

# Consultant

CONSULTATIONS IN PRIMARY CARE

Specialty	Office	Residents	Other Hospital Staff & Medical Teachers	Total
General Practice	5,025	0	187	<b>5,212</b>
Family Practice	51,574	7,578	2,620	<b>61,772</b>
Internal Medicine	61,586	11,318	3,281	<b>76,185</b>
Osteopathy	20,229	1,653	1,409	<b>23,291</b>
Cardiology	2,840	152	182	<b>3,174</b>
Other requesters				<b>6,894</b>
<b>Subtotal—PCP DEMO1</b>	<b>141,254</b>	<b>20,701</b>	<b>7,679</b>	<b>177,442</b>
Nurse Practitioners				55,121
Physician Assistants				18,658
<b>Subtotal—NP/PA DEMO2</b>				<b>73,779</b>
<b>TOTAL—FULL RUN</b>				<b>250,307</b>

NP/PA Specialty	Nurse Practitioners	Physician Assistants	Total
Primary Care	2,226	1,700	<b>3,926</b>
Adult Medicine	4,049	305	<b>4,354</b>
Emergency Medicine	274	787	<b>1,061</b>
Family Medicine	41,000	9,903	<b>50,903</b>
Internal Medicine	1,046	2,892	<b>3,938</b>
Ob/Gyn	909	159	<b>1,068</b>
Women's Health	1,700	308	<b>2,008</b>
Other requesters*	3,917	2,604	<b>7,821</b>
<b>NP/PA TOTAL—DEMO 2</b>	<b>55,121</b>	<b>18,658</b>	<b>75,079</b>

\*100% request



**CONSULTANT Continuity Discount**

1. Run 10 insertions in CONSULTANT, receive 4% off every insertion.
2. Run 12 insertions in CONSULTANT, receive 10% off every insertion.

**Double-Frequency Discount**

Every ad page that runs in CONSULTANT FULL RUN EDITION receives double ad page value toward corporate frequency level in CONSULTANT and receive 10% off every insertion.

**New Launch Program**

Run a new launch unit in five (5) consecutive issues in a six month period and get a second unit in the 5th issue for FREE. Ad unit size must be the same size unit as the paid ad in that issue. New products, new molecular entities, new product indications or new formulations are eligible for this program. Free ads *do not* count towards earned frequency and may not be combined with the Continuity Program.

**UBM Medica Primary Care Group Combination Buy**

Every ad page per month that runs in two or more of the following UBM Medica journals will be discounted by \$200 per page in each publication:

- CONSULTANT
- Consultant for Pediatricians
- The Journal of Musculoskeletal Medicine
- Drug Benefit Trends

**UBM Medica Primary Care Group Corporate Discount**

The earned discount for 2010 is based on year 2009 net spending on all UBM Medica journal advertising. *Larger discounts can be earned if 2010 spending exceeds the year 2009 level.*

Spending Level	Earned Discount	Spending Level	Earned Discount
\$500,000	3%	2,000,000	10%
750,000	4%	2,500,000	11%
1,000,000	5%	3,000,000	12%
1,250,000	6%	3,500,000	13%
1,500,000	8%	4,000,000	14%
1,750,000	9%	4,500,000+	15%

**Discounts should be taken in the following order**

- Gross page rate at frequency level (Earned frequency rate)
- Less \$200 per page UBM Medica Primary Care Group Combination Discount
- Less total % discounts earned (combine Continuity and UBM Medica Primary Care Corporate)
- Less agency commission (15%)

# CONSULTATIONS IN PRIMARY CARE Consultant

## Editorial Mission

CONSULTANT pulls together practical clinical advice from top experts in many specialties in a single, convenient source for primary care practitioners.

The journal provides peer-reviewed articles prepared on pre-tested topics, as well as short, quick-reading features that emphasize diagnostic quizzes and color photography. Among the most popular features are **Dermclinic**, **What's Your Diagnosis?**, **Photoclinic**, **What's the "Take Home?"**, **Photo Quiz**, and **What's Wrong With This Picture?**.

The circulation of 250,307 includes the universe of primary care physicians (177,442) plus 75,079 nurse practitioners and physician assistants. CONSULTANT presents a mix of peer-reviewed articles on pre-tested topics, plus short, quick-reading features emphasizing diagnostic quizzes and color photography.

- Physician Authored
- Review Articles are 100% Solicited
- Peer-Reviewed
- Pre- and Post-tested
- Distinguished Editorial Board: Comprised of practicing clinicians from leading facilities and institutions



## An Editorial Board of Leading Physicians

**Sandra L. Argenio, MD** *Family Physician*

**Faith T. Fitzgerald, MD** *Internist*

**Warren A. Heffron, MD** *Family Physician*

**Lawrence I. Kaplan, MD** *Internist*

**Joseph A. Lieberman III, MD, MPH** *Family Physician*

**Eugene Mochan, DO, PhD** *Family Physician*

**Dale P. Murphy, MD** *Internist*

**David B. Nash, MD, MBA** *Internist*

**Robert E. Rakel, MD** *Family Physician*

**Ted Rosen, MD** *Dermatologist*

**Ronald N. Rubin, MD** *Internist/Hematologist*

**Gary E. Ruoff, MD** *Family Physician*

**Gregory M. Rutecki, MD** *Internist*

**Henry Schneiderman, MD, FACP**  
*Internist/Geriatrician/Pathologist*

**Edward J. Shahady, MD** *Family Physician*

**Donald G. Vidt, MD** *Nephrologist*

## CONSULTANT Service Features & Series Editors

- **Aging Matters** – Dale P. Murphy, MD
- **Dermclinic** – David L. Kaplan, MD
- **Photo Finish** – David Efron, MD
- **Primary Care Procedures** – D. Brady Pregerson, MD
- **What's The "Take Home?"** – Ronald N. Rubin, MD
- **What's Wrong With This Picture?** – Navin M. Amin, MD
- **What's Your Diagnosis?** – Henry Schneiderman, MD, FACP

**ConsultantLive.com**

ConsultantLive.com presents and expands the most popular areas of the print journal in an educational interactive format enhanced by the clinical color photography featured in CONSULTANT.

**Site Attributes**

- Full-text journal articles
- Archives
- Industry's largest searchable photo database
- Interactive diagnostic quizzes ("What's Your Diagnosis?" and "DermClinic")

**Site Features the Powerful Professional Medical Search Engine SearchMedica**

- SearchMedica, the official search engine of ConsultantLive.com, extends the value of the site by providing a comprehensive view of content from hundreds of authoritative sources
- SearchMedica is evidence of UBM Medica's ability to launch innovative online offerings, delivering effective tools leveraging sophisticated digital platforms and our editorial expertise



**Marketing Opportunities**

Sponsorship opportunities are available on ConsultantLive.com: Banner ads, Consultant's eTOCs, eBooks, PhotoArray, NetSeminars and more...

**Project Capabilities**

Ensure your promotional message will be read by linking it with one of the best-read journals in the world.

Capitalize on the established CONSULTANT name recognized among primary care clinicians, paired with our distinguished Editorial Board to gain greater visibility for your promotional efforts.

CONSULTANT is capable of providing leading enduring educational information.

- Supplements
- e-Newsletters
- Custom publishing
- Specialty editions
- Webcasts/Podcasts
- Focal Points
- Wall Charts/Posters
- Educational CDs/DVDs
- Clinical reprint series
- Educational monographs
- Abstract Collections

All projects or programs are appropriately marked "From the Publishers of CONSULTANT."

<p><b>70%</b> of clinicians find content of the supplement useful to their practice.</p>
<p><b>77%</b> of clinicians say that information provided in supplements have changed their therapeutic approach.</p>
<p><b>86%</b> of clinicians say that information published in Cliggott supplements help them provide better treatment to their patients.</p>
<p><b>47minutes</b> is the average amount of time clinicians spend reading the average supplement.</p> <p><i>Source: UBM Medica supplement post-test analysis</i></p>

CONSULTATIONS IN PRIMARY CARE  
**Consultant**

Raise your message awareness by sponsoring a bellyband or cover tip around CONSULTANT.

A Bellyband is a paper outsert with your marketing message on it that is wrapped around the journal.

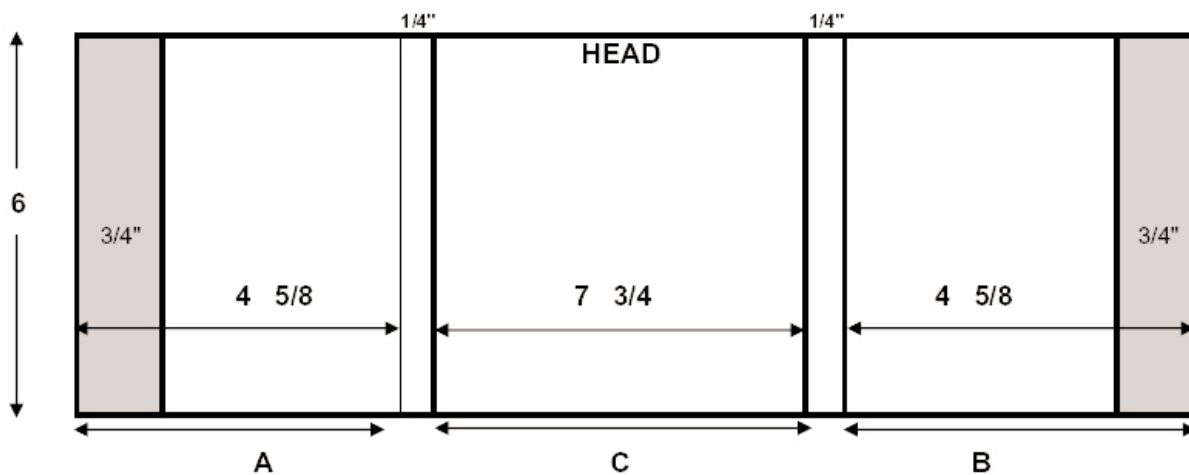
A Cover Tip-On is a special cover with your marketing message that is glued to the journal cover.

Readers will see your message as it will have to be removed before they can read their issue.



**Bellyband Specifications:**

17.5" wide x 6" height



Bellyband must be a minimum height of 6" to be machinable.

Flat Size = 17-1/2" w x 6" h (includes 3/4" overlap on each side A & B)

Front cover area (C): 7-3/4" w x 6" h

Keep all live matter 1/4" away from all folds and trims including 3/4" overlap

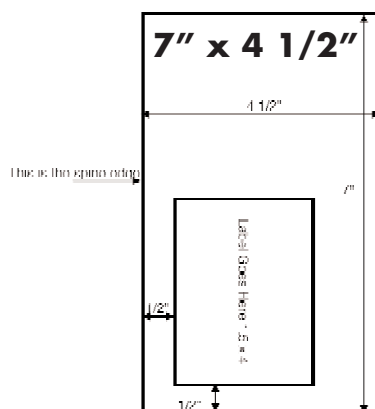
Add 1/8" bleed on all sides to your file

Paper stock – 80# text weight coated

Ink: 4-color

File format: PDF/X1a file

**Cover Tip-Ons Specifications:**



**SUPPLIED PRICE**

(50% full circ minimum):

Cover Tip-On \$1.00 each

Bellyband \$1.25 each

CONSULTATIONS IN PRIMARY CARE  
**Consultant**

Reach busy physicians by polybagging your brochure, DVD or other marketing materials with CONSULTANT.

Your message will stay top-of-mind with this easy and effective direct mail opportunity.

Tap into the power of Consultant's powerful readership. Did you know that 78% of surveyed clinicians indicated that special issues or supplements add value to the journal.



## How do Outserts work?

1. You ship us your marketing materials, which are then editorially reviewed by our staff for content.
2. Once approved we insert them in clear polybags along with a select issue of CONSULTANT.
3. Your materials are in the hands of physicians/NPs/PAs when they get their monthly issue.

## CONSULTANT effective outsert program will:

- Provide access to CONSULTANT's powerful physician/NP/PA audience.
- Raise your direct mail awareness by partnering with a trusted medical journal.
- Eliminate the costs of list rental, postage, labels and lettershop.

For more information contact the Publisher.

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### To Reserve Space

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