

The Delaware Medical Journal

*Targeted Advertising to Delaware's
Affluent, Educated & Influential
Medical Community*

With a BI-MONTHLY DOUBLE ISSUE PUBLISHING SCHEDULE and ENHANCED CONTENT for 2020!

- ▶ The trusted and **well-read member magazine** of the Delaware Medical Society.
- ▶ Mailed to all **DMS member physicians, practice offices, hospitals and clinics** across the state, as well as to Delaware State Legislators.
- ▶ Providing **essential, timely, high-value content** to engaged readers.



Medical Society of Delaware
LEADING THE WAY TO A HEALTHY DELAWARE

OUR READERS

Among the nation's highest earners, with physician overall salary making of \$313,000+ per year in 2019.*

Active and engaged in a range of leisure pursuits:**

- ▶ Exercise **60+%**
- ▶ Culture (theater, museums, etc.) **40+%**
- ▶ Travel **55+%**
- ▶ Food & Wine **40+%**

*Source: MedScape 2019 Physician Compensation Report. **Source: MedScape Physician Lifestyle Report.



2020 AD RATES (ALL PRICES ARE NET)

Premium Positions	6x	3x	1x
Back Cover	\$1,350	\$1,525	\$1,675
Inside Front Cover	\$1,250	\$1,425	\$1,575
Inside Back Cover	\$1,175	\$1,325	\$1,475
Page One	\$1,175	\$1,325	\$1,475
Display Ads (4-color)	6x	3x	1x
Full Page	\$1,085	\$1,225	\$1,375
Half Page	\$715	\$795	\$885
Quarter Page	\$465	\$525	\$585



2020 AD DEADLINES

	Space Reservation	Camera-Ready Ads	Publication Date
Jan-Feb	12/4	12/18	mid-Jan
March-Apr	2/5	2/26	mid-March
May-June	4/1	4/15	mid-May
July-Aug	6/4	6/18	mid-July
Sept-Oct	8/5	8/19	mid-Sept
Nov-Dec	10/1	10/15	mid-Nov

AD DIMENSIONS

Ad Size	Inches Wide x Inches Deep
Full Page	7" x 10"
1/2 Vertical	3-3/8" x 10"
1/2 Horizontal	7" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"

Trim=8-1/8" x 10-7/8"; Bleed=8-3/8" x 11-1/8"

Contact account representative
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