

Endocrine today

CLINICAL NEWS ON DIABETES AND ENDOCRINE DISORDERS

Beyond diabetes, metformin may prove to be a 'wonder drug'

In the past 3 decades, metformin has become a mainstay of type 2 diabetes management and is now being investigated for its ability to help prevent the disease in the United States and worldwide.



Available in the United States since 1950, metformin is used to treat type 2 diabetes and polycystic ovary syndrome. It has been shown to be safe and effective, and is also used to help prevent cardiovascular disease in people at high risk of heart disease.

"This new research shows metformin works. There you have a Nobel Prize finding," says Dr. Bhanu.

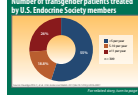
Dr. Bhanu, MD, is a professor and director of the Division of Endocrinology and Metabolic Diseases at the University of Michigan Medical Center in Ann Arbor, Michigan. He is also a past president of the American Diabetes Association.

While most of attention is paid to diabetes, metformin may be useful for other conditions, such as cardiovascular disease and cancer. It has been shown to be safe and effective, and is also used to help prevent cardiovascular disease in people at high risk of heart disease.

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Number of transgender patients treated by U.S. Endocrine Society members



Experts, patients come together to address barriers to PCSK9 inhibitor access

The ADA, in 2015, reported that the use of PCSK9 inhibitors has led to a 60% reduction in cardiovascular morbidity and mortality. However, access to these drugs is limited by high costs and limited insurance coverage. The ADA is working to address these barriers through advocacy and patient education.

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ADDITIONAL CONTENT: **DIABETES** (PAGES 9-14), **ENDOCRINE** (PAGES 15-18), **IMAGING** (PAGES 19-22), **CLINICAL** (PAGES 23-26), **REVIEW** (PAGES 27-30), **SYMPOSIUM** (PAGES 31-34), **OPINION** (PAGES 35-38), **EDITORIAL** (PAGES 39-42), **ADVERTISING** (PAGES 43-46), **INDEX** (PAGES 47-50), **COVER** (PAGES 51-54)

Circulation: 16,751

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6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000 • 800-257-8290
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Send inserts and BRCs to:

Jesse Davis
ENDOCRINE TODAY
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

2018 RATE CARD

Print

Effective Rate Date: January 2018 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$4,550	\$4,190	\$3,810	\$2,760	\$2,530	\$2,330
6x	4,500	4,140	3,760	2,710	2,485	2,290
12x	4,455	4,100	3,720	2,670	2,450	2,255
24x	4,410	4,050	3,680	2,625	2,405	2,205
36x	4,365	4,000	3,650	2,575	2,340	2,155
48x	4,320	3,970	3,575	2,530	2,310	2,120
60x	4,270	3,920	3,540	2,485	2,265	2,070
72x	4,230	3,870	3,495	2,450	2,225	2,030
96x	4,190	3,820	3,465	2,405	2,170	1,970
120x	4,140	3,785	3,425	2,345	2,130	1,940
144x	4,100	3,740	3,360	2,315	2,090	1,890
196x	4,055	3,700	3,335	2,270	2,045	1,845
252x	4,015	3,660	3,300	2,230	2,010	1,815
320x	3,980	3,625	3,265	2,230	2,010	1,815
412x	3,940	3,575	3,225	2,230	2,010	1,815

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard color	\$785
Matched color	900
Metallic color	1,175
Four color	2,250
Four color + PMS	2,495
Four color + Metallic	3,025

2. Earned Rates:

- a) **Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size).
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- c) **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers, Positions:

- a) **Covers:**
 - Second cover:** Earned b/w rate plus 25%. Color additional.
 - Third cover:** Earned b/w rate plus 15%. Color additional.
 - Fourth cover:** Earned b/w rate plus 50%. Color additional.
- b) **Positions:**
 - Special positions:** Contact your sales representative for more details.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact the sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- 1. Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
- 2. New Advertiser/Product Incentive:** New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2018. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
 - a) Product that has not advertised in ENDOCRINE TODAY in the past calendar year
 - b) New indication for a currently advertised product in ENDOCRINE TODAY
- 3. Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser Discount.
 - a) 6 issues = 10% off
 - b) 12 issues = 15% off
- 4. Prescribing Information Discount:** B&W prescribing information (PI) pages are eligible for the following discount. The 3rd page of PI and after may take a 50% discount off the earned rate.
- 5. Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
- 6. Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- 7. Corporate Discount:** Total net spend achieved in the year 2018 will set a Corporate Discount to be taken off 2019 advertising.
- 8. When taking advantage of more than one discount program, discounts must be taken in the following order:**
Gross Cost:
 - a) Less New Advertiser/Product or Continuity Incentive
 - b) Less SLACK Corporate Discount
 - c) Less 15% Agency Discount**Equals net cost**

ISSUANCE AND CLOSING

- 1. Established:** February 2003
- 2. Frequency:** 12 times per year
- 3. Issue Dates:** 25th of the month of issue
- 4. Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- 5. Extensions and Cancellations:**
 - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
 - b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

- 1. General Editorial Direction:** ENDOCRINE TODAY is the first clinical newspaper that addresses the latest information on diabetes and endocrine disorders. It reports clinical news with expert perspective and features of interest to Endocrinologists, Diabetes Educators and IMs. From timely meeting coverage and the latest drug approvals to special features on growth hormones, pituitary tumors and information about legislative and socioeconomic topics, ENDOCRINE TODAY reports the news with expert perspective about what the news means to clinical practice.
- 2. Average Issue Projection:**
 - a) **Average Number of Articles per Issue: 30**
 - b) **Editorial Sections:**
 - Diabetes
 - Metabolism
 - Pediatric Endocrinology
 - Thyroid
 - Cardiometabolic Disorders
 - Hormone Therapy
 - Bone and Mineral Metabolism
 - Neuroendocrinology
 - Adrenal
 - Reproduction
 - Androgen Disorders
 - Meeting Highlights
 - In the Journals
 - New Drug Approvals
- 3. Origin of Editorial:**
 - a) **Staff written:** 90%
 - b) **Solicited:** 5%
 - c) **Submitted:** 5%
 - d) **Articles or abstracts from meetings:** 65%
 - e) **Peer review:** No, meetings that are covered are selected in advance.

CIRCULATION

- 1. Description of Circulation Parameters:**
 - a) Endocrinologists
 - b) Primary Diabetes
 - c) Internal Medicine, General Practitioner, Family Practice, Prescribing Diabetes RXs
 - e) Pediatric Endocrinologists
 - f) Diabetes Educators
 - g) Endocrine Physician Assistants
- 2. Demographic Selection Criteria:**
 - a) **Prescribing:** Yes
 - b) **Circulation Distribution:** Controlled: 100%
 - c) **Paid Information:**
Association members:
 Is publication received as part of dues? No
 - d) **Subscription rates:**
 U.S.: \$376/yr. individual
 Canada: add 5% tax/yr.
 Outside the U.S.: add \$84/yr.
- 3. Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing House:** Publishers Press
- 4. Date and source of breakdown:** BPA Worldwide, July 2017
- 5. Total estimated circulation for 2018: 16,751**

GENERAL INFORMATION

- 1. Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
- 2. New Product Releases:** Yes
- 3. Editorial Research:** Yes
- 4. Ad Format and Placement Policy:**
 - a) **Format:** Within articles
- 5. Ad/Edit Information:** 50/50 Ad/Edit Ratio
- 6. Value-Added Services:**
 - a) **Bonus Convention Distribution:** See Editorial Calendar
 - b) **Other:** Advertiser's Index
- 7. Online Advertising Opportunities:** Contact your sales representative or visit healio.com/endocrinology for more information.
- 8. Additional Advertising Opportunities:**
 - a) **BRC inserts:** See 5b under Insert Information for specifications.
 - b) **Split-run advertising:** Contact publisher for information.
- 9. Reprints:** Yes. Email: reprints@healio.com

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
¾ Page (Vertical)	7.05"	x 13.5"	7.55"	x 14"
¾ Page (Horizontal)	10"	x 10"	10.5"	x 10.5"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
½ Page (Vertical)	4.68"	x 13.5"	5.18"	x 14"
½ Page (Horizontal)	10"	x 6.5"	10.5"	x 7.0"
⅓ Page	4.68"	x 10"	5.18"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"
⅛ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅛ Page (Horizontal Block)	4.68"	x 2.84"	5.18"	x 3.34"

a) **Trim size of journal:** 10.5" x 14"

b) To view thumbnails of ads specs, visit healio.com/slackadspecs

For spread ads, keep content (images/text) ¼" in on each side of the gutter

For bleed ads, add ⅛" on all sides of trim size.

2. **Type of Binding:** Saddle-stitch or Perfect bound

3. **Print Ad Requirements:** For specifications, go to: healio.com/slackadspecs

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Media: CDs and DVDs. Ads will not be accepted via e-mail. FTP site available

4. **Disposition of Ad Material:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

INSERT INFORMATION

1. Availability and Acceptance:

a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.

b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.

2. **Insert Charges:** Furnished inserts billed at the earned black-and-white-space rate. Commissionable.

3. Sizes and Specifications:

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

a) **Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.

b) **A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.

4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Inserts are jogged to the foot. Book trims ⅛" at head face and foot.

5. BRCs:

a) **Pricing:** Contact your Sales Representative for prices. Non-commissionable.

b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run — 20,000. Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.

7. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

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Beyond diabetes, metformin may prove to be a 'wonder drug'

In the past 2 decades, metformin has become a mainstay of type 2 diabetes management. But it is also being investigated for its potential to help combat the disease in the United States and worldwide.



Available in the United States since 1950, metformin is a biguanide that lowers blood glucose and improves insulin sensitivity. It is also used to treat high cholesterol and to help with weight loss. In the United States, it is the most commonly prescribed drug for type 2 diabetes. Metformin is also being studied for its potential to help combat the disease in the United States and worldwide.

Number of transgender patients treated by U.S. Endocrine Society members

The data, as first reported in the June 1, 2018, issue of the journal *Endocrine*, shows that the number of transgender patients treated by U.S. Endocrine Society members has increased significantly since 2010.



Experts, patients come together to address barriers to PCSK9 inhibitor access

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2018 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/6/2017	12/20/2017	2017 Device And Drug Update	American Heart Association	
February	1/5/2018	1/19/2018	Developments In Obesity Research		
March	2/6/2018	2/20/2018	Focus On Thyroid Disorders		
April	3/6/2018	3/20/2018	Innovations In Diabetes Technology	American College Of Cardiology	National Lipid Association (NLA) American Association Of Clinical Endocrinologists (ACE)
May	4/6/2018	4/20/2018	Progress In Reproductive Medicine	ENDO	
June	5/4/2018	5/21/2018	Spotlight On Pituitary	American Association Of Clinical Endocrinologists	American Diabetes Association (ADA)
July	6/6/2018	6/20/2018	Advances In Diabetes Education		American Association Of Diabetes Educators (AADE)
August	7/6/2018	7/20/2018	Insights On Cardiometabolic Disorders	American Diabetes Association	
September	8/6/2018	8/20/2018	Challenges In Menopause Symptom Management		
October	9/6/2018	9/20/2018	Developments In Diet And Nutrition	American Association Of Diabetes Educators	Cardiometabolic Health Congress (CMHC) American Heart Association (AHA) Obesity Week
November	10/5/2018	10/22/2018	Type 1 Diabetes Update	American Society Of Bone And Mineral Research European Association For The Study Of Diabetes North American Menopause Society American Thyroid Association	
December	11/6/2018	11/19/2018	Best Practice For Osteoporosis Management	Cardiometabolic Health Congress Obesity Week	