



# Cosmetic DERMATOLOGY®

2007 ADVERTISING RATES AND SPECIFICATIONS

The Official Publication of the American Society of Cosmetic Dermatology & Aesthetic Surgery

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**CEO/President:** Stephen Stoneburn



## RATES

### Cosmetic Dermatology® 2007 B&W RATES

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>1 Page</b>	\$2,370	\$2,340	\$2,320	\$2,290	\$2,245	\$2,220	\$2,150	\$2,105	\$2,045	\$2,005	\$1,895	\$1,835	\$1,780
<b>1/2 Page</b>	\$1,720	\$1,675	\$1,650	\$1,635	\$1,620	\$1,605	\$1,570	\$1,530	\$1,495	\$1,480	\$1,415	\$1,365	\$1,325

### 1. Effective Date and Discounts:

- Effective rate date:** January 2007.
- Agency commission and cash discount:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- Rates subject to change with 90 days' notice:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

### 2. Earned Rates:

- Full run:** Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning

January 2007 and ending December 2007. The earned rate is determined by the number of pages. A full page and a fractional page count as single insertions. Each page charged for an insert counts as one insertion.

### b. Incentive Programs:

#### Combination Frequency Program:

Corporations may combine pages in *Cosmetic Dermatology* and *Cutis*® for the highest frequency discount. (The highest frequency available is 144x on both journals combined.)

#### Product Launch Program:

Commit to advertise a launch product in 5 consecutive issues and receive a 25% discount on the 3rd insertion and the 6th insertion free.\* Average of unit size will determine free ad unit\* (prelaunch ads do not count).

\*Client must supply materials for free insertions. Free pages count toward frequency.

### 2007 COLOR RATES

2-color process	\$745
2-color matched	\$960
3- & 4-color process	\$1,400
Metallic	\$1,100
5 color (4 color + matched)	\$2,360
4 color + metallic	\$3,120

Continue your launch schedule for 3 additional consecutive issues and receive 25% off the 9th insertion; and run for 3 additional consecutive issues and earn 25% off your 12th insertion.  
**3-6-9-12 Discount:** Each product that advertised in 2006 qualifies for the following 4 discounts within the calendar year of January 2007 through December 2007:

## RATES continued

- 3 insertions (same product): 25% off the 3rd insertion.
- 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
- 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
- 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

### New Business Incentive Program:

Established products that have not run in *Cosmetic Dermatology* during 2006 can qualify for the new business incentive program. Advertise a new product in 5 issues and receive 25% off the 3rd insertion and the 6th insertion free\*; continue and receive 25% off the 9th insertion and 25% off the 12th insertion within the calendar year of January 2007 through December 2007. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

\*Client must supply materials for free insertions. Free pages count toward frequency.

### Quadrant Corporate Discount:

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased

from Quadrant HealthCom Inc. in 2007. Full year 2006 NET spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2007. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discounts are:

2006 NET Spending	Earned 2007 Discount
\$ 150,000	1%
\$ 250,000	2%
\$ 500,000	3%
\$ 750,000	4%
\$1,000,000	5%

### Order of Discount Calculations as Applicable:

1. Combination Frequency
2. Combination Buy
3. Other Journal Discounts Applied Individually
4. Corporate Discount
5. Agency Discount

**Quadrant Prepayment Plan:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact Sharon Finch, VP/Group Publisher, (973) 206-8952, for additional details.

### 3. Color:

In addition to earned black-and-white (B&W) rates, color rates are per page and apply to full or partial pages. (See color grid on first page for rates.)

### 4. Bleed: No charge.

### 5. Preferred Positions and Covers:

Current year cover and position advertisers have first right of refusal on positions maintained. For 2007, advertisers must commit in writing to all paid positions before December 1, 2006. All paid positions require 90-day written notice prior to cancellation.

- **2nd COVER:** Earned B&W rate plus 25%, add color charges.
- **3rd COVER:** Earned B&W rate plus 15%, add color charges.
- **4th COVER:** Earned B&W rate plus 50%, add color charges.
- **OPP TOC:** Earned B&W rate plus 10%, add color charges.

### 6. Classified Rates:

National Account Executives:

Tim LaPella, ext. 138

Drew Endy, ext. 109

Valley Forge Publishing Group  
400 Chesterfield Parkway, Suite 100  
Malvern, PA 19355  
(866) 312-8805 or (610) 854-3770  
Fax: (610) 854-3780

## INSERT INFORMATION

### 7. Availability and Acceptance:

- Availability:** 2- to 8-page inserts are available. BRCs are accepted. Please call Jaime Serra for specifications.
- Acceptance:** *Cosmetic Dermatology* follows AMP insert guidelines.

### 8. Charges:

- Inserts:** Billed at the earned B&W page rate for each printed page of insert.
- Backup charges:** Not applicable.
- BRC charge:** \$2,370.

### 9. Commissions:

Fees that result from demographic runs or splits that occur in addition to the regular insert charges are noncommissionable.

### 10. Sizes and Specifications:

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004".

### 11. Trimming:

**Ship folded:** 8 1/8" x 11".

**Trims:** 1/8" head, 1/8" foot, 1/8" gutter and face.

Book is jogged to head. Keep live matter 3/8" from trim edges.

**Final trim:** 7 7/8" x 10 3/4".

### 12. Insert Quantity: 18,700.

### 13. Shipping:

Carton packing preferred marked with title of journal, month of issue, advertiser, product name, and insert quantity.

### Ship to:

*Cosmetic Dermatology*®  
RR Donnelley & Sons, Inc.  
1600 North Main Street  
Pontiac, IL 61764-0140  
Attn: John McWhorter  
(815) 844-1477

## ISSUANCE AND CLOSING

### 14. First Issue:

November 1988.

### 15. Frequency:

Monthly.

### 16. Issue Date:

1st of each month.

### 17. Mailing Date & Class:

10th of publication month; periodicals class.

### 18. Closing Dates:

Issue Date	Closing for ROB & Inserts	Materials Due	Inserts Due	Issue Date	Closing for ROB & Inserts	Material Due	Inserts Due
<b>January</b>	12/1/06	12/8/06	12/27/06	<b>July</b>	6/1/07	6/8/07	6/26/07
<b>February</b>	1/5/07	1/12/07	1/25/07	<b>August</b>	7/3/07	7/10/07	7/25/07
<b>March</b>	2/2/07	2/9/07	2/27/07	<b>September</b>	8/3/07	8/10/07	8/24/07
<b>April</b>	3/2/07	3/9/07	3/27/07	<b>October</b>	9/4/07	9/12/07	9/25/07
<b>May</b>	4/4/07	4/11/07	4/25/07	<b>November</b>	10/3/07	10/10/07	10/25/07
<b>June</b>	5/3/07	5/10/07	5/25/07	<b>December</b>	11/2/07	11/9/07	11/27/07

## EDITORIAL

### 19. Special Issues:

**January:** AAD Issue (Bonus Distribution).

**April:** Feature Article on Acne, Feature Article on Rosacea.

**May:** University Issue I.

**July:** Summer AAD Issue (Bonus Distribution).

**August:** Feature Article on Acne, Feature Article on Rosacea.

**October:** University Issue II.

**November:** Bonus Distribution at ASCDAS.

### 20. General Editorial Direction:

*Cosmetic Dermatology* is a clinical peer-reviewed journal that covers appearance-related dermatology through original articles, case reports, review articles, and monthly columns. All editorial is selected to enhance the physician's ability to repair, improve, and renew the skin.

### 21. Average Issue Information:

**a. Average number of articles per issue:** 6.

**b. Average article length:** 4 pages.

### c. Editorial columns and department features:

Aesthetic Technology  
Bench Top to Bedside  
Cosmetic Consultation  
Industry Buzz  
Managing Melasma  
Noted & Quoted  
Practice Management

### 22. Origin of Editorial:

**a. Solicited:** 75% of articles.

**b. Submitted:** 25% of articles.

**c. Peer review:** All articles submitted are peer reviewed by 2 Editorial Board members.

## CIRCULATION

### CIRCULATION BREAKDOWN

	Total Qualified	Office-Based Practice	Full-Time Residents	Total Hospital Staff	Total Patient Care	Teaching & Other Professional Activity	DO O/H Practice
Dermatology	9,835	8,136	973	232	9,341	181	313
Facial Plastic Surgery	376	346	1	12	359	9	8
Cosmetic Surgery	53	53			53		
General Practice	130	124		3	127	1	2
Family Medicine/Family Practice	917	632	1	13	646	8	263
Internal Medicine	293	275	1	7	283	3	7
Gynecology	46	44			44		2
Obstetrics & Gynecology	161	153		3	156	1	4
Pediatrics	495	483		6	489		6
Dermatologic Surgery	100	94		4	98	2	
Obstetrics	3	3			3		
Total Physicians	12,409	10,343	976	280	11,599	205	605
Dermatology Physician Assistants	693						
Nurse Practitioners	63						
Aestheticians	838						
Other	8						
Paid Subscriptions	284						
<b>Total Circulation</b>	<b>14,295</b>						

## CIRCULATION continued

### 23. Description of Circulation Parameters:

Sent on a controlled circulation basis to dermatologists and all residents, and facial plastic surgeons. Also included are other physicians with either a secondary specialty in dermatology or high-prescribing status, based on Wolters Kluwer Health Power Profiler® data as provided by Direct Medical Data, in these classes: acne preparations, antifungals, anti-infectives, systemic antivirals, other dermatology preparations, and topical corticosteroids. These physicians, dermatology physician assistants, and dermatology nurse practitioners are further qualified as requesters. Aestheticians included by dermatologist request.

### 24. Demographic Selection Criteria:

- a. **Age:** Up to 65, request only over 65.
- b. **Prescribing:** See 23.
- c. **Circulation distribution:** 100% controlled; Request rate, 69.7%.
- d. **Paid information:** U.S. Paid, 161; Foreign Paid, 123.
- e. **Subscription rates effective 2007:**

U.S. Individual	\$128
Canada/Mexico	\$194
Foreign/Other Nations	
Surface	\$230
Air	\$292
Single Copy	
U.S.	\$23
Canada/Mexico	\$26
Foreign/Other Nations	\$31
- f. **Renewal rate:** Not available.

### 25. Circulation Verification:

- a. **Audit:**  BPA
- b. **Mailing house:** Direct Medical Data.

### 26. Coverage:

- a. **Have any specialties been combined in the grid on previous page?** Yes.
- b. **Date and source of breakdown:** BPA®, July 2006 issue.
- c. **Circulation breakdown:** See grid on previous page.

### 27. Anticipated Circulation Modifications or Changes Effective January 2007:

- a. **Additions:** None.
- b. **Deletions:** None.
- c. **Guaranteed minimum circulation for 2007:** 14,000.

## GENERAL INFORMATION

### 28. Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approvals and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our Rate Card), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the

Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

### 29. New Product Releases:

Accepted for Industry Buzz.

### 30. Editorial Research:

Posttesting.

### 31. Ad Format and Placement Policy:

- a. **Format**

1. Between articles?	Yes
2. Welled?	No
3. Stacked?	No
4. Within articles?	Rarely

- b. **Are ads rotated?** Yes.

### 32. Ad/Edit Ratio Information:

50/50.

### 33. Services:

- a. **Ad studies:** Consult Publisher.
- b. **Omnibus studies:** Consult Publisher.
- c. **Bonus distribution:** January, July, and November.
- d. **Publication of special supplements**
- e. **Reprints**
- f. **Customized patient editions**

## MECHANICAL SPECIFICATIONS

### 34. Ad Sizes and Bleed Sizes:

- a. **Trim size of journal is** 7 7/8" x 10 3/4"
- b. **Hold live matter** 3/8" from all sides

	Width/Depth	
	Ad Sizes	Bleed Sizes
<b>2-page spread</b>	15" x 10"	16 1/4" x 11"
<b>1 page</b>	7" x 10"	8 1/8" x 11"
<b>1/2 page (h)</b>	7" x 4 7/8"	8 1/8" x 5 1/2"
<b>1/2 page (v)</b>	3 3/8" x 10"	4" x 11"

### 35. Paper Stock:

- a. **Inside pages:** 45 lb. coated.
- b. **Covers:** 70 lb. coated.

### 36. Type of Binding:

Perfect bound.

### 37. Reproduction Requirements:

- a. **Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines**
- b. **133-line screen recommended.** Maximum density 280%. Body and cover printed heat-set web offset.

### 38. Materials Accepted:

**Electronic files.** PDF x1a, PDF, and InDesign. Digital con-

tract color proof required. Send reproduction materials to: *Cosmetic Dermatology*®  
 Quadrant HealthCom Inc.  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054-4609  
 Attn: Production  
 (973) 206-8011  
 Fax: (973) 206-9535

### 39. Materials Policy:

Materials including inserts, film, and electronic files, will be held one year from date of last insertion and then destroyed.