

cmaaj

CANADIAN MEDICAL ASSOCIATION JOURNAL

2024 Print Media Kit

The *Canadian Medical Association Journal (CMAJ)* is a **peer-reviewed general medical journal** that publishes original clinical research, commentaries, analyses, and reviews of clinical topics, clinical practice updates and thought-provoking editorials. *CMAJ* has had substantial impact on health care and the practice of medicine in Canada and around the world.

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CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



Canada's leading general medical journal published since 1911

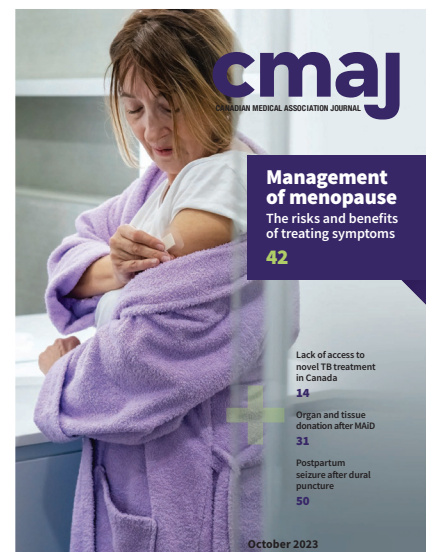
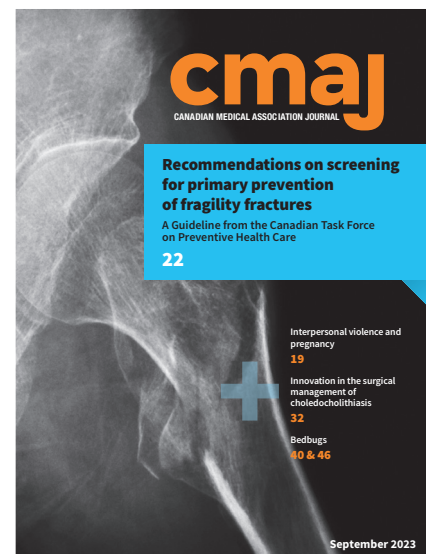
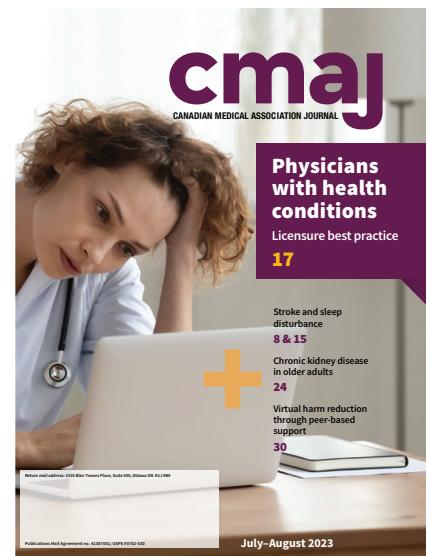
- CMAJ has been a trusted source of medical information for physicians for over 112 years
- Reaches 72,000 physicians in print — more GPs and specialists than any other medical publication
- Our high circulation guarantees superior reach of practicing physicians at all stages in their career
- Our peer review process ensures the journal's research is sound, relevant, important and novel

Serving Canadian physicians with more options to read, learn, and engage

- CMAJ print frequency — 11x per year
- cmaj.ca — Our open access website, updated daily, free access to archives since 1911
- CMAJ publishes 43 online issues per year sent directly to physicians via our CMAJ eTOC ('e' table of contents)
- Regular uploads to CMAJ Podcasts, Facebook, Instagram, Pinterest, YouTube and more...

Continued investment in our product promotes the highest readership among Canadian physicians

- Physicians who read CMAJ can earn valued Mainpro+® credits (College of Family Physicians of Canada) and MOC credits (Royal College of Physicians and Surgeons of Canada). All eligible articles are identified in print and online. <https://www.cmaj.ca/cpd>
- An indexed journal increases its authority, credibility and visibility for readers and authors — CMAJ is indexed by PubMed
- Regular news coverage of CMAJ articles in Canadian and international media is a testament to the journal's credibility
- As reported by the Journal Citation Report, CMAJ's impact factor is 17.4 (2022), ranking it among the top general medical journals in the world; this metric is widely used to evaluate the scientific importance of articles published
- An international forum that offers physicians and researchers exposure to a worldwide audience



Print Advertising 4-colour Rates (All Rates Gross)

Size	1x	5x	11x	B/W Fair balance
1 page	\$8,930	\$8,485	\$8,055	\$2,000
1/2 page V/H	\$6,610	\$6,275	\$5,965	\$1,600
1/3 page V/H	\$5,640	\$5,360	\$5,080	\$1,250
DPS	\$14,860	\$14,430	\$13,740	

Preferred positions (All Rates Gross)**4-colour only**

Front cover tip-on (supplied)	\$19,850
- Horizontal format only	
- Printing is extra	
Inside front cover	\$10,300
Inside front cover gatefold (3 panels)	\$30,675
- Panel 1: IFC Single Page ad	
- Panel 2 & 3: DPS or two Single Page ads	
Inside front cover DPS	\$16,900
Inside back cover	\$9,375
Outside back cover	\$10,600

Bootlug positions

Table of Contents #1	\$4,150	(4" x 1")
Table of Contents #2	\$4,795	(7" x 1 5/8")

Issue date	Ad/material deadline
January	Dec 6/23
February	Jan 10
March	Feb 7
April	Mar 6
May	Apr 3
June	May 8
July/August	Jun 19
September	Aug 7
October	Sep 4
November	Oct 9
December	Nov 6

Supplied advertising inserts

2 pages	\$7,180	Per GP, Specialist or Regional split
4 pages	\$13,630	Per GP, Specialist or Regional split

Requirements: Full page and/or fractional page inserts are acceptable.

Single-leaf inserts: 80lb maximum is allowable. Multiple-page inserts:

70lb maximum is allowable, to be supplied folded. All inserts to be supplied untrimmed.

Other types of insert stock subject to publisher's approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.

Bellyband & Polybag Outsert quotations available upon request

(Please contact your advertising sales representative.)

Ad sizes and examples

Specifications

Format: 4-Colour PDF

PDF Export: Press-Ready PDF (PDF/X-4)

Colour: CMYK Colour Only
No RGB or PMS Spot Colour

Binding: Saddle-stitch

Full Page

Trim size: 8 1/8" x 10 7/8"
Bleed: 8 3/8" x 11 1/8"
Live/safe area: 7" x 9 1/2"

Double-page Spread

Trim size: 16 1/4" x 10 7/8"
Bleed: 16 1/2" x 11 1/8"
Live/safe area: 7" x 9 1/2"
(on each full page)

1/2 page vertical

Trim size: 4 1/16" x 10 7/8"
Bleed: 4 5/16" x 11 1/8"
Live/safe area: 3 3/8" x 9 1/2"

1/2 page horizontal

Trim size: 8 1/8" x 5 7/16"
Bleed: 8 3/8" x 5 11/16"
Live/safe area: 7" x 4 5/8"

1/3 page vertical

Trim size: 2 5/8" x 10 7/8"
Bleed: 2 7/8" x 11 1/8"
Live/safe area: 2 1/4" x 9 1/2"

1/3 page horizontal

Trim size: 8 1/8" x 3 5/8"
Bleed: 8 3/8" x 3 7/8"
Live/safe area: 7" x 3"

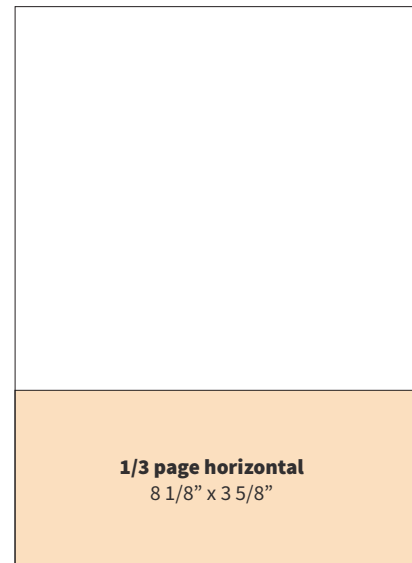
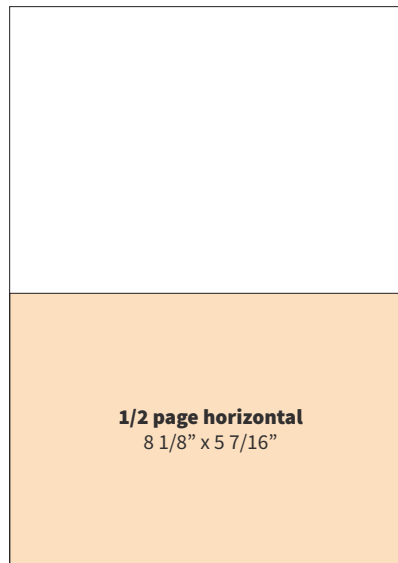
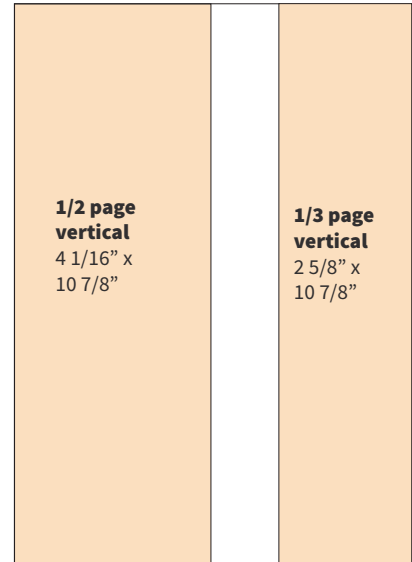
Bootlug

Trim size: 7" x 1 5/8"
Bleed: No Bleed
Live/safe area: 7" x 1 5/8"

Special formats

Ad production specifications available on request:

- Front cover tip-on
- Inside front cover gatefold
- Bellyband
- Polybag Outserts



Material submission

- All pharmaceutical advertising must be PAAB approved
- All advertisements resembling editorial must carry the word “Advertisement” at the top of the page center in minimum 12 pt font and are subject to approval
- Insert and shipping enquiries, display advertising material and billing: trish.sullivan@cmaj.ca and deborah.woodman@cmaj.ca



Payment information

Commission

Agency commission of 15% on gross billing to recognized agencies only.

Payment

- All pricing subject to sales tax where applicable.
- All invoices are payable in CDN funds.
- All invoices are payable to **CMA Impact Inc.**
- Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

Cancellation

Cancellation requests will not be accepted past the advertising deadlines on page 3.

Advertising Sales

Trish Sullivan

Sr. Advertising Sales Representative

trish.sullivan@cmaj.ca

Cell: 905-330-8770

Sales Coordinator

Deb Woodman

deborah.woodman@cmaj.ca

Publisher

Holly Bodger

Holly.bodger@cmaj.ca

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SOCIÉTÉ DE L'AMC



CMA IMPACT INC
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