 1/8" from all four sides; jogs to head

**Stock:** 70 lb minimum; 80 lb maximum

**Quantity:** 5,500 US; 5,800 Full Run

**Packing:** Carton packing preferred with quantity, publication, and month clearly indicated.

#### Ship Inserts and Covertips to:

JCEM  
Sheridan NH  
Attn: Kelly Nanopoulos  
69 Lyme Road  
Hanover, NH 03755  
P: 603.653.7213

#### Send All Insertion Orders and

#### PDF Files to:

Patti McCormack  
Pharmaceutical Media, Inc.  
E: PMcCormack@pminy.com  
P: 212-904-0376



## ENDOCRINE REVIEWS

*Endocrine Reviews* publishes comprehensive, authoritative, and timely review articles balancing experimental and clinical endocrinology.

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • [endocrine.org](http://endocrine.org)

## 2025 PRINT RATES & DATA

### Editorial

#### Editor-in-Chief:

Ashley Grossman, MD, FRCP, FMedSci  
University of Oxford  
Oxford, UK

**Established:** 1980

**Origin of Editorial:** 100% submitted

**Acceptance of Advertising:** All advertising is subject to the approval of the publisher.

**Ad Placement:** Stacked

**2023 Impact Factor:** 22.0

### Circulation

**Total Circulation:** 560

**Circulation Breakdown:**

393 US; 167 International

**Circulation Basis:** Paid

**Circulation Verification:** Sworn Statement

### Advertising Representatives

**Joe Schuldner**

**P:** 212.904.0377 **E:** [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

**Reprints:** LaNedra Lee, **E:** [lanedra.lee@oup.com](mailto:lanedra.lee@oup.com)

**Supplements:** Andrew Hill, **E:** [andrew.hill@oup.com](mailto:andrew.hill@oup.com)

### Advertising Information

Position	Net
Cover 4	\$3,000
Cover 3	\$2,000
Cover 2	\$2,000
Page ROB	\$1,500

### Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
February 2025	Dec 9	Dec 13	Jan 2
April 2025	Feb 10	Feb 14	Feb 27
June 2025	Apr 14	Apr 18	May 1
August 2025	Jun 16	Jun 20	Jul 2
October 2025	Aug 18	Aug 22	Sep 4
December 2025	Oct 27	Oct 31	Nov 11

### Advertising Incentive Program

Run an ad in 3 issues and 4th ad is free.

Full Year: Run an ad in 4 issues and get 2 free ads.

### Mechanical Specifications

**Trim Size:** 8.25"x10.875"

**Live Area:** 7.75"x10.375"

**Binding:** Perfect

**Paper Stock:** Covers, 80 lb coated; Interior, 40 lb coated

**Halftone Screen:** 150

Ad Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.5"	11.125"
1/2 page horizontal	7"	4.875"	8.5"	5.625"
1/2 page vertical	3.375"	10"	4.375"	11.125"
1/4 page	3.375"	5"		

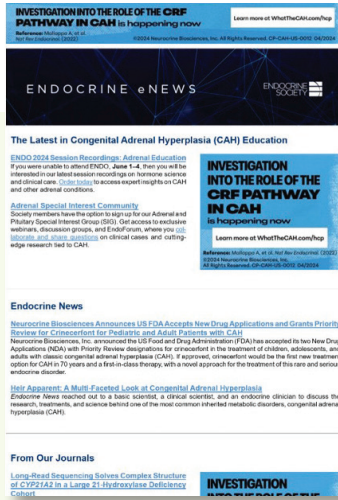
### Submission of Advertising Materials:

**PDF files only:** PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

**Send All Insertion Orders and PDF Materials to:**

Patti McCormack **E:** [PMcCormack@pminy.com](mailto:PMcCormack@pminy.com) **P:** 212-904-0376





## DIGITAL ADVERTISING OPPORTUNITIES

- Endocrine Society Online Network
- Endocrine Society e-Newsletters and e-TOCs

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • [endocrine.org](http://endocrine.org)

## Endocrine Society Online Network

The Endocrine Society Online Network is the only resource for the latest content published in *The Journal of Clinical Endocrinology & Metabolism* (JCEM), *Journal of the Endocrine Society*, *Endocrine Reviews*, *JCEM Case Reports*, *Endocrinology* and *Endocrine News*.

### Network Landing Pages

- endocrine.org
- endocrinenews.endocrine.org
- academic.oup.com/endocrinesociety
- academic.oup.com/jcem
- academic.oup.com/jcemcr
- academic.oup.com/jes
- academic.oup.com/edrv
- academic.oup.com/endo

### US Average Monthly Metrics

Unique Visitors	95,000
Impressions	515,000
Average CTR	0.09%
Interstitials	12,500

### Contextual Targeting

Campaigns can be targeted to articles containing specific keywords. Call your representative for availability and pricing.

### Keyword Projected Monthly Impressions (US)\*:

Diabetes/Insulin	100,000	Bone/Osteoporosis	50,000
Obesity	50,000	Testosterone	70,000
Growth Hormones	10,000	Thyroid	85,000
CGM	5,000		

\*Monthly avails vary based on final selected keywords

## Sizes and Specifications

- Leaderboard:** 728x90
- Box/MPU:** 300x250
- Mobile:** 300x50
- Half Page:** 300x600
- File Format:** GIF, JPG, PNG, HTML5
- Rich Media on Approval
- Max File Size:** 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

## Banner Sizes and Specifications

### Online Rates (net)

Geo-targeted ROS	\$150 CPM
Global Run of Site	\$125 CPM
Contextual Targeted	\$275 CPM
Interstitials	\$500 CPM



## EMAIL OPPORTUNITIES

### Endocrine Society eTOCs:

100% Opt-in, monthly eTOCs with direct links to articles published in:

### Average Drop Metrics

#### JCEM eTOC

Distribution (US Members)	7,918
Unique Open Rate	50.9%

#### JCEM Case Reports eTOC

Distribution (US Members)	7,962
Unique Open Rate	49.9%

#### JES eTOC

Distribution (US Members)	9,564
Unique Open Rate	47.3%

#### Endocrine Reviews eTOC

Distribution (US Members)	9,356
Unique Open Rate	49.1%

#### Endocrinology eTOC

Distribution (US Members)	2,271
Unique Open Rate	36.7%

## Monthly eTOC Packages

### Creative and Pricing

#### JCEM, JES, JCEM Case Reports and Endocrinology plus Endocrine Reviews (EOM)

- 728x90 Top or 300x250 Side
- \$4,250 net per month

### Endocrinology in the Headlines:

100% Opt-in, weekly e-newsletter for members with news aggregated from global news outlets.

Distribution (US Members)	6,320
Unique Open Rate	49.5%
Average CTR	0.06%

### Endocrine e-News:

100% Opt-in, weekly e-newsletter for members with society news updates and highlights of the latest events and clinical reports published in the societies scientific publications including *Journal Content Reviews & Links*

Distribution (US Members)	9,460
Unique Open Rate	49.8%
Average CTR	0.11%

### Creative and Pricing

- **Endocrinology in the Headlines**
- 728x90 Top or 300x250 Side
- **Endocrine e-News**
- 300x250 Top or Side
- Exclusive Weekly Advertiser
  - \$4,250 net per drop
- Single Banner Advertising
  - \$2,750 net per drop
- Drops Weekly on Wednesday

**Continuity Incentive:** Buy 6, get 1 Free

#### Weekly Continuity Incentive:

Buy 3 consecutive weeks, get 4th week free

### Endocrine e-News: Contextual Highlights:

100% SOV e-newsletter series on specific topics such as innovations in *diabetes, thyroid, osteoporosis, lipids, etc.* Excellent CTR and open rates. Single send timed around specific events, quarterly, or bi-monthly distribution.

### Custom Digital Advertising

- ENDO Custom Email
- ENDO Custom Email with Target List Distribution and Physician Level Data (PLD)
- Endocrine News Online: Custom Content/Microsite

**For more information and pricing please contact Joe Schuldner at [jschuldner@pminy.com](mailto:jschuldner@pminy.com)**



# Endocrine Society Publications

## Cover Tip Specifications

### Sizes:

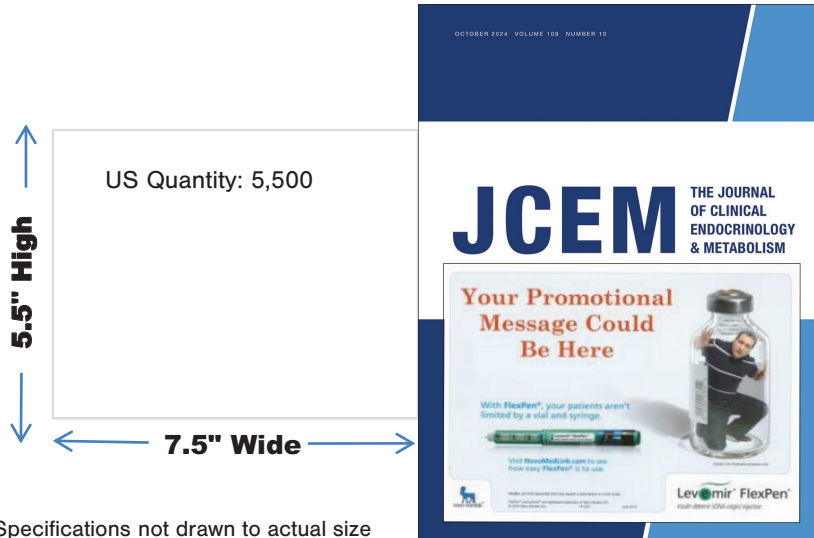
Maximum size: 7.5" wide x 5.5" high

Minimum size: 3.5" wide x 5" high

### Stock thickness:

Minimum stock - .007" (at least 80# text weight)

Maximum thickness of stock is 100# cover stock



Note: Specifications not drawn to actual size

US Quantity: 19,400



US Quantity: 500



### Ship To:

Sheridan NH

Attn: Kelly Nanopolous

69 Lyme Road | Hanover, NH 03755

Tel:603-653-7213

For more info:



(212) 685-5010

Joe Schuldner | 212.904.0377 | [jschuldner@pminy.com](mailto:jschuldner@pminy.com)