

PRINT

2021 NEJM Group E.U. Media Kit

Effective January 1, 2021
Revised September 14, 2020



NEJM
GROUP

Trusted. Relevant. Impactful.

NEJM Print at a Glance

As the most widely read, cited, and influential general medical journal, the *New England Journal of Medicine* is committed to publishing reliable and leading-edge research for a worldwide **multispecialty physician audience**. Medical professionals rely on NEJM for its editorial independence, peer-reviewed content, and clinical relevance — and so can you!

NEJM has the highest impact factor of any general medical journal,* and physicians in 12 key specialties call it one of their top two essential journals.‡

NEJM AT A GLANCE

Founded	1812
Print Frequency	WEEKLY
Editorial	PEER-REVIEWED
Impact Factor*	74.699
EU Circulation†	7,155

*2019 *Journal Citation Reports*, Web of Science Group, 2020.

†BPA, 1/20

‡The Matalia Group Essential Journal Study, 2019.



COUNTRIES SERVED

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Sweden, and the United Kingdom

NEJM Print Issue and Closing Dates

Effective January 1, 2021

Issue Date	Space Close	Material Close	Issue Date	Space Close	Material Close
January 7	December 7	December 16	July 1	June 1	June 11
January 14	December 14	December 22	July 8	June 8	June 18
January 21	December 21	December 30	July 15	June 15	June 25
January 28	December 28	January 8	July 22	June 22	July 1
			July 29	June 29	July 9
February 4	January 4	January 14	August 5	July 6	July 16
February 11	January 11	January 22	August 12	July 12	July 23
February 18	January 19	January 29	August 19	July 19	July 30
February 25	January 25	February 5	August 26	July 26	August 6
March 4	February 4	February 11	September 2	August 2	August 13
March 11	February 11	February 19	September 9	August 9	August 20
March 18	February 18	February 26	September 16	August 16	August 27
March 25	February 25	March 5	September 23	August 23	September 2
			September 30	August 30	September 10
April 1	March 1	March 12	October 7	September 7	September 17
April 8	March 8	March 19	October 14	September 14	September 24
April 15	March 15	March 26	October 21	September 21	October 1
April 22	March 22	April 2	October 28	September 28	October 7
April 29	March 29	April 9			
May 6	April 6	April 15	November 4	October 4	October 15
May 13	April 13	April 23	November 11	October 12	October 22
May 20	April 20	April 30	November 18	October 18	October 29
May 27	April 27	May 7	November 25	October 25	November 4
June 3	May 3	May 14	December 2	November 2	November 10
June 10	May 10	May 21	December 9	November 9	November 18
June 17	May 17	May 27	December 16	November 16	November 24
June 24	May 24	June 4	December 23	November 23	December 3
			December 30	November 30	December 9

Early closing dates are in red.

The *New England Journal of Medicine* is published in print every Thursday by NEJM Group, a division of the Massachusetts Medical Society.

Full-page run-of-book ads close one month prior to publication date.

NEJM Print 2021 ROB Full Run Rates

BLACK AND WHITE (RATES ARE IN US DOLLARS)

Frequency	1x	6x	12x	24x	52x	78x	104x	130x	156x
Full	\$3,693	\$3,851	\$3,691	\$3,510	\$3,363	\$3,202	\$3,056	\$2,892	\$2,884
Half	\$2,384	\$2,296	\$2,223	\$2,019	\$2,019	\$2,019	\$2,019	\$2,019	\$2,019
Quarter	\$1,346	\$1,305	\$1,249	\$1,207	\$1,207	\$1,207	\$1,207	\$1,207	\$1,207
Eighth	\$796	\$770	\$730	\$713	\$713	\$713	\$713	\$713	\$713

Colour

Four colours \$1,119

Preferred Position Rates*

Second cover 25%
 Facing "Perspective" 25%
 Facing last text 25%
 Facing CME 25%
 Third cover 25%
 Fourth cover 50%

Only four-colour ads will be accepted for Preferred Positions.

*Premiums on black-and-white rates only.

Typesetting

Full page \$230
 Half page \$165
 Quarter page \$115
 Eighth page \$90

Print and Digital Article Reprints

Order reprints of articles to distribute via sales calls, direct mail, or medical conventions. Reprints (sized 200 x 267 mm) are available in any language and quantity (English — min. 100; Translated — min. 500). Or order **e-reprints** for email blasts and Web postings.

Print Production Information

ROB PRODUCTION INFORMATION

AD PAGE SIZES

AD PAGE	WIDTH x HEIGHT		
	Millimetres	Picas	Inches
Full	178 x 254	42 x 60	7 x 10
Half (horizontal)	178 x 124	42 x 29 1/2	7 x 4 7/8
Half (vertical)	82 x 254	20 x 60	3 1/4 x 10
Quarter	82 x 124	20 x 29 1/2	3 1/4 x 4 7/8
Eighth	82 x 51	20 x 14	3 1/4 x 2 1/4

Bleed Sizes

Full page	205 x 277 mm (8" x 10 3/4")
Fractional page	205 x 139 mm (8" x 5 1/2") or 105 x 277 mm (4" x 10 3/4")
Gutter bleed	205 x 277 mm (8" x 10 3/4")
Trim size of publication	200 x 267 mm (7 7/8" x 10 1/2")
Margin for live matter	13 mm (1/2") on all edges

Paper Stock/Binding

45 GSM (27#). Saddle-stitched.

Halftone Screen

60 screen (lines per centimetre) preferred.

Four Colour Screen

60 screen (lines per centimetre) preferred, or 150 screen (lines per inch). Sum of percentages of tone values should not exceed 320%. Maximum screen tone value for every colour: 85%.

Insertion Orders

A written insertion order is required for each ad. Insertion orders, cancellations, and special instructions may be emailed to displayads@nejm.org or faxed to +1-781-893-5003.

Print Cancellations

Cancellations must be received in writing 24 days before issue date for full-page ROB ads. Late cancellations are subject to full space charges up to a four-page unit.

All verbal cancellations or changes must be followed by a written confirmation. Please call to confirm receipt of cancellation.

Send contracts, insertion orders, other instructions, and publication set copy to:

Advertising Production Department
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413 USA
Fax: +1-781-893-5003
Email: displayads@nejm.org

Send materials to:

Wyndeham Peterborough
Attn: Clare Mussett
Storey's Bar Road
Peterborough
PE1 5YS
United Kingdom

File Formats

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop and Apago PDF/X Check-Up.

Reproduction Requirements

All file types should be composite CMYK with 8-bit images.

continued

ROB PRODUCTION INFORMATION *continued*

Page Format

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size needs to be 15 mm larger than final trim size on all four sides and include bleed, crop marks, and colour bar. Image needs to be centered within file page area.

Minimum Size of Linework

- Single colour line: 0.10 mm
- Composite colour line: 0.20 mm
- Positive text single colour: 6 pt; composite colour: 9 pt
- Negative text sans serif: 9 pt bold; serif: 12 pt bold

Background Tints

- Maximum CMYK tint value is 240%
- Black backgrounds for full-colour production should preferably be composed of black (100%) and cyan (50%)

CMYK Layout

- The maximum CMYK tint value is 300%
- The maximum tint value of black is 95%
- Cut-out images: tint value at the edge to be at least 5%
- Images sensitive to register should be composed of the minimum possible number of separations (e.g., herringbone suits in single black)
- For images with delicate details in the dark parts, the use of GCR with 40% UCA and a light curve for black is recommended (e.g., black clothing, audio equipment)

Media

Mac CD preferred for all size ads.

Digital Proofing

Proofs should be produced from the supplied file and should depict the name of the applied colour profile and a colour control bar.

Disk Delivery

- Information with disk: repro house initials, file system specifications, disk contents
- Closed data: all files in root directory
- Open data to be subdivided into: documents folder, images folder, fonts folder

Media Labeling Requirements

- **Issue date clearly marked on label**
- Advertiser
- Agency name and contact person
- Phone number
- Vendor contact
- File name/number
- Return address
- Printout of disk contents

Disposition of Ad Materials

Furnished digital files will be held for one year after insertion and will then be destroyed unless otherwise notified.

Trim Size

Trim size of publication: 200 x 267 mm (7 7/8" x 10 1/2")

NEJM Group Advertising Policies

1. All advertisements are subject to approval of the **New England Journal of Medicine** and NEJM Journal Watch (Publisher), which reserves the right to reject or cancel any ad at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
4. Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines contact your sales director or visit nejmadsales.org.
7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher's written approval for such use.
8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.
14. Advertiser represents and warrants that all advertisements and pharmaceutical products they advertise are compliant with all applicable laws, rules, and regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
15. RECRUITMENT ADS: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.

NEJM Group Contact Information

860 Winter Street, Waltham, MA 02451-1413 USA

Business hours: 8:00 a.m. to 4:00 p.m. EST

NEJM Regional Business Manager

Jed Clifton: +1-781-434-7322

jclifton@nejm.org

NEJM Print Production

Tel: +1-781-893-3800

Fax: +1-781-893-5003

Email: displayads@nejm.org

Director, Advertising Production

Mary Kaye Balacco: +1-781-434-7027

mbalacco@nejm.org

Senior Advertising Production Specialist

Lynn Ferguson: +1-781-434-7036

lferguson@nejm.org

NEJM International Sales Representatives

Switzerland

Florence Manger

Publitis

+41-79-823-02-49

florence.manger@innotio.eu

United Kingdom

Oliver Webb

Content Ed Net Advertising & Media Ltd.

+44-01252-901140

oliver.webb@contentednet.com