

COVER STORY
ADAPTABLE points to solutions about aspirin dose, conduct of pragmatic trials



Dr. Stephen Hines, MD, Ross Dobbins University describes the implications of the ADAPT trial.

PRACTICE MANAGEMENT
AHA/ACC report on ethics, professionalism in CV care focuses on inclusion, wellness

The American Heart Association and American College of Cardiology published a consensus conference report that addresses medical ethics, professionalism and other study topics in CV medicine.

The report, which was published in *Circulation* and the *Journal of the American College of Cardiology*, is based on the proceedings of the June 2021 consensus conference report on professionalism and ethics and focuses on topics such as diversity, equity, inclusion and belonging; social, ethnic and gender disparities; conflicts of interest; financial and legal issues; privacy, social justice and modern health care delivery systems.

"The delivery of cardiovascular care is evolving rapidly. Through this evolution, our professional obligations to patient-centered care must remain steadfast," says Dr. Benjamin, MD, FACC, FAHA, former AHA

VASCULAR MEDICINE
Microvascular angina 'an important global problem'

The ADAPT trial, which was published in *May*, was notable in two ways. It provided answers on whether aspirin for primary secondary CVD prevention and it showed a large-scale pragmatic trial could work.

The trial of 14,676 patients did not demonstrate any differences in death, MI, stroke or bleeding between those assigned aspirin 81 mg daily and those assigned aspirin 162 mg daily. However, it was the first to use MACE as a primary endpoint. The trial was conducted at 100 sites across 10 countries.

"The consistency and heterogeneity in clinical practice regarding aspirin dose for secondary prevention made this an ideal question for a pragmatic trial," says Dr. Hines, MD, FACC, FAHA, chief of the division of preventive medicine at Brigham and Women's Hospital and professor of medicine at the Harvard Medical School.

DESIGN: prospective, registry
PATIENTS: 13 million
KEY RESULTS: 7/24/22

MEETING NEWS: ACC
More than 1 in 3 cardiologists reported burnout during COVID-19 pandemic

The COVID-19 pandemic has increased burnout among CV professionals, with many worried on their future, recruitment and other issues, new research reported.

The prevalence of burnout among all CV professionals was 30% in 2017 to 30% during the pandemic, from 20% to 30% in 2019.

2022 RATE CARD

Print

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	\$7,035	\$6,490	\$5,400	\$4,060	\$3,795	\$3,550
6x	6,965	6,440	5,360	4,025	3,765	3,525
12x	6,910	6,370	5,320	3,975	3,715	3,475
24x	6,840	6,310	5,245	3,940	3,665	3,435
36x	6,765	6,240	5,205	3,915	3,630	3,410
48x	6,690	6,180	5,155	3,875	3,605	3,365
60x	6,640	6,120	5,085	3,820	3,570	3,310
72x	6,545	6,040	5,030	3,775	3,540	3,300
96x	6,490	6,005	4,985	3,750	3,495	3,275
120x	6,415	5,940	4,940	3,695	3,440	3,245
144x	6,360	5,880	4,900	3,655	3,420	3,210
196x	6,310	5,820	4,840	3,605	3,365	3,150
252x	6,255	5,765	4,775	3,555	3,295	3,110
320x	6,200	5,730	4,725	3,555	3,295	3,110
412x	6,145	5,660	4,660	3,555	3,295	3,110

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.
- Special positions: Contact your sales representative for more details.
- Online Advertising Rates: Please contact your sales representative for more information.
- Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- 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 2022. 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**

- 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.

Circulation: 54,050

[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@healiohss.com, ext. 394

Advertising Solutions
 Christine Martynick
 Vice President
cmartynick@healiohss.com, ext. 416

Jaime Albright
 Business Development Strategist
jalbright@healiohss.com, ext. 548

Custom Solutions
 Matt Dechen
 Vice President, Deep Engagement & Custom Solutions
mdechen@healiohss.com, ext. 200

Send Production insertion orders and ad materials to:

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

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

Send inserts and BRCs to:

Jason Jewell
 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	\$5500	\$5070	\$4220	\$3175	\$2960	\$2720
6x	5445	5030	4190	3140	2940	2705
12x	5390	4975	4155	3100	2900	2670
24x	5330	4930	4115	3075	2875	2635
36x	5290	4880	4070	3060	2850	2600
48x	5245	4825	4030	3030	2815	2565
60x	5190	4790	3975	2995	2780	2550
72x	5110	4720	3935	2955	2760	2530
96x	5070	4690	3905	2920	2730	2510
120x	5020	4645	3865	2890	2700	2485
144x	4970	4595	3810	2860	2680	2465
196x	4930	4550	3775	2815	2615	2420
252x	4885	4510	3735	2770	2575	2375
320x	4835	4465	3680	2770	2575	2375
412x	4800	4425	3645	2770	2575	2375

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 2022 will set a Corporate Discount to be taken off 2023 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**
Gross Cost:
 - Less Prescribing Information Discount
 - 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.: \$403/yr individual;
 Canada: add 5% GST; Outside U.S.: add \$95/year
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** LSC Communications
- Date and source of breakdown:** BPA Worldwide, July 2021
- Estimated total circulation for 2022:** 54,050

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 2 weeks prior to closing date.
2. **New Product Releases:** Yes
3. **Editorial Research:** Yes
4. **Ad Format and Placement Policy:**
 - a) Format: Within articles
 - b) Are ads rotated? Yes
5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
6. **Value-Added Services:**
 - a) **Bonus Convention Distribution**
 - b) **Other:** Advertiser Index
7. **Online Sponsorship Opportunities:** Contact your sales representative.
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: scsreprints@sheridan.com
10. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.
11. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents

of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

12. **Competitor Information:** CARDIOLOGY TODAY does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
13. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "Advertorial" or "Advertisement" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.
14. **Billing Policy:** Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

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. Short-cut or gatefold inserts are accepted.
 - b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.
2. **Insert Charges:**
 - a) **Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.
 - b) A-size inserts charged at Island half-page rate.
 - c) Tabloid-size inserts charged at the King page rate.
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 ⅜" for foot trim. Cardstock minimum: 75# bulk or higher.
6. **Quantity:** Full run — 60,000, CARD Demo 36,000 (estimated). 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 Healo Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.

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/adspecs

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/adspecs

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. Contact the sales administrator for file sharing options.

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.

Cardiologytoday
 ADAPTABLE points to solutions about aspirin dose, conduct of pragmatic trials
 ANA/ACC report on ethics, professionalism in CV care focuses on inclusion, wellness
 More than 1 in 3 cardiologists report burnout during COVID-19 pandemic

2022 EDITORIAL CALENDAR

Print

ISSUE	FEATURED TOPICS	MEETING COVERAGE
JANUARY Ads Close 12/1/2021 Ad Materials Due 12/17/2021	2021 Drug and Device Update	
FEBRUARY Ads Close 1/3/2022 Ad Materials Due 1/19/2022	Cardiometabolic Disorders	
MARCH Ads Close 2/1/2022 Ad Materials Due 2/17/2022	Advances in Arrhythmia Disorders	International Stroke Conference
APRIL Ads Close 3/1/2022 Ad Materials Due 3/18/2022	Advanced Heart Failure and Cardiomyopathy	American College of Cardiology
MAY Ads Close 4/1/2022 Ad Materials Due 4/19/2022	Vascular Medicine and Intervention	
JUNE Ads Close 5/2/2022 Ad Materials Due 5/18/2022	Update on Lipid Disorders	Heart Rhythm Society Society for Cardiovascular Angiography and Interventions
JULY Ads Close 6/1/2022 Ad Materials Due 6/15/2022	Stroke Prevention and Treatment	National Lipid Association
AUGUST Ads Close 7/1/2022 Ad Materials Due 7/19/2022	Hypertension Management	
SEPTEMBER Ads Close 8/1/2022 Ad Materials Due 8/19/2022	Cardiovascular Technologies, Monitoring and Telehealth	European Society of Cardiology
OCTOBER Ads Close 9/1/2022 Ad Materials Due 9/20/2022	Heart Failure Therapies	Transcatheter Cardiovascular Therapeutics
NOVEMBER Ads Close 10/3/2022 Ad Materials Due 10/20/2022	Myocardial Infarction Prevention and Treatment	Cardiometabolic Health Congress
DECEMBER Ads Close 11/1/2022 Ad Materials Due 11/15/2022	Coronary and Valvular Intervention	American Heart Association

Note: Editorial content subject to change