

# Endocrine today

CLINICAL NEWS ON DIABETES AND ENDOCRINE DISORDERS

## Diabetes epidemic spurs renewed focus, creative solutions for US endocrinologist shortage

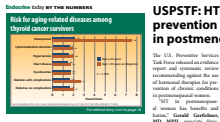


As the prevalence of diabetes in the U.S. continues to grow, so too does the need for qualified endocrinologists to meet patient demand. The gap is widening, and it's a crisis that's being addressed through innovative solutions.

**We need innovative training programs that will rapidly expand the workforce, but also ensure high quality.**

**Can the patients with this complex disease?**

## USPSTF: HT not advised for prevention of chronic conditions in postmenopausal women



The U.S. Preventive Services Task Force (USPSTF) has issued a new recommendation against the use of hormone therapy for the prevention of chronic conditions in postmenopausal women. The recommendation is based on a review of the evidence, which found that the benefits of hormone therapy are outweighed by the risks.

**DIABETES** (Diabetes Mellitus) Page 7  
**THIRD** (Third Edition) Page 14  
**CARDIOVASCULAR DISEASES** (Cardiovascular Diseases) Page 28

# 2019 RATE CARD

Print

Effective Rate Date: January 2019 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	\$4,640	\$4,275	\$3,885	\$2,815	\$2,580	\$2,375
6x	4,590	4,225	3,835	2,765	2,535	2,335
12x	4,545	4,180	3,795	2,725	2,500	2,300
24x	4,500	4,130	3,755	2,680	2,455	2,250
36x	4,450	4,080	3,725	2,625	2,385	2,200
48x	4,405	4,050	3,645	2,580	2,355	2,160
60x	4,355	4,000	3,610	2,535	2,310	2,110
72x	4,315	3,945	3,565	2,500	2,270	2,070
96x	4,275	3,895	3,535	2,455	2,215	2,010
120x	4,225	3,860	3,495	2,390	2,175	1,980
144x	4,180	3,815	3,425	2,360	2,130	1,930
196x	4,135	3,775	3,400	2,315	2,085	1,880
252x	4,095	3,735	3,365	2,275	2,050	1,850
320x	4,060	3,700	3,330	2,275	2,050	1,850
412x	4,020	3,645	3,290	2,275	2,050	1,850

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:

- 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).
- Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- 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:

- 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.
- 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.

## Advertising Office: SLACK Incorporated

Matt Dechen  
 Group Sales Director  
[mdechen@healio.com](mailto:mdechen@healio.com), ext. 200

Kathy Huntley  
 Senior Account Manager  
[khuntley@healio.com](mailto:khuntley@healio.com), ext. 249

Jaime Albright  
 Account Manager  
[jalbright@healio.com](mailto:jalbright@healio.com), ext. 548

### Send Product insertion orders and ad materials to:

Ann Marie Haley  
 Sales Administrator  
[ahaley@healio.com](mailto:ahaley@healio.com), ext. 263

6900 Grove Road  
 Thorofare, NJ 08086-9447  
 856-848-1000 • 800-257-8290  
 Fax 856-848-6091

### Send inserts and BRCs to:

Jesse Davis  
 ENDOCRINE TODAY  
 LSC Communications  
 13487 S. Preston Highway  
 Lebanon Junction, KY 40150-8218

## 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 2019. 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 2019 will set a Corporate Discount to be taken off 2020 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.:** \$399/yr. individual  
**Canada:** add 5% tax/yr.  
**Outside the U.S.:** add \$89/yr.
- 3. Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing House:** LSC Communications
- 4. Date and source of breakdown:** BPA Worldwide, July 2018
- 5. Total estimated circulation for 2019:** 16,873

## 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 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@slackinc.com](mailto:reprints@slackinc.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](http://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](http://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.

**Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

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: 8⅞" 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.

# Endocrine today

CLINICAL NEWS ON DIABETES AND ENDOCRINE DISORDERS

## Diabetes epidemic spurs renewed focus, creative solutions for US endocrinologist shortage

As the prevalence of diabetes in the U.S. continues to grow, so too does the need for specialists. The American Diabetes Association estimates that 1 in 10 Americans will have diabetes by 2030, an estimated 1.2 million more cases of diabetes each day.

**"We need innovative training programs that will rapidly expand the workforce, but also ensure high-quality care for patients with this complex disease,"** says Dr. Wilson, who is a member of the American Diabetes Association's Endocrinology Workgroup.

Dr. Wilson is a member of the American Diabetes Association's Endocrinology Workgroup, which is a national organization of endocrinologists and diabetes educators. He is also a member of the American Association of Endocrinology & Metabolism (AAEM), a national organization of endocrinologists and diabetes educators.



Peter W.F. Wilson, MD, MHA, recently developing diabetes management programs by the American Diabetes Association for primary care and endocrinologist physicians.

### Endocrine Today by the Numbers



## USPSTF: HT not advised for prevention of chronic conditions in postmenopausal women

The U.S. Preventive Services Task Force (USPSTF) has issued a new recommendation against the use of hormone therapy (HT) for the prevention of chronic conditions in postmenopausal women. The recommendation is based on a review of evidence that shows that HT does not reduce the risk of heart disease, stroke, or other chronic conditions in this population.



USPSTF recommendation on page 7

**DIABETES:** Page 15  
**THYROID:** Page 28  
**CARDIOMETABOLIC DISORDERS:** Page 30

# 2019 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/6/2018	12/20/2018	2018 Device and Drug Update	American Heart Association	
February	1/4/2019	1/18/2019	Thyroid Disorders		
March	2/5/2019	2/15/2019	Diabetes Technology		Endocrine Society American Association of Clinical Endocrinologists
April	3/6/2019	3/20/2019	Type 2 Diabetes	American College of Cardiology	National Lipid Association
May	4/4/2019	4/22/2019	Cardiometabolic Disorders	Endocrine Society	American Diabetes Association
June	5/6/2019	5/20/2019	Growth Hormone	American Association of Clinical Endocrinologists	
July	6/6/2019	6/19/2019	Osteoporosis		American Association of Diabetes Educators
August	7/5/2019	7/22/2019	Menopause Management	American Diabetes Association	
September	8/6/2019	8/21/2019	Obesity	American Association of Diabetes Educators	
October	9/5/2019	9/19/2019	Diabetes Education	American Society of Bone and Mineral Research European Association for the Study of Diabetes North American Menopause Society	Obesity Week
November	10/4/2019	10/22/2019	Diet and Nutrition	Cardiometabolic Health Congress American Thyroid Association	
December	11/6/2019	11/19/2019	Type 1 Diabetes	Obesity Week	

Note: Editorial content subject to change