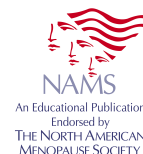


MENOPAUSE MANAGEMENT

Women's Health Through Midlife & Beyond



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HealthCom Media

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WWW.MENOPAUSEMGMT.COM

Rates

1. Effective Date and Discounts

- Effective January 1, 2010
- 15% agency discount on total of ad space, color, and cover position. Additional costs are not subject to agency discount.

2. Earned Rates

Frequency is calculated based on the total number of advertising pages in a 12-month period.

3. Rates (US Dollars)

	1x	4x	8x	12x	24x	36x	48x
Full Page	6031	5888	5779	5707	5602	5529	5303
2/3 Page	4853	4811	4753	4595	4559	4452	4375
1/2 Page	4452	4344	4272	4150	4072	4020	3962
1/3 Page	2749	2714	2679	2585	2556	2498	2385
1/4 Page	2010	1869	1722	1580	NA	NA	NA

4. Color Charges (US Dollars)

Standard color	1625
Matched color	2040
3- & 4-color process	2985
Five colors	4900

5. Preferred Positions

Cover 4 & Center Spread	Plus 50%
Cover 2	Plus 40%
Cover 3	Plus 25%
Opposite TOC	Plus 25%
Special Positions	Plus 20%

6. Classified Advertising Rates

Contact Associate Publisher:

Tyra London
215-489-7000 x117
tlondon@healthcommedia.com

Inserts Information

7. Availability and Acceptance of Inserts

- Inserts must be approved by the Publisher.
- Accept BRCs upon Publisher's approval. BRCs will be charged at the 1x standard black and white rate and must be accompanied by an advertisement.

8. Commissionable Insert Charges

Billed at the earned black and white frequency rate, plus \$681 non-commissionable tip-in charge.

9. Insert Sizes and Specifications

Minimum paper weight:

- If 2 pages (single sheet) - 75 lb.
- If 4 pages or more (2 sheets or more) - 60 lb.
- If Center position and 4 pages or more - 75 lb.

Furnished full-page inserts as follows: 8-1/8" x 11-1/8".

10. Insert Trimming

Printer trims inserts as follows:

1/8" at face, 1/8" at foot, 1/8" at head.

11. Insert Quantity

Quantity required: 35,000 inserts per issue.

12. Insert Packing and Shipping Instructions

Bricklayered on pallets, banded or stretch-wrapped, or packed in cartons.

Inserts should be sent to the following address:

Publisher's Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165
Attn: **Menopause Management** (Issue)
Phone: 800-214-1102

Issuance and Closing

13. Date of First Publication

January 1988

14. Frequency

Bi-monthly

15. Issue and Mailing Date

10th of each odd month

16. Closing Dates

Issue	Closing Date
January/February 2010	December 7, 2009
March/April 2010 (Show Issue)*	February 5, 2010
May/June 2010	April 6, 2010
July/August 2010 (Show Issue) [†]	June 4, 2010
September/October 2010	August 6, 2010
November/December 2010	October 6, 2010
January/February 2011	December 7, 2010

*ACOG Annual Meeting, San Francisco, CA, May 2010

[†]NAMS Annual Meeting, Chicago, IL, October 2010

Editorial

17. Special Issues and Editorial Index

- Editorial Index in November/December issue.

18. General Editorial Direction:

Menopause Management, an official educational publication endorsed by The North American Menopause Society, publishes review articles and practice updates of interest to a diverse population of practitioners who care for women through midlife and beyond.

All articles are peer-reviewed and published as expediently as possible. The goal is to be a resource for clinical management issues, to disseminate information from NAMS advisory committees, and to highlight new and evolving areas of interest for women's health through midlife and beyond.

19. Average Issue Information

(Based on data from January/February 2009 to September/October 2009)

Number of articles per issue	3
Average length of articles	6 pages

Departments and editorial features:

From the Editor, NAMS News, News & Commentary, Clinicians' Forum, Stat Check, The "Door Knob" Moment, Subject and Author Index (annually), Letters to the Editor, Cardiovascular Corner

Average ad/edit ratio:	32/68
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20. Origin of Editorial

Staff-written	5%
Solicited	80%
Submitted	15%
Article rejection rate	80%

Peer review procedure: All articles are reviewed by the Physician Editor-in-Chief and two other Editorial Advisory Board members.

Circulation

21. Circulation Descriptions

- Office-based: Family Practice, General Practice, Gynecology, Internal Medicine, Obstetrics & Gynecology, Reproductive Endocrinology.
- Hospital-based: Gynecology, Obstetrics & Gynecology, Reproductive Endocrinology.
- Professional society: The North American Menopause Society.

22. Selection Criteria

Demographic selection based on association membership and percentage of written prescriptions.

Circulation distribution:

Controlled	94.14%
Paid	0.03%
Members	5.83%

Subscription rates (US Dollars)

US	95 per year
Outside US	129 per year

Back issues (US Dollars)

US	18 per issue
Outside US	27 per issue

23. Circulation Verification:

- Publisher's sworn statement.
- NAMS membership.
- Circulation guaranteed through print and electronic distribution.

24. Circulation Grid*

Specialty	Hospital Office-Based	Full-Time Hospital Staff	Total
Family Practice	7,828	-	7,828
General Practice	425	-	425
Internal Medicine	4,238	-	4,238
Obstetrics & Gynecology	16,583	511	17,094
Reproductive Endocrinology	168	8	176
NAMS			1,849
Totals	29,242	519	31,610

*Data from September/October 2009 issue

25. **No Specialties** have been combined in the grid above.

General Information

26. Requirements or Restrictions for Pharmaceutical Products:

Advertisement must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of the Publisher or NAMS.

27. **Accept New Product Releases:** No.

28. Editorial Research:

Editorial research is conducted on a regular basis. A questionnaire is mailed to 300 - 500 readers asking questions related to readership of articles and departments.

29. Ad Format and Placement Policy:

- Advertising is placed between and within articles.
- Standard ad rotation.
- Due to the nature of this magazine, requests for space separation cannot be guaranteed.

30. Ad/Edit Information

(Based on data from January/February 2009 to September/October 2009)

- Ad/Edit Ratio	32/68
- Average Folio Size	40
- Average Number of Ad Pages	13
- Average Number of Editorial Pages	27

31. Services:

Bonus distribution at :

- American College of Obstetricians and Gynecologists Annual Meeting, Chicago, IL, May 2010
- The North American Menopause Society's Annual Meeting, San Diego, CA, September 2010

Advertiser's Index located in the back of the journal in every issue.

Article reprints are available.

Contact Jennifer Kenny at 215-489-7000 x119 or jkenny@healthcommedia.com for more information.

Mechanical Reproduction Requirements

32. Ad and Bleed Sizes:

Page Size	Non-Bleed	Bleed
Full Page	7" x 9-3/4"	8-1/4" x 11-1/8"
2/3 page (vertical)	4-5/8" x 9-3/4"	5-1/4" x 11-1/8"
1/2 page (vertical)	3-3/8" x 9-3/4"	4" x 11-1/8"
1/2 page (horizontal)	7" x 4-3/4"	8-1/8" x 5-1/2"
1/3 page (vertical)	2-1/8" x 9-3/4"	2-3/4" x 11-1/8"
1/4 page (vertical)	3-3/8" x 4-3/4"	N/A

33. Paper Stock

- Printing method: Web offset
- Trim size: 8" x 10-7/8"
- Cover: 80 lb., coated
- Inside pages: 38 lb., coated
- Safety margins for live matter: 1/4" clear of all trim edges and the gutter

34. Type of Binding:

- Saddle stitch

35. Half-tone Screen:

- 133-line screen

36. Reproduction Requirements

- **Menopause Management** is printed web offset using computer-to-plate technology.
- Digital artwork preferred. Mac preferred.
- Application file formats accepted are: Hi-res PDFs, QuarkXPress, Adobe Illustrator, Adobe Photoshop.
- PDFX1a files also accepted. Fonts should be embedded. Files should be written at 300 dpi.
- Pages must be built according to final trim size (8" x 10-7/8"). All bleeds should be 1/8" beyond page trim size.
- Use only PostScript fonts. (No True Type fonts please.) Provide all screen and printer fonts with each document. Include any font used by imported graphics that has not been converted to outlines.
- Use actual font to create bold, bold italic, italic, etc. Do not use the font attributes in the measurements palette buttons.
- We print at a 133-line screen; therefore, an image resolution of 275 - 300 dpi is required.
- Use the layout application scaling for design and sizing; once you know the size desired, rescale your image in its original application and re-import it into your layout document at 100%. Do not use LZW Compression.
- Convert all images to CMYK. (Not RGB)
- All colors or graphics must be supplied in a single channel EPS or TIFF format.
- Quark colors must be converted to CMYK, with the spot color box unchecked in the Edit Colors dialogue box.
- All page files must be accompanied with laser print and a Fuji, Iris or Kodak proof. If no proof is provided, HealthCom Media assumes no responsibility for the final product.
- Files can be submitted on either CD-Rom or ZIP 100 MB. FTP information available upon request.
- SWOP standards apply.
- Send files to:
Jennifer Kenny
HealthCom Media
259 Veterans Lane 3rd Floor
Doylestown PA 18901
215-489-7000 x 118

MENOPAUSE
MANAGEMENT
Women's Health Through Midlife & Beyond

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