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# Rates & Media

## 2024

Indexed through the National Library  
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PubMed Central (PMC), and EMBASE

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Millennium Medical Publishing, Inc.  
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New York, NY 10012  
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## Mission

The mission of *Gastroenterology & Hepatology (G&H)* is to contribute to the advancement of these interrelated fields by providing indispensable editorial content to gastroenterologists and hepatologists. *G&H* fulfills the voiced need of practicing physicians for a practical and readable journal containing the most up-to-date clinical information in gastrointestinal disorders, including diseases of the liver and biliary tract.

*G&H* has three main editorial departments:

- Thought leader-driven review articles
- Clinical case studies with expert commentary
- Advances columns featuring engaging interviews with experts on current issues in IBD, IBS, GERD, hepatitis, and endoscopy

## Editorial Direction

A peer-reviewed monthly journal, *G&H* provides editorial content encompassing a wide array of topics relevant and useful to the fields of gastroenterology and hepatology, both separately and together. Content is directed by the strong input of experts in the field. *G&H* contains several monthly columns providing cutting edge content on current issues in these fast-moving fields, including:

- Pro/Con: Experts present their views on controversial issues in gastroenterology and hepatology
- Clinical Trials Broadcast: Summaries of ongoing, phase III clinical trials in vital therapeutic areas
- Gastro/Hep News: Briefs about the latest developments and global meeting coverage
- Clinical Updates: Peer-reviewed updates on landmark therapeutic developments

## Circulation

*G&H* circulates to over 20,500 gastroenterologists, hepatologists, pediatric gastroenterologists, colon and rectal surgeons, and NP/PA's identified as high prescribers of GI products.

Specialty	Circulation
Gastroenterologists .....	17,110
Pediatric Gastroenterology .....	1,985
Colon/Rectal Surgery .....	600
Hepatologists .....	133
NP's/PA's (Gastro Specialty) .....	724
<b>Total Circulation .....</b>	<b>20,555</b>

(as of October 2023)

## 2024 Print Advertising Rates

**Effective Date:** January 2024

**Agency Commission:** 15% of gross on space, color, and position if paid within 30 days.

**Earned Rate:** Frequency Discounts are earned on the basis of accumulated ad space placed within a 12-month period. All pages of a parent company and its subsidiaries placed in *Gastroenterology & Hepatology* are combined to determine the earned rate for the publication.

B&W Page Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$4,180	\$3,570	\$2,825	\$2,145	\$1,630
6x	\$4,055	\$3,445	\$2,705	\$2,090	\$1,500
12x	\$3,990	\$3,380	\$2,650	\$2,025	\$1,450
24x	\$3,935	\$3,315	\$2,580	\$1,970	\$1,380
36x	\$3,875	\$3,255	\$2,520	\$1,905	\$1,320
48x	\$3,835	\$3,225	\$2,495	\$1,875	\$1,290
60x	\$3,810	\$3,195	\$2,460	\$1,845	\$1,260
72x	\$3,775	\$3,170	\$2,425	\$1,815	\$1,225
84x	\$3,750	\$3,140	\$2,395	\$1,780	\$1,200
96x	\$3,690	\$3,070	\$2,340	\$1,720	\$1,135

Color Rates*	6-Color	5-Color	4-Color	3-Color	2-Color	Matched PMS	Metallic
	\$2,840	\$2,520	\$2,150	\$1,985	\$855	\$915	\$1,230

\* In addition to earned BW rates; apply to each full or fractional page. No bleed charge.

<b>Inserts</b>	2-page, 4-page, 6-page, 8-page (earned BW rate) plus \$700 (net) production charge.
<b>BRC's</b>	\$1,575
<b>Cover Tips (supplied)</b>	\$23,200 net (single-leaf; 2-sided tip without P.I.) \$27,300 net (PITA- Pocket Tip with folded P.I. inside)

Covers and Premium Rates	Position	BW Rate Plus
	Cover 4 (2 page minimum)	50%
	Cover 2 (2 page minimum)	25%
	Page opposite 1st Table Contents	20%
	Page opposite 2nd Table of Contents	15%
	Page opposite First Editorial Page	15%

**Premium Position Cancellation Policy:** Written notice required at least 60 days prior to issue closing date. Cancellations made within the 60 Days incur a 50% charge on the entire planned ad unit cost.

**Bonus Distribution:** The most recent issues of *Gastroenterology & Hepatology* will be made available to all attendees at the following major gastroenterology and hepatology meetings:

- CCFA Crohn's and Colitis Congress: January Issue
- DDW (Digestive Disease Week): April and May Issues
- ACG (American College of Gastroenterology): October Issue
- AASLD (American Association for the Study of Liver Diseases): November Issue
- Annual Advances in the Inflammatory Bowel Diseases Meeting: December Issue

## 2024 Issue and Closing Dates

<b>Date</b>	<b>Space</b>	<b>Material</b>	<b>Inserts</b>
January	12/1/23	12/15/23	12/22/23
February	1/1/24	1/16/24	1/22/24
March	2/1/24	2/15/24	2/22/24
April	3/1/24	3/15/24	3/22/24
May	4/2/24	4/16/24	4/23/24
June	5/1/24	5/15/24	5/22/24
July	6/1/24	6/15/24	6/22/24
August	7/2/24	7/16/24	7/23/24
September	8/1/24	8/15/24	8/22/24
October	9/3/24	9/17/24	9/24/24
November	10/1/24	10/15/24	10/22/24
December	11/1/24	11/16/24	11/22/24

## MECHANICAL SPECIFICATIONS

**Publication Binding:** Perfect bound.

### Ad Sizing:

Ad Unit	Trim Size	Bleed	Live Area
<b>Full Page</b>	8 1/8" (width) x 10 7/8" (height)	8 3/8" x 11 1/8" (Bleed should extend at least 1/8" beyond trim size on all sides)	Maintain 1/2" safety zone for live content inside trim. Allow an extra 1/4 inch for gutter binding.
<b>2-Page Spread</b>	16 1/4" (width) x 10 7/8" (height)	16 1/2" x 11 1/8" (Bleed should extend 1/8" beyond trim size on all sides)	Maintain 1/4" safety zone for live content inside trim. Allow an extra 1/8" safety for gutter allowance.
<b>Half Page Horizontal</b>	8 1/8" (width) x 5.0" (height)	Ad can bleed on top and sides only. (Extend bleed out 1/8" beyond trim size)	Maintain 1/2" safety zone for live content inside trim.
<b>Half Page Vertical</b>	4.0" (width) x 10 7/8" (height)	Ad can bleed on top, bottom, and either into gutter or outer edge. (Extend bleed out 1/8" beyond trim size)	Maintain 1/2" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding.
<b>Quarter Page</b>	4.0" (width) x 5.0" (height)	Ad can bleed on top and gutter or outer edge. (Extend bleed out 1/8" beyond trim size)	Maintain 1/2" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding.

### Reproduction Specifications

File Formats	Please provide a <b>high-resolution, press-ready PDF file</b> of your ad on a cd.
Proofs	Include a high-resolution color proof of any color pages. Include color bars, registration, crop and bleed marks. And a laser of any black and white page.
Color	Set up color ads as CMYK.
Paper Stock	Ads that run on Body Pages will print on: 45# coated paper. Ads that run on covers will print on 80# coated paper.
Screen	Covers, inside, and 4-color process: 150-line screen.

### Specifications for Printed Inserts

Sizes	2-, 4-, 6-, or 8-page folded supplied inserts. Maximum 8 3/8" and specification.
Insert Trimming	The final supplied trim size needs to be 8 3/8" x 11 1/8" Inserts jog to foot. This means that our printer trims 1/8" from the top. Keep this in mind in your design. Gutter safety: Allow 1/4" visual safety zone for live matter (type/images) from gutter (binding) edge. Also, an additional 1/8" to 1/4" can be lost from gutter edge when bound into the magazine. So, to be on the safe side, the total visual safety zone for live matter you should allow on either side of the gutter edge is 1/2" Insert quantity (includes spoilage allowance): 22,500.
Shipping	Preprinted inserts should be shipped <b>directly to the printer</b> at the address below. Please note the journal name and issue date on your shipment. Also please send a sample to the publisher, Steve Kurlander. (see address below). For contracts or insertion orders, please contact the publisher.

### Cover Tip Specifications:

Trim Size: 7.75" (width) x 4.0" (height). Extend bleed out 1/8" beyond trim. Paper weight: Use 70 lb. or 80 lb.

#### Publisher

Steve Kurlander or Paul McDaniel  
 Gastro-Hep Communications, Inc.  
 611 Broadway, Suite 605  
 New York, NY 10012  
 Tel: 914-720-4485 or 917-656-7994  
 e-mail: shk@clinicaladvances.com or phm@clinicaladvances.com

*(Please send all run-of-book ad materials to attn: Steve Kurlander at the above address)*

#### Printer

*(Use this address only for preprinted ad inserts and cover tips)*  
 LSC Communications/Kodi Collective  
 13487 South Preston Highway  
 Lebanon Junction, KY 40150  
 Attn: Michael Gladden, G&H, Issue Date

*\*Please indicate counts on the packing slip and on each of the cartons*

## Website Banner Ads

### 2023 Average Stats\*

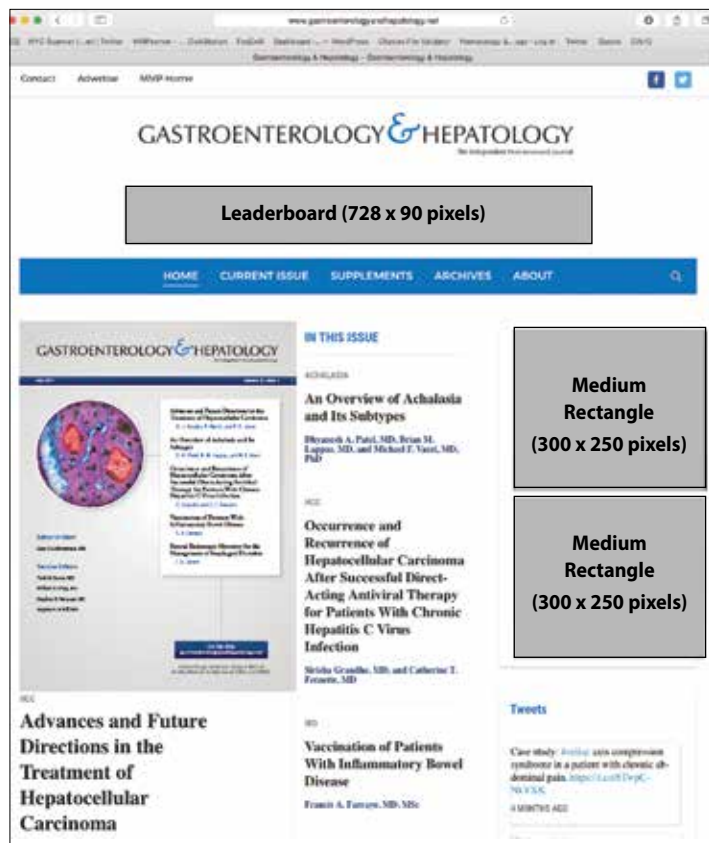
- Average visit duration = 1.0 minutes
- Average monthly unique visitors = 26,701
- Average monthly visits = 31,401
- Average monthly page views = 37,213
- Average monthly impressions = 48,000

\*Based on average stats Jan-Jun 2023, Google Analytics, US only

Gastroenterologyandhepatology.net is the online home of the monthly journal, *G&H—Gastroenterology & Hepatology*. Access to the Web site is free for recipients of the print edition of *G&H*. Gastroenterologyandhepatology.net complements the journal's goal to improve the quality of GI care by addressing gastro-hep for all disease stages and presentations.

### Ad Sizes Available

- Leaderboard (728 × 90)
- Medium Rectangle (300 × 250)
- Mobile Leaderboard (320 x 50)



# Gastroenterology & Hepatology e-TOCs

## e-TOC Average Stats

- Total distribution: Over 18,000 gastroenterologists and hepatologists
- Average Open Rate: 25-27%
- Click-to-Open Rate: 8.6%
- Delivery Rate: 99.88%

## Two E-mails for Every Issue of G&H

e-TOC 1 – “Coming This Month” – delivered two weeks before the printed issue mails

- e-TOC links to gastroenterologyandhepatology.net
- Contents of current issue
- Highlights of past issues

e-TOC 2 – “In This Issue” – delivered days before the issue reaches the mailbox

- e-TOC links to gastroenterologyandhepatology.net
- Contents of current issue
- Highlights of future issues

## Ad Sizes Available

- Leaderboard: (720 x 90)
- Medium Rectangle: (300 x 250)
- Wide Skyscraper (160 x 600)

## Distribution

Primary Specialty	E-Mail Distribution
Gastroenterology (GE)	16,612
Hepatology (HEP)	135
Pediatric Gastroenterology (PG)	1,726
<b>Grand Total</b>	<b>18,473</b>

The screenshot displays the journal's website layout with several key features:

- Leaderboard (728 x 90):** Located at the top and bottom of the page.
- Navigation:** Includes links for Website, Archive, Supplements, Video, and MHP Home.
- Coming in the September Issue of G&H:** A section highlighting upcoming articles such as "Sea-Specific Issues in Inflammatory Bowel Disease" and "Autoimmune Pancreatitis: A Multigenic Disease Presenting a Conundrum for Clinicians in the West".
- September Columns:** A section for featured articles, including "Facial Microbiota Transplantation for the Treatment of Inflammatory Bowel Disease" and "Screening for Barrett Esophagus With a Nonendoscopic Sponge Capsule".
- Supplements to G&H:** A section for additional content like "The Gastro & Hep Report" and "New and Emerging Treatment Options for Irritable Bowel Syndrome".
- Highlights From Past Issues:** A list of links to previous articles, such as "Distal Inflammatory Bowel Disease-Mutated Non-Small Cell Lung Cancer" and "Gastrointestinal Complications After Sacral Surgery".
- Wide skyscraper (160 x 600):** A large vertical ad space on the right side of the page.
- Medium rectangle (300 x 250):** A smaller rectangular ad space in the lower middle section.
- Stay Connected:** A section for social media and newsletter sign-ups.
- Footer:** Contains contact information for Wolters Kluwer Health | Lippincott Williams & Wilkins, including the address: 1655 Broadway, #310, New York, NY 10019.



# Online Advertising Rates & Closing Dates

## G&H e-TOC Sponsorship

- Single sponsor = \$7,000 net
- Partial sponsor = \$5,000 net
- 10% discount for print advertisers in the same month

## Gastroenterologyandhepatology.net Advertising Rates

- Up to 4 advertisers per month
- Equal SOV per advertiser (25%)
- \$7,000 net for leaderboard, medium rectangle, and mobile leaderboard ads
- 10% discount for print advertisers in the same month

## Digital Cancellations

In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising Version 3.0) found at [http://www.iab.net/media/file/IAB\\_4Asstandcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4Asstandcs-FINAL.pdf), Advertiser may cancel the I/O as follows:

### For Flat-Fee or Fixed Placements:

- With minimum of 30 days prior written notice: no penalty
- With less than 30 days prior written notice: Advertiser is responsible for any contracted media to be served within 30 days

Send all digital material to Paul McDaniel at [phm@clinicaladvances.com](mailto:phm@clinicaladvances.com)

## G&H e-TOC Closing Dates\*

Email Date	Insertion Order Due	Ad Material Due
1/8/2024	12/21/2023	1/3/2024
1/22/2024	1/8/2024	1/16/2024
2/5/2024	1/22/2024	1/27/2024
2/19/2024	2/5/2024	2/10/2024
3/5/2024	2/19/2024	2/24/2024
3/19/2024	3/5/2024	3/12/2024
4/9/2024	3/26/2024	4/2/2024
4/23/2024	4/9/2024	4/16/2024
5/7/2024	4/23/2024	4/30/2024
5/21/2024	5/7/2024	5/14/2024
6/4/2024	5/21/2024	5/28/2024
6/18/2024	6/4/2024	6/11/2024
7/9/2024	6/25/2024	7/2/2024
7/23/2024	7/9/2024	7/16/2024
8/6/2024	7/23/2024	7/30/2024
8/20/2024	8/6/2024	8/13/2024
9/10/2024	8/27/2024	9/4/2024
9/24/2024	9/10/2024	9/17/2024
10/9/2024	9/24/2024	10/2/2024
10/23/2024	10/8/2024	10/15/2024
11/5/2024	10/22/2024	10/29/2024
11/19/2024	11/16/2024	11/12/2024
12/3/2024	11/19/2024	11/28/2024
12/21/2024	12/10/2024	12/17/2024

\*Dates are subject to change.

## Digital Specifications

Specification	Website	e-TOC
Accepted ad sizes	Leaderboard (728 × 90)	Leaderboard (728 × 90)
	Medium rectangle (300 × 250)	Medium rectangle (300 × 250)
	Mobile leaderboard (320 × 50)	Wide Skyscraper (160 × 600)
Ad expansion available	Yes	N/A
Ad expansion sizes	Leaderboard (728 × 90)	N/A
Ad expansion notes	Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls.	N/A
Ad formats	JPG, GIF, HTML5, third-party served ads	JPG, GIF, animated GIF
Maximum file size	200K	100K
Rich media file size	200K	N/A
Animation time	15 seconds, 3 loops*	15 seconds, 3 loops*
Border	All ads with white or partially white background must use a 1-pixel black border	All ads with white or partially white background must use a 1-pixel black border
Third-party click and pixel tracking available?	By request	By request
Alternate text required	Yes	Yes
URL	Provide URL for any links	Provide URL for any links

For times when the user's browser does not support creative functionality (i.e. HTML5), provide a standard image file.

\*Please ensure that the first frame of the animated GIF makes sense as a static image.

## Contact

### Advertising:

Paul McDaniel  
 phm@clinicaladvances.com  
 Tel: 917-656-7994

Steve Kurlander  
 shk@clinicaladvances.com  
 Tel: 914-720-4485

**Send all insertion orders to:**  
**phm@clinicaladvances.com**

## GASTROENTEROLOGY & HEPATOLOGY

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