

The Female Patient

2007 ADVERTISING RATES & SPECIFICATIONS

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www.femalepatient.com

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CEO/President: Stephen Stoneburn



RATES

1. Effective Date and Discounts:

- a. **Effective Rate Date:** January 2007
- b. **Agency Commission and Cash Discount:** 15% 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 Withdrawn on accounts not paid within 30 days of invoice date.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.
- c. **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 and Incentive Programs:

- a. Earned rates are based on frequency of advertising by individual corporate entities within a 12-month period beginning January 2007 and ending December 2007. The number of insertions determines the earned rate. A spread counts as 2 insertions. Full pages and fractional pages each count as single insertions. Each page of an insert counts as 1 insertion.

b. The Female Health Continuity

Program: Advertise the same product in 5 issues of *The Female Patient*® and receive the 6th insertion free.* Advertise the same product in 10 issues and receive the 11th and 12th free.* Average of unit size will determine free ad unit. Continuity programs apply to calendar year January 2007 through December 2007.

c. Combination Frequency Program:

Advertisers in QHI's journals including *The Female Patient*®, EMERGENCY MEDICINE®, URGENT CARE, *Physicians' Travel & Meeting Guide*®, and *Federal Practitioner*™ may combine pages to determine the highest corporate earned frequency discount. (The highest frequency available is 360x on the combined journals except for URGENT CARE which is 120x.)

d. Combination Buy Program:

Advertise the same product during the same month in 2 or more of QHI's journals including *The Female Patient*®, EMERGENCY MEDICINE®, URGENT CARE, and *Physicians' Travel & Meeting Guide*® and receive \$250 per page off

the earned rate in each journal except for URGENT CARE which is a \$100 per page discount. (Discount prorated for split-run/demographic ads and fractional pages. Unit size must be the same.)

e. Quadrant Corporate Discount:

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from QHI 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 only to 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% |
| \$1.0 MM | 5% |

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

The Female Patient 2007 ADVERTISING RATES & SPECIFICATIONS

RATES (continued)

Order of discount calculations as applicable:

1. Combination frequency
2. Corporate buy
3. Other journal discounts applied individually
4. Corporate discount
5. Agency Discount

f. Quadrant Prepayment Plan:

Quadrant HealthCom Inc. offers an optional prepayment program. Contact: Amy L. Clarke, Senior Vice President/Group Publisher, 973-206-8950, amy.clarke@qhc.com for additional details.

3. Color:

In addition to earned B/W rates, color rates are per page and apply to full or partial pages.

| | |
|-----------------------------|---------|
| 2-color process | \$870 |
| 2-color PMS | \$1,170 |
| 2-color metallic | \$1,540 |
| 3- & 4-color process | \$2,230 |
| 5-color (4-color + 1 match) | \$3,400 |
| 4-color + metallic | \$3,770 |

4. Bleed: No charge.

5. Covers and Positions:

- a. **Covers:** Second cover: 25% premium on earned B/W rate. Fourth cover: 50% premium on earned B/W rate.

b. Positions: Table of Contents:

15% premium on earned B/W rate. Editorial: 10% premium on earned B/W rate.

6. Classified Rates:

Contact: Valley Forge Publishing 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

2007 DISPLAY ADVERTISING RATES

| Freq. | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 60x | 72x | 96x | 120x | 144x | 192x | 240x | 288x | 360x |
|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 page | \$4,000 | \$3,945 | \$3,890 | \$3,835 | \$3,775 | \$3,725 | \$3,670 | \$3,610 | \$3,560 | \$3,500 | \$3,450 | \$3,395 | \$3,325 | \$3,260 | \$3,190 | \$3,120 |
| 2/3 page | 3,510 | 3,460 | 3,420 | 3,365 | 3,315 | 3,275 | 3,220 | 3,165 | 3,125 | 3,070 | 3,030 | 2,985 | 2,925 | 2,870 | 2,810 | 2,750 |
| 1/2 page | 2,795 | 2,760 | 2,725 | 2,695 | 2,640 | 2,610 | 2,570 | 2,530 | 2,500 | 2,450 | 2,425 | 2,375 | 2,325 | 2,285 | 2,235 | 2,180 |
| 1/3 page | 1,985 | 1,950 | 1,935 | 1,910 | 1,890 | 1,860 | 1,830 | 1,815 | 1,785 | 1,740 | 1,730 | 1,690 | 1,650 | 1,640 | 1,600 | 1,565 |
| 1/4 page | 1,600 | 1,570 | 1,550 | 1,535 | 1,515 | 1,490 | 1,455 | 1,435 | 1,420 | 1,400 | 1,385 | 1,350 | 1,335 | 1,315 | 1,280 | 1,255 |

2007 INSERT RATES

| Freq. | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 60x | 72x | 96x | 120x | 144x | 192x | 240x | 288x | 360x |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 2 page | \$8,290 | \$8,175 | \$8,060 | \$7,955 | \$7,830 | \$7,725 | \$7,625 | \$7,500 | \$7,395 | \$7,280 | \$7,175 | \$7,060 | \$6,925 | \$6,790 | \$6,645 | \$6,510 |
| 4 page | 16,370 | 16,140 | 15,910 | 15,705 | 15,455 | 15,245 | 15,040 | 14,790 | 14,580 | 14,350 | 14,145 | 13,915 | 13,645 | 13,375 | 13,085 | 12,815 |
| 6 page | 24,450 | 24,105 | 23,765 | 23,450 | 23,080 | 22,765 | 22,455 | 22,080 | 21,765 | 21,425 | 21,110 | 20,770 | 20,365 | 19,960 | 19,520 | 19,115 |
| 8 page | 32,530 | 32,075 | 31,615 | 31,200 | 30,700 | 30,285 | 29,870 | 29,370 | 28,955 | 28,495 | 28,080 | 27,620 | 27,080 | 26,540 | 25,960 | 25,420 |
| 10 page | 40,610 | 40,040 | 39,470 | 38,950 | 38,325 | 37,805 | 37,285 | 36,660 | 36,140 | 35,570 | 35,050 | 34,475 | 33,800 | 33,125 | 32,395 | 31,720 |
| 12 page | 48,695 | 48,005 | 47,320 | 46,695 | 45,945 | 45,325 | 44,700 | 43,950 | 43,325 | 42,640 | 42,015 | 41,330 | 40,520 | 39,705 | 38,835 | 38,020 |

INSERT INFORMATION

7. Availability:

- a. **Availability:** 2- to 12-page inserts are available. BRCs are accepted on a limited basis. Please call Mike Wendt for specifications.

8. Charges:

- a. **Inserts:** See grid.
b. **Back-up charges:** Not applicable
c. **BRC charge:** \$4,000

9. Sizes and Specifications:

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding.

Maximum paper stock: 80 lb, offset
Maximum micrometer reading: .004"

10. Trimming:

Ship folded: 8 1/8" x 11".
Trims: 1/8" head, 1/8" foot, 1/8" gutter and face. Book is jogged to the head. Keep live matter 3/8" from trim edges.
Final trim: 7 7/8" x 10 3/4"

11. Insert Quantity:

68,500

12. Shipping:

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

The Female Patient
RR Donnelly & Sons, Inc.
1600 North Main St.
Pontiac, IL 61764
Attn: Kim Rigsby
(815) 844-1382

ISSUANCE AND CLOSING

14. First Issue: February 1976

15. Frequency:
Monthly

16. Issue Date:
1st of each month

17. Mailing Date & Class:
5th of each month, periodicals class

18. Closing Dates:

Space reservations, material, and insert due dates:

| Issue Date | Ad Closing | ROB Materials Due | Insert Materials Due |
|------------|------------|-------------------|----------------------|
| January | 12/1/06 | 12/8/06 | 12/27/06 |
| February | 1/4/07 | 1/11/07 | 1/23/07 |
| March | 2/2/07 | 2/9/07 | 2/21/07 |
| April | 3/5/07 | 3/12/07 | 3/22/07 |
| May | 4/4/07 | 4/11/07 | 4/23/07 |
| June | 5/4/07 | 5/11/07 | 5/23/07 |
| July | 6/4/07 | 6/11/07 | 6/21/07 |
| August | 7/5/07 | 7/12/07 | 7/23/07 |
| September | 8/6/07 | 8/13/07 | 8/22/07 |
| October | 9/4/07 | 9/11/07 | 9/21/07 |
| November | 10/5/07 | 10/12/07 | 10/23/07 |
| December | 11/2/07 | 11/9/07 | 11/22/07 |

EDITORIAL

19. Special Issues:

April: ACOG Bonus distribution

20. General Editorial Direction:

Our peer-reviewed and CME-accredited clinical journal publishes thought-provoking physician-authored articles geared to assist in the process of differential diagnosis, treatment, and ongoing female patient management. Category I CME credits are offered in each issue.

21. Average Issue Information:

a. **Average number of articles and departments per issue:** 12

b. **Average feature article length:** 5 pages

c. **Editorial Columns and Departments:**

- Adolescent Gynecology Update
- Contraception Corner
- In the Hot Seat
- Legal EASE
- Menopause Matters
- The Cutting Edge

22. Origin of Editorial:

a. **Physician-authored:** 97%

b. **Solicited:** 95%

c. **Unsolicited:** 5%

d. **Peer review:** All articles receive a double-blinded review by Editorial Advisory Board members.

CIRCULATION

23. Circulation Parameters:

The Female Patient circulates to office-based and hospital-based physicians (including all residents and 1st year), with a primary specialty in obstetrics and/or gynecology, gynecologic oncology, maternal and fetal health, OB/GYN critical care, and reproductive endocrinology.

The journal also circulates to office-based physicians with a primary specialty in family practice, general practice, internal medicine, and osteopathy who are qualified through prescribing profiles. Physicians are designated as decile 8 to 10 prescribers of oral and other contraceptive methods,

bone density products, hormone therapy as well as therapies for migraine, depression, urinary incontinence, and sleep disorders.

Nurse Practitioners, self-designated in women's health, obstetrics and/or gynecology, also receive the publication on a request basis.

24. Circulation Distribution:

100% controlled Subscription rates effective 2007:

| | |
|------------------------|-------|
| US individual | \$107 |
| US institution | \$125 |
| Canada/Mexico | \$136 |
| Foreign/Other Nations: | |
| Surface | \$154 |
| Air | \$249 |

25. Circulation Verification:

a. **Audit:** BPA®

b. **Mailing house:** Direct Medical Data

26. Coverage:

a. **Have any specialties been combined in the grid?** Yes.

b. **Date and source of breakout:**
July 2006 BPA statement

c. **Circulation Breakout:** See grid on next page.

27. Anticipated Circulation Modifications or Changes Effective January 2007:

a. **Additions:** None

b. **Deletions:** None

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CIRCULATION (continued)

CIRCULATION BREAKOUT

| | MD | | | | MD/DO | DO | TOTAL |
|--|---------------|------------------------|-----------------------------|----------------------------|------------|-------------------------------|---------------|
| | Office-based | Residents ⁴ | Hospital-based ⁴ | Medical/ Teaching/Other | Military | Office- and Hospital-based | |
| General Practice ¹ | 304 | 0 | 0 | 0 | 0 | 1 | 305 |
| Family Medicine/Family Practice ¹ | 5,638 | 0 | 0 | 0 | 0 | 1,107 | 6,745 |
| Internal Medicine ¹ | 4,668 | 0 | 0 | 0 | 0 | 154 | 4,822 |
| Obstetrics and Gynecology ² | 29,180 | 3,831 | 1,356 | 1,042 | 206 | 1,538 | 37,153 |
| Gynecology ² | 2,016 | 0 | 78 | 90 | 3 | 34 | 2,221 |
| Obstetrics ² | 170 | 0 | 20 | 20 | 2 | 2 | 214 |
| Gynecologic Oncology ² | 341 | 0 | 65 | 32 | 0 | 9 | 447 |
| Maternal-Fetal Medicine ² | 332 | 0 | 135 | 89 | 2 | 25 | 583 |
| Reproductive Endocrinology ² | 486 | 0 | 52 | 59 | 5 | 16 | 618 |
| Critical Care Medicine ² (Obstetrics and Gynecology) | 2 | 0 | 0 | 3 | 0 | 1 | 6 |
| Nurse Practitioners ³ | | | | | | | 8,200 |
| Total | 43,137 | 3,831 | 1,706 | 1,335 | 218 | 2,887 | 61,314 |

1. Deciles 8 to 10 prescribers of all contraceptive methods, hormone therapy, osteoporosis, migraine, depression, incontinence and sleep disorders.

2. Universe

3. Requestors, self-designated in women's health and obstetrics and gynecology.

4. All staff and residents including 1st year with a primary specialty in obstetrics and/or gynecology, gynecologic oncology, OB/GYN critical care, maternal and fetal health, or reproductive endocrinology.

GENERAL INFORMATION

28. Requirements for Advertising Acceptance:

Advertising for professional and non-professional products or services is subject to Editorial Board and Publisher approvals, and accepted provided they are in harmony with our policy of service to medical professionals. 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 respect of the contents of the advertisement, indemnify and hold 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. Editorial Research:

Editorial development and solicitations for articles and departments are the product of extensive and multiple sources of testing, including pre- and post-testing with readers and Editorial Advisory Board members, reader input

through CME test submissions, and study of reader interests through custom research.

30. Ad Format and Placement Policy:

- a. Format: Interspersed
- b. Ads are rotated

31. Advertising/Editorial Ratio Information:

Ad/Edit Ratio: 50/50

32. Services to Advertisers:

- a. Editorial Reprints: (973) 206-8017
- b. Product News:
www.femalepatient.com

MECHANICAL SPECIFICATIONS

33. Ad Sizes & Bleed Sizes

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

34. Paper Stock:

- a. Inside pages: 36 lb coated stock
- b. Covers: 70 lb coated stock

35. Type of Binding: Perfect Bound

36. Reproduction Requirements:

- a. Follow Specifications for Web Offset Publications (SWOP) guidelines
- b. 133-line screen recommended.
- c. Maximum density 280%. Body and cover printed heat-set web offset.

37. Materials Accepted:

Electronic Files: PDF x1a, PDF, InDesign. Digital contract color proof required.

38. Materials Policy:

Materials including inserts, film, and electronic files, will be held 1 year from date of last insertion and then destroyed.

Send reproduction materials to:

The Female Patient
Quadrant HealthCom Inc
7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
Attn: Mike Wendt (973) 206-8010

| | Ad Sizes Width/Depth | Bleed Sizes Width/Depth |
|----------------------|----------------------|-------------------------|
| 2-Page Spread | 15" x 10" | 16 1/4" x 11" |
| 1 Page | 7" x 10" | 8 1/8" x 11" |
| 2/3 Page (v) | 4 1/2" x 10" | 5 3/8" x 11" |
| 1/2 Page (h) | 7" x 4 7/8" | 8" x 5 1/4" |
| 1/2 Page (v) | 3 3/8" x 10" | 4 1/8" x 11" |
| 1/3 Page (v) | 2 1/8" x 10" | 3" x 11" |
| 1/4 Page (v) | 3 3/8" x 4 7/8" | 4 1/8" x 5 1/4" |