

Rates & Media

2026

Indexed through the National Library
of Medicine (PubMed/MEDLINE),
PubMed Central (PMC), and EMBASE

Editor-in-Chief

Gary R. Lichtenstein, MD

Section Editors

Naim Alkhouri, MD

William D. Chey, MD

Robert G. Gish, MD

Stephen B. Hanauer, MD

Colin W. Howden, MD

Klaus Mergener, MD

Nancy S. Reau, MD

• ***Now Being Circulated to All
NP's/PA/s Gastro Specialty***



Millennium Medical Publishing, Inc.
611 Broadway, Suite 605
New York, NY 10012
Phone: 917.656.7994
gastroenterologyandhepatology.net



EDITORIAL ADVISORY BOARD

EDITOR-IN-CHIEF:

Gary R. Lichtenstein, MD
University of Pennsylvania

SECTION EDITORS:

Naim Alkhouri, MD
Arizona Liver Health

William D. Chey, MD
University of Michigan
Medical Center

Robert G. Gish, MD
UCSD Skaggs School of Pharmacy
and Pharmaceutical Sciences

Stephen B. Hanauer, MD
Northwestern University
Feinberg School of Medicine

Colin W. Howden, MD
University of Tennessee
Health Science Center

Klaus Mergener, MD, PhD, MBA
University of Washington

Nancy S. Reau, MD
Rush University Medical Center

Maria T. Abreu, MD
University of Miami
School of Medicine

Leonard Baidoo, MD
Northwestern University
Feinberg School of Medicine

Robert N. Baldassano, MD
Children's Hospital of Philadelphia
University of Pennsylvania

Manoop S. Bhutani, MD
University of Texas
M. D. Anderson Cancer Center

Athos Bousvaros, MD, MPH
Children's Hospital Boston

Joel V. Brill, MD
Predictive Health, LLC

Robert S. Brown Jr, MD, MPH
Weill Cornell Medical College

Brooks D. Cash, MD
University of Texas Health
Science Center at Houston

Lin Chang, MD
David Geffen School of Medicine
University of California,
Los Angeles

Russell D. Cohen, MD
University of Chicago

Scott J. Cotler, MD
University of Illinois at Chicago

Douglas Dieterich, MD
Mount Sinai Medical Center

Jack A. Di Palma, MD
University of South Alabama

David B. Doman, MD
George Washington University
School of Medicine

Herbert L. DuPont, MD
University of Texas
McGovern Medical School
University of Texas
School of Public Health

Gary W. Falk, MD
University of Pennsylvania
Perelman School of Medicine

Ronnie Fass, MD
Case Western Reserve
University

Brian G. Feagan, MD
Western University

M. Brian Fennerty, MD
Oregon Health & Science
University

Steven L. Flamm, MD
Rush University Medical Center

Basavana Goudra, MD
University of Pennsylvania

Tarek Hassanein, MD
University of California
San Diego

Ira M. Jacobson, MD
NYU Langone Health

David L. Jaffe, MD
University of Pennsylvania
School of Medicine

Sunanda V. Kane, MD, MSPH
Mayo Clinic

Philip O. Katz, MD
Weill Cornell Medicine

**Seymour Katz, MD, FACP,
MACG**
New York University

Asher Kornbluth, MD
Mount Sinai Medical Center

Joshua Korzenik, MD
Brigham and Women's
Hospital

Brian E. Lacy, MD, PhD
Mayo Clinic

Anthony J. Lembo, MD
Cleveland Clinic

Richard MacDermott, MD
Albany Medical Center

Willis C. Maddrey, MD
University of Texas
Southwestern Medical Center

Paul Martin, MD
University of Miami

Kevin D. Mullen, MD
Metrohealth Medical Center

Guy W. Neff, MD, MBA
Florida Research Institute

Mark Pimentel, MD, FRCP(C)
Cedars-Sinai Medical Center

Paul J. Pockros, MD
Scripps Clinic

Fred Poordad, MD
Texas Liver Institute/University
of Texas Health, San Antonio

Eamonn M. M. Quigley, MD
Houston Methodist Hospital

K. Rajender Reddy, MD
University of Pennsylvania

Miguel Regueiro, MD
Cleveland Clinic

Douglas K. Rex, MD
Indiana University Medical Center

**Joel E. Richter, MD, FACP,
MACG**
University of South Florida

David T. Rubin, MD
University of Chicago

Sammy Saab, MD, MPH
David Geffen School
of Medicine
University of California,
Los Angeles

Ellen J. Scherl, MD
Weill Cornell Medicine
New York-Presbyterian
Hospital

Eugene R. Schiff, MD
University of Miami
Miller School of Medicine

**Philip S. Schoenfeld, MD,
MEd, MSc**
John D. Dingell VA
Medical Center

Bo Shen, MD
Columbia University Irving
Medical Center

Mitchell Shiffman, MD
Liver Institute of Virginia
Bon Secours Health System

Corey A. Siegel, MD
Dartmouth-Hitchcock
Medical Center

Mark Sulkowski, MD
Johns Hopkins University
School of Medicine

Nicholas J. Talley, MD, PhD
Mayo Clinic

Michael F. Vaezi, MD, PhD
Vanderbilt University
Medical Center

Fernando Velazos, MD
University of California,
San Francisco

Nizar Zein, MD
Cleveland Clinic Foundation

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, MASH, hepatology, 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 nearly 21,000 gastroenterologists, hepatologists, pediatric gastroenterologists, colon and rectal surgeons, and NP/PA's identified as high prescribers of GI products.

Specialty	Circulation
Gastroenterologists	17,407
Pediatric Gastroenterology	2,078
Colon/Rectal Surgery	600
Hepatologists	123
NP's/PA's (Gastro Specialty)	725
Total Circulation	20,933

(as of August 2025)

2026 Print Advertising Rates

Effective Date: January 2026

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
1×	\$4,305	\$3,680	\$2,910	\$2,210	\$1,680
6×	\$4,180	\$3,550	\$2,790	\$2,155	\$1,545
12×	\$4,110	\$3,485	\$2,730	\$2,085	\$1,495
24×	\$4,055	\$3,415	\$2,660	\$2,030	\$1,425
36×	\$3,990	\$3,355	\$2,600	\$1,965	\$1,360
48×	\$3,950	\$3,325	\$2,570	\$1,935	\$1,330
60×	\$3,925	\$3,290	\$2,535	\$1,900	\$1,300
72×	\$3,890	\$3,265	\$2,500	\$1,870	\$1,260
84×	\$3,865	\$3,235	\$2,470	\$1,835	\$1,240
96×	\$3,800	\$3,165	\$2,410	\$1,775	\$1,170

Color Rates*	6-Color	5-Color	4-Color	3-Color	2-Color	Matched PMS	Metallic
	\$2,925	\$2,600	\$2,225	\$2,045	\$880	\$945	\$1,270
* In addition to earned BW rates; apply to each full or fractional page. No bleed charge.							
Inserts	2-page, 4-page, 6-page, 8-page (earned BW rate) plus \$800 (net) production charge.						
BRC's	\$1,625						
Cover Tips (supplied)	\$24,750 net (single-leaf; 2-sided tip without P.I.) \$29,000 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 90 days prior to issue closing date.

List Matching: A complimentary straight list match for overall results will be performed at the publisher's discretion. Once performed, the client will be responsible for additional file matches by segment, tier, etc., on a per request basis.

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 Issue
 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

2026 Issue and Closing Dates

Date	Space	Material	Inserts
January	12/1/25	12/15/25	12/22/25
February	1/1/26	1/16/26	1/22/26
March	2/1/26	2/15/26	2/22/26
April	3/1/26	3/15/26	3/22/26
May	4/2/26	4/16/26	4/23/26
June	5/1/26	5/15/26	5/22/26
July	6/1/26	6/15/26	6/22/26
August	7/2/26	7/16/26	7/23/26
September	8/1/26	8/15/26	8/22/26
October	9/3/26	9/17/26	9/24/26
November	10/1/26	10/15/26	10/22/26
December	11/1/26	11/16/26	11/22/26

MECHANICAL SPECIFICATIONS

Publication Binding: Perfect bound.

Ad Sizing:

Ad Unit	Trim Size	Bleed	Live Area
Full Page	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 1/8" for gutter binding.
2-Page Spread	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 1/2" safety zone for live content inside trim. Allow an extra 1/8" safety for gutter allowance.
Half Page Horizontal	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.
Half Page Vertical	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" for binding.
Quarter Page	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 1/8" for binding.

Reproduction Specifications

File Formats	Please provide a high-resolution, press-ready PDF file 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 directly to the printer 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)
Sheridan
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

2025 Average Stats*

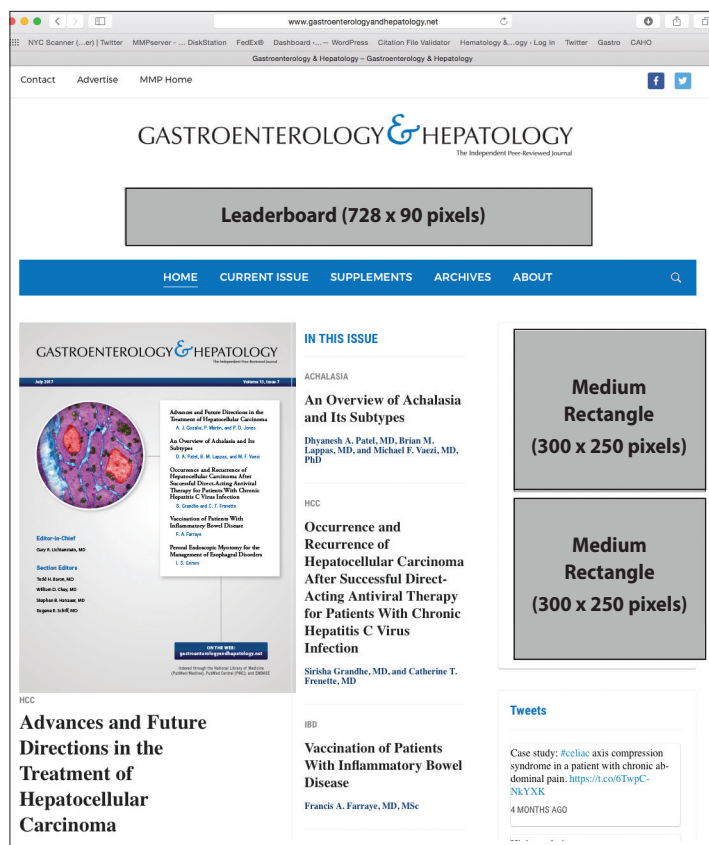
- Average visit duration = 1.0 minutes
- Average monthly unique visitors = 26,701
- Average monthly visits = 31,401
- Average monthly page views = 48,000
- Average monthly impressions = 48,000

*Based on average stats Jan-Jun 2025,
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 19,000 gastroenterologists and hepatologists
- Average Open Rate: 25-30%
- 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)	17,247
Hepatology (HEP)	130
Pediatric Gastroenterology (PG)	1,851
Grand Total	19,228

Leaderboard (728 x 90)

GASTROENTEROLOGY & HEPATOLOGY
The Independent Peer-Reviewed Journal

Website | Archives | Supplements | Videos | MMP Home
September 2015

Coming in the September Issue of G&H

Sex-Specific Issues in Inflammatory Bowel Disease
Elizabeth Rosenblatt, MD, and Sunanda Kane, MD, MSPH

Autoimmune Pancreatitis: A Multiorgan Disease Presenting a Conundrum for Clinicians in the West
Eileen Kim, MD, Rebecca Voaklander, MD, Franklin E. Kastrin, MD, William H. Brown, MD, Rifat Mannan, MD, and Jerome H. Siegel, MD, RPh

Advances in Capsule Endoscopy
Ryan Scott, MD, and Robert Enns, MD

September Columns

Fecal Microbiota Transplantation for the Treatment of Inflammatory Bowel Disease
David T. Rubin, MD

Screening for Barrett Esophagus With a Nonendoscopic Sponge Capsule
Rebecca Fitzgerald, MD

The Relationship Between the Gut Microbiota and Liver Disease
Jasmohan S. Bajaj, MD, MS

Novel Peppermint Oil Formulation for Dietary Management of Irritable Bowel Syndrome
Brooks Cash, MD

Pancreatic Pseudocyst Drainage Using Lumen-Apposing Metal Stents
Michel Kahaleh, MD, AGAF, FAGO, FASGE

Supplements to G&H

The Gastro & Hep Report

New and Emerging Treatment Options for Irritable Bowel Syndrome

Emerging Treatment Options in Mild to Moderate Ulcerative Colitis

Emerging Data on Multianalyte Algorithm Assays in Breast Cancer: A Clinical Review

Highlights in the Treatment of Hepatitis C Virus From the 2014 Liver Meeting

The Gastro & Hep Report Fall 2014

**Medium rectangle
(300 x 250)**

Highlights From Past Issues

[Diet and Inflammatory Bowel Disease-Mutated Non-Small Cell Lung Cancer](#)

[Gastrointestinal Complications After Bariatric Surgery](#)

[Gastro-Hep News](#)

[Polycystic Liver Disease](#)

[Treatment of Intermediate-Stage Hepatocellular Carcinoma](#)

[Very-Early-Onset Inflammatory Bowel Disease](#)

[Lymphocytic Esophagitis](#)

[Endoscopic Approach to Reopening a Completely Obstructed Esophagus](#)

In This Issue

Inflammatory Bowel Disease

Autoimmune Pancreatitis

Capsule Endoscopy

Barrett Esophagus

Liver Disease

Irritable Bowel Syndrome

Pancreatic Pseudocyst Drainage

**Wide skyscraper
(160 x 600)**

Stay Connected

[Forward To A Friend](#)

Leaderboard (728 x 90)

Millennium Medical Publishing, Inc. | info@clinicaladvances.com | www.gastroenterologyandhepatology.net
 611 Broadway #310
 New York, NY 10012

Copyright © 2015. All Rights Reserved.

Millennium Medical Publishing, Inc. | 611 Broadway #310 | New York, NY 10012

Online Advertising Rates & Closing Dates

G&H e-TOC Sponsorship

- Single sponsor = \$8,000 net
- Partial sponsor = \$6,000 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%)
- \$8,000 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_4Asstdcs-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

G&H e-TOC Closing Dates*

Email Date	Insertion Order Due	Ad Material Due
1/8/2026	12/21/2025	1/2/2026
1/22/2026	1/8/2026	1/16/2026
2/5/2026	1/22/2026	1/27/2026
2/19/2026	2/5/2026	2/10/2026
3/5/2026	2/19/2026	2/24/2026
3/19/2026	3/5/2026	3/12/2026
4/9/2026	3/26/2026	4/2/2026
4/23/2026	4/9/2026	4/16/2026
5/7/2026	4/23/2026	4/30/2026
5/21/2026	5/7/2026	5/14/2026
6/4/2026	5/21/2026	5/28/2026
6/18/2026	6/4/2026	6/11/2026
7/9/2026	6/25/2026	7/2/2026
7/23/2026	7/9/2026	7/16/2026
8/6/2026	7/23/2026	7/30/2026
8/20/2026	8/6/2026	8/13/2026
9/10/2026	8/27/2026	9/4/2026
9/24/2026	9/10/2026	9/17/2026
10/8/2026	9/24/2026	10/2/2026
10/22/2026	10/8/2026	10/15/2026
11/5/2026	10/22/2026	10/29/2026
11/19/2026	11/16/2026	11/12/2026
12/3/2026	11/19/2026	11/28/2026
12/21/2026	12/10/2026	12/17/2026

*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

Millennium Medical Publishing, Inc.
611 Broadway, Suite 605, New York, NY 10012
Tel: 917-656-7994
gastroenterologyandhepatology.net