

Pediatric anticoagulant use 8 | Meeting News: QCOR 19 | E-cigarettes and CV risk 20

Healio
Cardiologytoday
 NEWS & PERSPECTIVE FOR THE CARDIOVASCULAR SPECIALIST

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COVER STORY
Cardiologists' role in diabetes care changing



Steven K. Bhatnagar, MD, PhD, from University of Texas Southwestern Medical Center, with cardiologists' roles are actively managing patients with diabetes because the disease is changing rapidly.

MEETING NEWS: QCOR
TREAT-AF: Vagus nerve stimulation reduces AF burden

Transcatheter ablation of atrial fibrillation (AF) is the most common procedure for AF. However, the TREAT-AF study reported that 6 months after the procedure, AF burden was reduced by 70% in patients assigned vagus nerve stimulation (VNS). The study compared VNS with the ablation procedure (radiofrequency ablation, RFA). The study was conducted at the Heart Rhythm Society Scientific Sessions in Las Vegas, NV, and during a presentation at the Heart Rhythm Society Scientific Sessions in Las Vegas, NV.

PREVENTION
Skipping breakfast tied to CVD mortality risk

A study of 100,000 individuals had a significantly increased risk for CVD mortality, according to a study published in the Journal of the American College of Cardiology.

TOTAL SCORECARDS

NEW NEWS
 Analysis of the effects of fibrinolytic therapy (alteplase) on patients with hypertension and acute myocardial infarction.

FDA NEWS
 FDA grants alicurumab CV outcomes indication

Alicurumab, a monoclonal antibody that targets interleukin-6, has been approved to reduce the risk for CV events in patients with established CVD.

FEATURE
 Cardiac drug: Cholesterol-lowering statins

STROKE
 COVID-19: Reproductive system risks in women

WOMEN'S HEARTY NOTES
 Heart disease in women: Health from ACC 2019

2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

RATES

1. FULL RUN Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$6,665	\$6,150	\$5,115	\$3,845	\$3,595	\$3,365
6x	6,595	6,100	5,080	3,815	3,565	3,340
12x	6,545	6,035	5,040	3,765	3,515	3,290
24x	6,480	5,975	4,970	3,735	3,475	3,255
36x	6,410	5,910	4,930	3,710	3,440	3,230
48x	6,340	5,850	4,880	3,670	3,415	3,185
60x	6,290	5,800	4,820	3,620	3,385	3,140
72x	6,200	5,725	4,765	3,575	3,355	3,130
96x	6,150	5,690	4,725	3,550	3,310	3,105
120x	6,080	5,625	4,680	3,500	3,260	3,075
144x	6,025	5,570	4,640	3,465	3,240	3,040
196x	5,975	5,510	4,585	3,415	3,185	2,985
252x	5,925	5,465	4,520	3,370	3,125	2,945
320x	5,870	5,430	4,480	3,370	3,125	2,945
412x	5,825	5,360	4,415	3,370	3,125	2,945

FULL RUN Color Rates:

Charge per color per page or fraction	
Standard color	1,045
Matched color	1,135
Metallic color	1,550
Four color	2,960
Four color + PMS	4,100
Four color + Metallic	4,500

Fourth cover: Earned b/w rate plus 50%. Color additional.

b) 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 your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- Rates:
 - Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages 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.
- Bleed: No charge
- Covers, Positions:
 - Covers: Available only to Full Run Advertisers. Second cover: Earned b/w rate plus 25%. Color additional. Third cover: Earned b/w rate plus 15%. Color additional.
- Combined Earned Frequency Discount: All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
- New Advertiser Discount: New product advertisers with a minimum 3 ad commitment receive a 20% discount off all advertising placed in 2020. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
 - Product that has not advertised in CARDIOLOGY TODAY in the past calendar year
 - New indication for currently advertised product in CARDIOLOGY TODAY

Circulation: **53,432**

Click to view full circulation info

Click to view print advertising terms and conditions

Advertising Office:

HEALIO STRATEGIC SOLUTIONS
 Matthew Holland
 Chief Commercial Officer
 mholland@healiostrategicsolutions.com, ext. 394

Advertising Solutions

Christine Martynick
 Vice President
 cmartynick@healiostrategicsolutions.com, ext. 416

Jaime Albright
 Account Manager

jalbright@healiostrategicsolutions.com, ext. 548

Custom Solutions

Matt Dechen
 Group Sales Director
 mdechen@healiostrategicsolutions.com, ext. 200

Send Product insertion orders and ad materials to:

Ann Marie Haley
 Sales Administrator
 ahaley@healiostrategicsolutions.com, ext. 263

6900 Grove Road
 Thorofare, NJ 08086-9447
 856-994-9909 • 800-257-8290
 Fax 856-848-6091

Send inserts and BRCs to:

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

Black-and-White rates: CARD DEMO Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$5210	\$4805	\$4000	\$3010	\$2805	\$2575
6x	5160	4765	3970	2975	2785	2560
12x	5110	4715	3935	2935	2750	2525
24x	5050	4670	3895	2910	2725	2500
36x	5010	4620	3855	2895	2700	2465
48x	4970	4570	3820	2870	2665	2430
60x	4915	4535	3765	2835	2635	2415
72x	4840	4475	3730	2800	2615	2400
96x	4805	4445	3700	2770	2585	2380
120x	4755	4400	3660	2740	2555	2355
144x	4710	4355	3610	2710	2535	2335
196x	4670	4310	3575	2665	2480	2290
252x	4625	4270	3535	2625	2440	2250
320x	4580	4230	3490	2625	2440	2250
412x	4545	4190	3455	2625	2440	2250

CARD DEMO Color Rates:

Charge per color per page or fraction	
Standard color	\$800
Matched color	\$880
Metallic color	\$1,200
Four color	\$2,290
Four color + PMS	\$3,175
Four color + Metallic	\$3,485

- Continuity Discount:** 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 or Free Ad Program.
 - 3 issues = 5% off
 - 6 issues = 15% off
 - 12 issues = 25% off
- Free Ad Program:** Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.
- 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.
- 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

- Corporate Discount:** Total net spend achieved in the year 2020 will set a Corporate Discount to be taken off 2021 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

 - Less New Advertiser/Product or Continuity Incentive
 - Less Healio Strategic Solutions Corporate Discount Program
 - Less 15% Agency Discount

Equals net cost

ISSUANCE AND CLOSING

- Established:** February 1998
- Frequency:** 12 times per year
- Issue Dates:** 1st of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- Extensions and Cancellations:**
 - 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.
 - 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 closing date.

EDITORIAL

- General Editorial Direction:** CARDIOLOGY TODAY delivers the most up-to-date news in the field of cardiac medicine. The newspaper provides timely coverage of scientific meetings and events, with special emphasis on coronary heart disease, electrophysiology and arrhythmias, interventional cardiology including catheterization, myocardial disorders and cardiovascular pharmacology. In addition, the newspaper provides news about the latest legislative and regulatory developments affecting the practice of cardiology.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Cover Story
 - Device of the Month
 - Commentary
 - In the Journals
 - Meetings and Courses
- Origin of Editorial:**
 - Staff Written:** 85%
 - Solicited:** 10%
 - Submitted:** 5%
 - Articles from Meetings:** 75%
 - Peer Review:** No.

CIRCULATION

- Description of Circulation Parameters:**
 - Cardiovascular Diseases
 - Pediatrics, Cardiology
 - Interventional Cardiology
 - Cardiac Electrophysiology
 - Internal Medicine
- Demographic Selection Criteria:**
 - Prescribing:** NA
 - Circulation distribution:**
 - Controlled: 99.88%
 - Paid: 0.12%
 - Request (non-postal): 0%
 - Paid Information:**
 - Association members: NA
 - Is publication received as part of dues?: No
 - Subscription rates:** U.S.: \$391/yr individual; Canada: add 5% GST; Outside U.S.: add \$92/year
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** LSC Communications
- Date and source of breakdown:** BPA Worldwide, July 2019
- Estimated total circulation for 2020:** 53,432

GENERAL INFORMATION

- 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 2 weeks prior to closing date.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format: Within articles
 - Are ads rotated? Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus Convention Distribution:** See Editorial Calendar
 - Other:** Advertiser Index
- Online Sponsorship Opportunities:** Contact your sales representative.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b, under Insert Information for specifications.
 - Split-run advertising.** Contact publisher for information.
- Reprints:** Yes, email: scsreprints@sheridan.com

INSERT INFORMATION

- Availability and Acceptance:**
 - Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
 - Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.
- Insert Charges:**
 - Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.
 - A-size inserts charged at Island half-page rate.
 - Tabloid-size inserts charged at the King page rate.
- 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"

- Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
 - A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.
- 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.
 - BRCs:**
 - Pricing:** Contact your Sales Representative for prices. Non-commissionable.
 - 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.
 - Quantity:** Full run — 60,000, CARD Demo 35,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
 - Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press.

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"

- Trim size of journal:** 10.5" x 14"
- 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.

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

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 Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

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

2020 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/2/2019	12/18/2019	2019 Drug and Device Update		
February	1/2/2020	1/17/2020	Issues in Heart Failure		
March	2/3/2020	2/18/2020	Challenges of Blood Pressure and Hypertension		American College of Cardiology
April	3/2/2020	3/18/2020	Vascular Medicine and Intervention	International Stroke Conference	
May	4/1/2020	4/17/2020	Cardiometabolic and Lipid Developments	American College of Cardiology	National Lipid Association American Diabetes Association
June	5/1/2020	5/19/2020	Myocardial Infarction	Heart Rhythm Society Society for Cardiovascular Angiography and Interventions	HiD (Heart in Diabetes)
July	6/1/2020	6/17/2020	Arrhythmia Disorders Treatment and Management	National Lipid Association	American Society for Preventive Cardiology
August	7/1/2020	7/17/2020	Diabetes and Cardiometabolic Disorders		
September	8/3/2020	8/19/2020	Cardiac Intervention		Cardiometabolic Health Congress
October	9/1/2020	9/18/2020	Advances in Cardio-Oncology	European Society of Cardiology	American Heart Association
November	10/1/2020	10/19/2020	Strategies for Cardiovascular Disease Prevention	Transcatheter Cardiovascular Therapeutics Cardiometabolic Health Congress	
December	11/2/2020	11/18/2020	Prevention and Treatment of Stroke	American Heart Association	

Note: Editorial content subject to change