

PM&R:

The Journal of Injury, Function and Rehabilitation

2020 Media Kit

aaPM&R

American Academy of
Physical Medicine and Rehabilitation

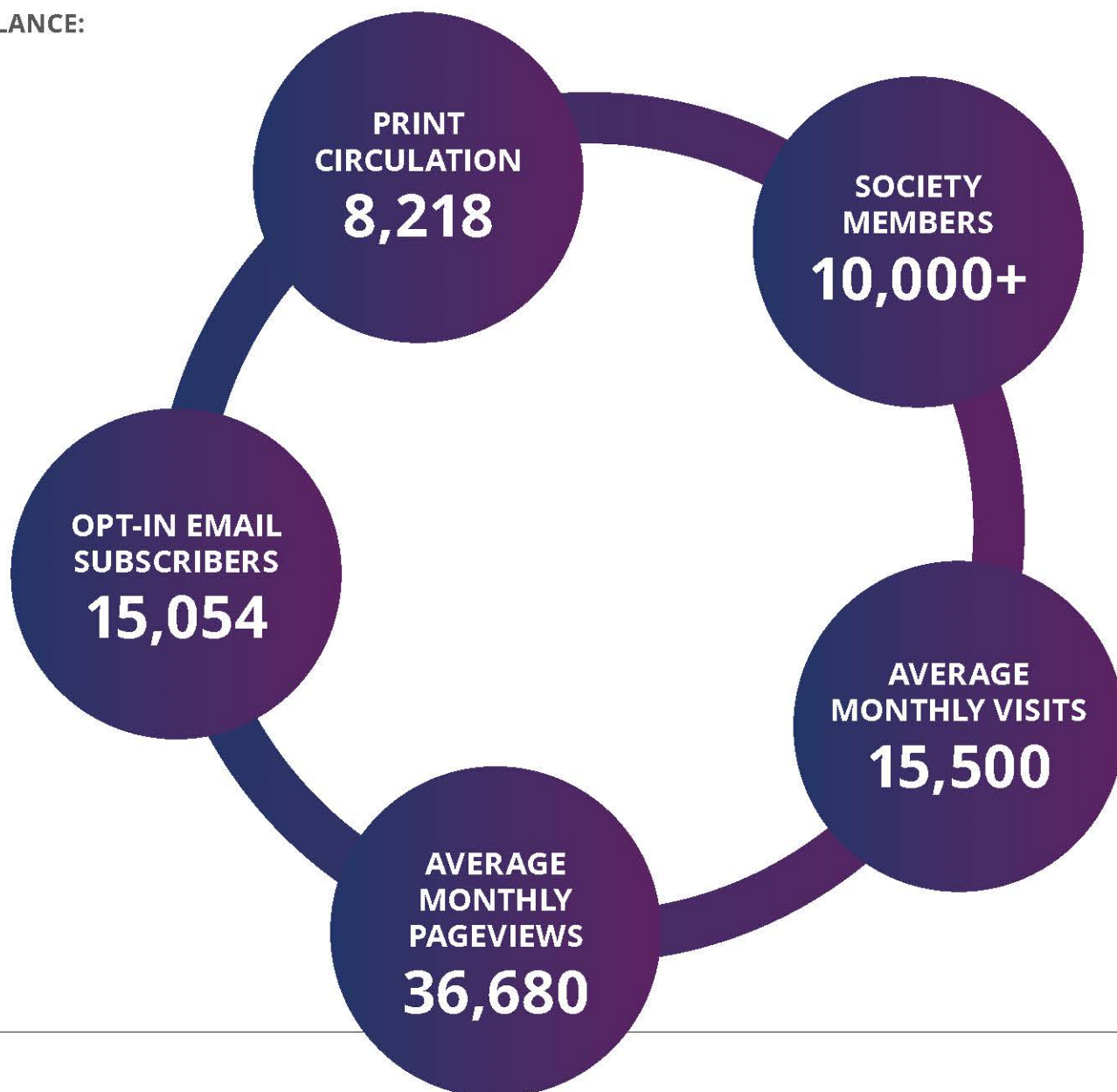


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AT A GLANCE:



EDITORIAL OVERVIEW

Editorial Direction

PM&R is the official journal of the American Academy of Physical Medicine and Rehabilitation (AAPM&R). It is a monthly, peer reviewed, scholarly publication that advances education and impacts the specialty of physical medicine and rehabilitation through the timely delivery of clinically relevant and evidence-based research and review information. Various topics to be covered include acute and chronic musculoskeletal disorders and pain, neurologic conditions involving the central and peripheral nervous systems, rehabilitation of impairments associated with disabilities in adults and children, and neurophysiology and electrodiagnosis. PM&R emphasizes principles of injury, function and rehabilitation, and is designed to be relevant to practitioners and researchers in a variety of medical and surgical specialties and rehabilitation disciplines.



The content of PM&R includes articles that are contemporary and important to both research and clinical practice. The various sections of the journal highlight original research including clinical trials and outcomes studies, clinically relevant translational science, comprehensive and focused review articles, case presentations, point/counterpoint debates and commentary, ethical legal topics, practice management updates, editorial and opinion pieces, images, clinical pearls, emerging issues, and publication-related letters to the editor.

Editorial-Advertising Ratio: **Editorial 80%: Advertising 20%**

Editor-in-Chief: **Janna Friedly, MD**

Societies & Affiliations: **American Academy of Physical Medicine and Rehabilitation**

Market: **Physiatrists and other physicians specializing in neurology, pain, osteopathy, sports medicine, rehabilitation and rheumatology.**

Issuance: **12 times per year**

Circulation: **8,218**

Website: **<https://onlinelibrary.wiley.com/journal/19341563>**

Member Demographics*

Number of Active AAPM&R Members:

8,977

ABPMR Board Certified:

89%

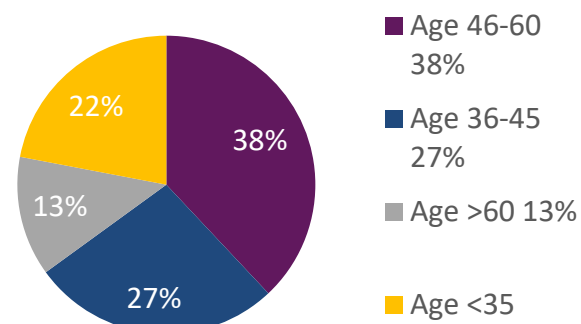
Members with subspecialty certification:

28%

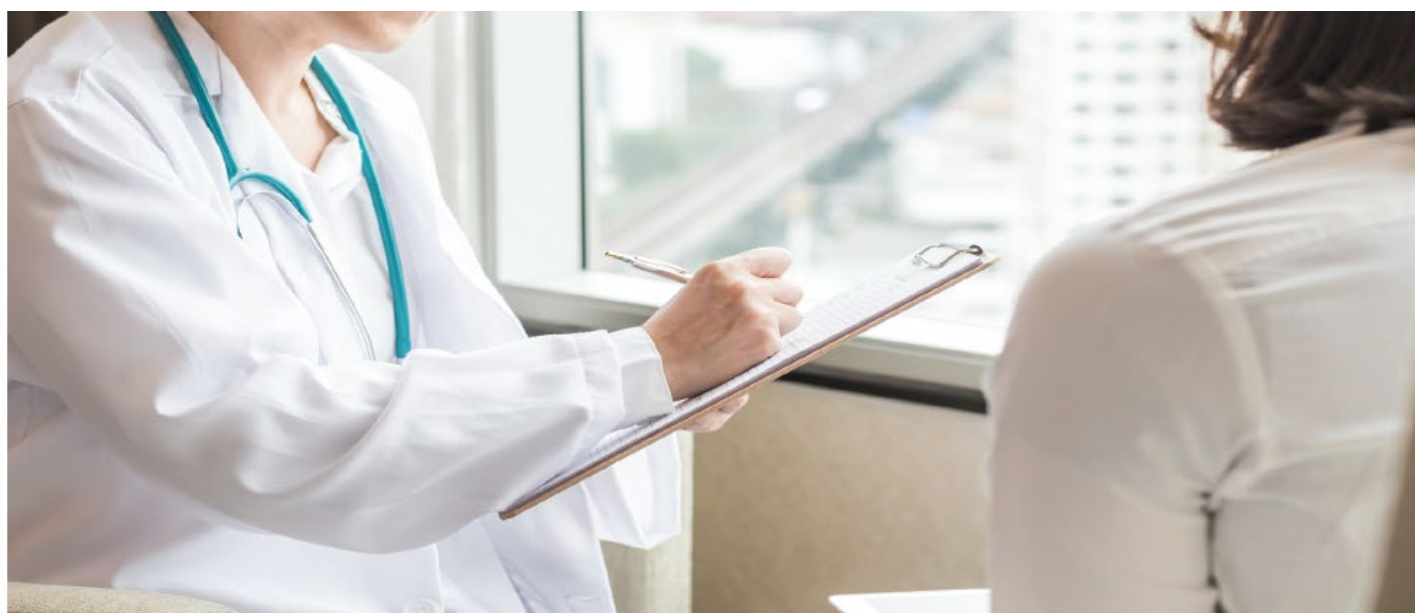
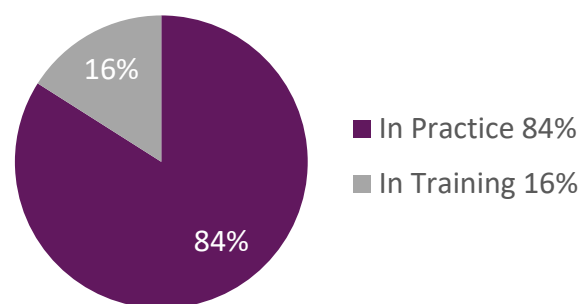
YOUR AVERAGE AAPM&R MEMBER

Average age	49 years old
Member gender	64% Male / 36% Female
Certification status	ABPMR Board Certified
Medical degree	MD - Allopathic Physician
Average years in practice	12

AGE DEMOGRAPHIC



IN PRACTICE/ IN-TRAINING

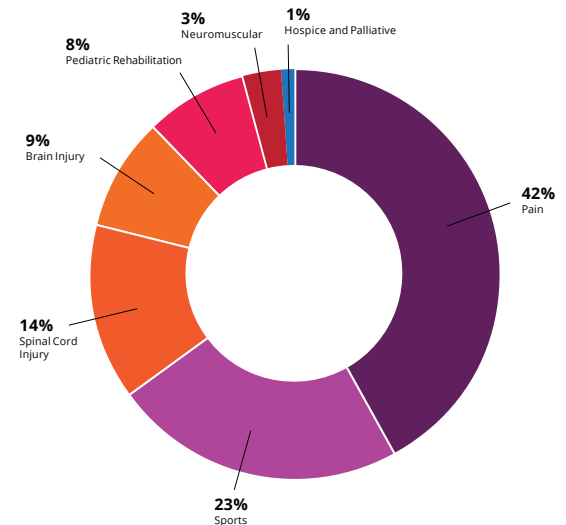


Member Demographics Continued*

BOARD CERTIFICATION AND SUBSPECIALIZATION

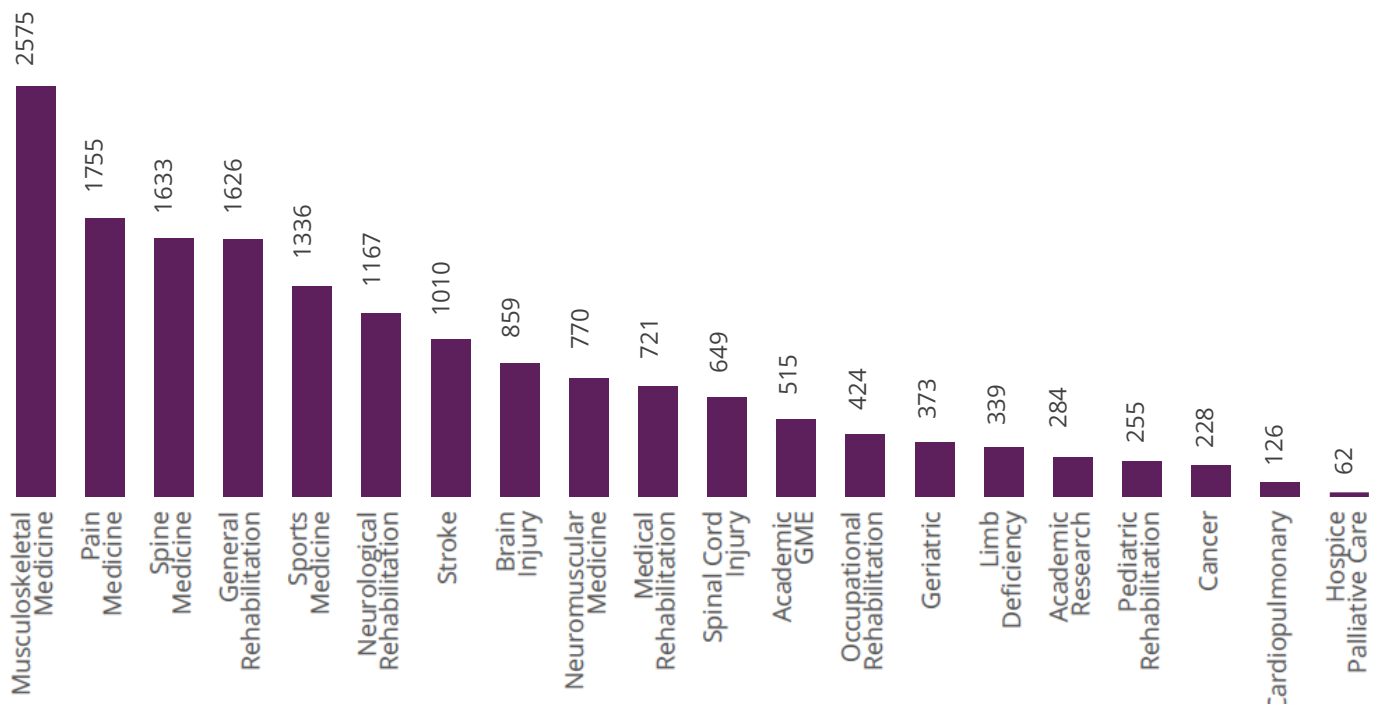
91% of registrants are board certified by the American Board of Physical Medicine and Rehabilitation (ABPMR) and 28% hold a subspecialty certification.

SUBSPECIALTY CERTIFICATION



AREA OF CARE

Academy members, particularly ABPMR – certified physiatrists, can select up to 5 out of 22 Areas of Care that represent their day-to-day activities as a physiatrist. 67% of member registrants (excluding medical students and residents) have Area of Care information in their member profile.



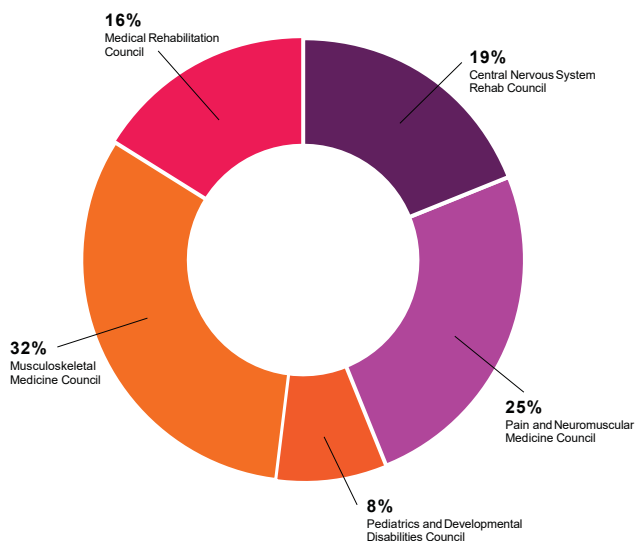
This information is provided for informational purposes only. Please let us know what other demographic information about AAPM&R members would be helpful to your organization by contacting corporatesupport@aapmr.org or (847) 737-6048.

MEMBER DEMOGRAPHICS*

Clinical Focus

The PM&R specialty is broad. AAPM&R Member Councils offer Academy members an avenue to discuss topics that matter to them. There are 5 Member Councils, each focused on a specific clinical area of PM&R. The information is provided to showcase the clinical areas in which members are focused. 75% of members registrants have enrolled in at least 1 Member Council.

MEMBER COUNCIL PARTICIPATION

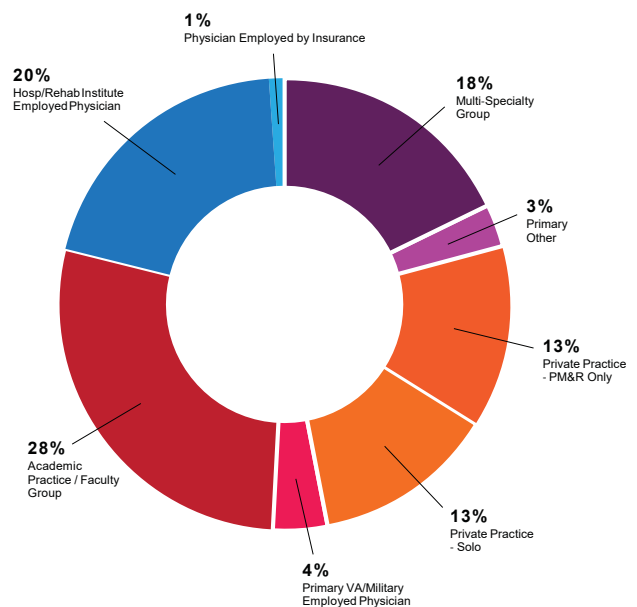


Member - Specific Demographics

Academy members make up 85% of 2018 Annual Assembly attendees. AAPM&R members are asked to voluntarily provide the following demographic information to the Academy. The information below only pertains to Academy members who attended the 2018 Annual Assembly.

PRACTICE SETTING

68% of member registrants (excluding medical students and residents) provided their practice setting.



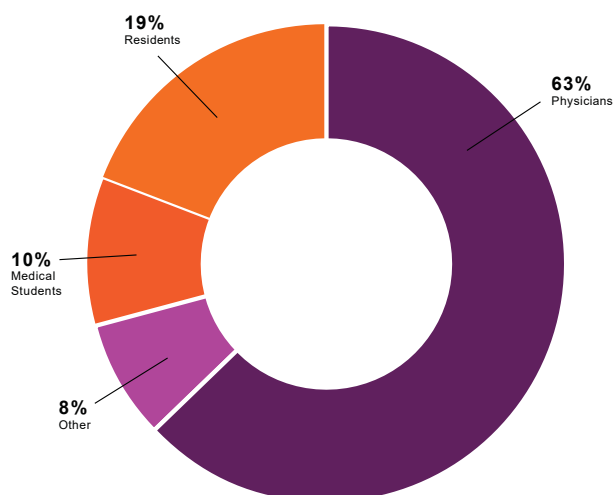
AAPM&R 2018 ANNUAL ASSEMBLY OVERVIEW

2018 Annual Assembly Attendance

The overview provides insights into who attended the meeting by looking at demographic information and AAPM&R member-specific data. This overview is for informational purposes only.

2018 ANNUAL ASSEMBLY ATTENDANCE

2758 Attendees



Physicians

1733

• Psychiatrist Member Registration:	1536
• Single Day Psychiatrist Member Registration:	39
• Non-Member Registration: physicians:	138
• Nonmember single day registrants: physicians	10
• Comp Registrations and Faculty: physicians	10

Resident

525

Medical student

286

Other

214

• Other (Physician Extender/Healthcare Professional/Advanced Care Provider/Non-Physician	42
• Non-Member Registration: non-physicians	101
• Nonmember single day registrants: non-physicians	7
• Comp Registrations and Faculty: non-physicians	64

Note: Numbers contained within are not considered final. The data was pulled 10/30/2018, prior to final reconciliation of refunds, etc. so final numbers may vary slightly. Data excludes Exhibit booth personnel, AAPM&R staff, child, spouse/guest, and press registrants.

DIGITAL ADVERTISING OPPORTUNITIES

Web Banner Advertising

Maximize your reach by adding a digital advertising campaign to your print schedule.

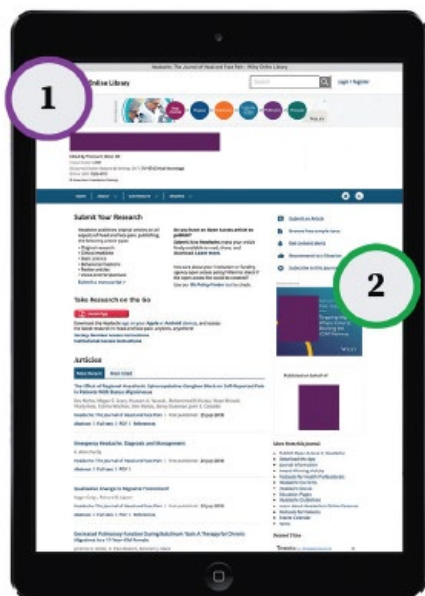
Wiley Online Library offers a variety of advertising banner options enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Visit the journal at: <https://onlinelibrary.wiley.com/journal/19341563>

Banner Positions

PM&R HOMEPAGE

Leaderboard (1)	Top of page	728 x 90
MPU (Square) (2)	Mid Page	300 x 250
MPU (Square)	Bottom of Page	300 x 250



Average Monthly Visits

15,500

Average Monthly Pageviews

36,680

Opt-in Email Subscribers

15,054



Contact your account manager for pricing.



AAPM&R Issue Alert

Reach PM&R subscribers who opt in to receive our Issue Alerts, a preview of upcoming journal articles in a mobile friendly email. Display your message in a high-exposure, 300 x 250 pixel feature box adverts.

We take the guesswork out of your online advertising program by providing you with periodic tracking reports of impressions and the click through rates of your banner ads.



Format	Size	Rate
Top Sponsor (1)	300 x 250px	\$2,200
Middle Sponsor (2)	300 x 250px	\$1,816
Bottom Sponsor (3)	300 x 250px	\$1,200

Contact your account manager for pricing.

PRINT ADVERTISING OPPORTUNITIES

Print Rates & Closing Dates

BLACK & WHITE RATES

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,030	\$1,110	\$645
3x	\$1,935	\$1,035	\$570
6x	\$1,875	\$940	\$530
12x	\$1,755	\$890	\$485
24x	\$1,660	\$835	\$445
36x	\$1,475	\$780	\$410

COLOR RATES

Standard Color	\$635
Matched Color	\$700
4 Color	\$1,595

COVER TIPS

\$11,000 Net

OUTSERTS

\$12,000 Net

PRODUCTION SCHEDULE

Issue Acronym	Issue Cover Date	Issue Due	Materials Dates	Closing Date
12:1	January 2020	26 Dec 2019	19 Dec 2019	12 Dec 2019
12:2	February 2020	27 Jan 2020	20 Jan 2020	13 Jan 2020
12:3	March 2020	25 Feb 2020	18 Feb 2020	11 Feb 2020
12:4	April 2020	26 Mar 2020	19 Mar 2020	12 Mar 2020
12:5	May 2020	25 Apr 2020	20 Apr 2020	13 Apr 2020
12:6	June 2020	26 May 2020	19 May 2020	12 May 2020
12:7	July 2020	25 June 2020	18 Jun 2020	11 Jun 2020
12:8	August 2020	27 Jul 2020	20 Jul 2020	13 Jul 2020
12:9	September 2020	26 Aug 2020	19 Aug 2020	12 Aug 2020
12:10	October 2020	26 Sep 2020	21 Sep 2020	14 Sep 2020
12:11	November 2020	27 Oct 2020	20 Oct 2020	13 Oct 2020
12:12	December 2020	25 Nov 2020	18 Nov 2020	11 Nov 2020

PREMIUM POSITIONS

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First Right Hand Page	25% B/W page rate
Other Preferred Positions	10% B/W page rate

* All ads must go through an approval process

Outserts

Polybagged with the journal. Another way to stand out from the crowd.



Cover tip

Capture reader's attention before they open the journal. With our Cover Tips, your ad message is attached to the front cover of the journal. It can't be missed!



PRINT ADVERTISING OPPORTUNITIES

Bonus Distribution

American Congress of Rehabilitation Medicine

Oct 21 – 24, 2020 (Atlanta, GA)

Issue: September 2020

American Academy of Physical Medicine and Rehabilitation

November 12 – 15, 2020 (San Diego, CA)

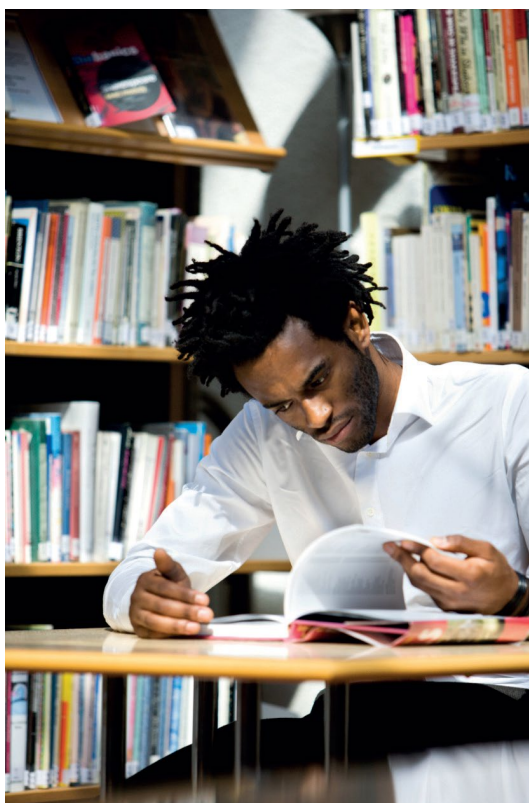
Issue: October 2020

Targeted Solutions

Strategically position your brand alongside trusted, relevant content

Article Collections

These specialty topic collections on our journal website present a unique advertising opportunity for brands to connect with HCPs in an unbiased and engaging online environment.



Cover Wraps

With a cover wrap to promote your brand, you have the eyes of every subscriber.

Editorial Supplements

A supplemental publication containing a group of papers on a specific topic, which is then mailed with the publication and also available online.

Product Bulletin

Each Product Bulletin is a product breakdown crafted by our Editorial Board using your product's prescribing information and clinical data. Directly targeting HCPs in the fields of your choice, it is then packaged and mailed with the latest issue of one or more of our top journals.

REPRINT CAPABILITIES

The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Wiley article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.



Hard Copy Reprints

Customizable Options Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number
- Infographics

Packaging

- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

Contact commercialreprints@wiley.com for assistance with article selection and pricing along with timing and delivery options.

Digital Reprints

E-PRINTS

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Wiley specialty email lists or your own email list.



Print Specifications

- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic transfer of ad files via FTP is preferred – contact: PrintAdTraffic@wiley.com prior to submitting file, or send files on CD or DVD by courier.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB colors to CMYK.
- Wiley assures an accurate color match of your color ad file when it is accompanied by a SWOP-certified proof (Chromalin™, match print, IRIS)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline

MECHANICAL SPECIFICATIONS

Ad size	Non Bleed	Bleed
Trim	8.25" x 10.875"	-
Full Page	7" x 10"	8.5" x 11.125"
Spread	17" x 11.125"	-
1/2 Horizontal	7" x 5"	8.5" x 5.5625"
1/2 Vertical	4.675" x 10"	4.675" x 11.125"
1/4 Page	3.5" x 5"	-

Ship all advertising material as well as two insert samples to:

Al Liburd, Advertising Production Specialist
P: 201-748-8754
E: PrintAdTraffic@wiley.com
Wiley 111 River Street, 4-01,
Hoboken, NJ 07030-5774

DIGITAL SPECIFICATIONS

Web Banner Specifications

- Leaderboard dimensions: 728 x 90 pixels
- MPU dimensions: 300 x 250 pixels
- Accepted formats: GIF, JPG, PNG, HTML5 (site served & 3rd party)
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement.

For detailed digital advertising specifications, visit:
<https://goo.gl/mQJHjV>

Issue Alerts Specifications

- MPU ad units: 300 x 250 pixels (GIF, JPG, PNG) No animation
- Accepted formats: GIF, JPG, PNG No 3rd party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement.

For detailed digital advertising specifications, visit:
<https://goo.gl/mQJHjV>

Contacts

ADVERTISING

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We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.



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