

DATA CONFIRMED FOR JANUARY 2014 CARD
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EDITORIAL STATEMENT:

Articles devoted to helping physicians fine-tune their diagnostic skills. Lively, timely topics designed to keep the doctor informed of the latest diagnostic techniques and advances.

ISSUE DATES: 2014

ISSUED	CLOSING	MATERIAL
January	December 2	December 13
February	January 6	January 15
March	February 3	February 14
April	February 28	March 12
May	March 31	April 11
June	May 1	May 13
July/August	July 2	July 15
September	July 31	August 13
October	August 29	September 10
Nov/Dec	September 30	October 10

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1 Page 4C	7,130	6,850	6,465	6,265
1-1/3 Page 4C	8,835	8,510	7,950	7,720
1-1/2 Page 4C	9,370	9,065	8,520	8,220
1-2/3 Page 4C	9,970	9,600	9,110	8,720
DPS 4C	10,500	10,090	9,520	9,230

FAIR BALANCE (BLACK AND WHITE)

	1 ti	12 ti	24 ti	36 ti
1 Page B/W	1,660	1,595	1,505	1,460
2/3 Page B/W	1,500	1,440	1,370	1,310
1/2 Page B/W	1,160	1,125	1,060	1,020
1/3 Page	830	800	745	725
1/4 Page	620	570	535	515

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Rate: Contact your regional Account Manager

MECHANICAL REQUIREMENTS:

Type page: 7.5" x 10.375"
Trim size: 8" x 10.875"
Bleed page: 8.25" x 11.125"
DPS bleed: 16.25" x 11.125"
(includes 0.5" gutter in centre spread)

Line screen: 150

Perfect binding

Unit	No Bleed (width x height)	Bleed (width x height)
2/3 Horizontal	7.5" x 7.25"	8.25" x 7.625"
2/3 Vertical	4.75" x 10.375"	5.125" x 11.125"
1/2 Horizontal	7.5" x 5"	8.25" x 5.375"
1/2 Vertical	3.75" x 10.375"	4.125" x 11.125"
1/3 Horizontal	7.5" x 3.25"	8.25" x 3.625"
1/3 Vertical	2.35" x 10.375"	2.725" x 11.125"
1/4 Horizontal	7.5" x 2.5"	8.25" x 2.875"
1/4 Vertical	3.75" x 5"	4.125" x 5.375"
1/6 Horizontal	7.5" x 1.5"	8.25" x 1.925"
1/6 Vertical	2.25" x 5.25"	2.625" x 5.625"

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- All ad material must be supplied in PDF level 1.3 format or higher
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- Only the use of Postscript fonts is supported
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- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PDF file — colour bar, text etc...
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- All material should be supplied with final dye-sublimation colour proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of colour advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD

CIRCULATION



Projected circulation for January 2014
Average controlled distribution 37,363

TRADE DISTRIBUTION

General Practice/Family Medicine 30,536
Internal Medicine (incl. Allergy, Cardiology, Gastroenterology, Immunology, Respiratory Diseases, Rheumatology, Endocrinology) 4,827
Geriatrics 198
Dermatology 419
Neurology/Psychiatry 685
Nephrology 466
Infectious Diseases 184
Other 48

GEOGRAPHICAL BREAKDOWN

NFLD. 670	ONT. 13,485
P.E.I. 116	MAN. 1,212
N.S. 1,117	SASK. 1,062
N.B. 869	ALTA./N.W.T.	... 4,232
QUÉ.	... 9,437	B.C./YUKON	... 5,158
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PERSONNEL

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