

# DBT DRUG BENEFIT TRENDS<sup>®</sup>

FOR MEDICAL DIRECTORS, PHARMACY DIRECTORS, AND OTHER MANAGED CARE DECISION MAKERS

AT THE FOREFRONT OF MANAGED CARE

## 2010 MEDIA KIT

**20** years  
of editorial excellence

**DBT DRUG BENEFIT TRENDS<sup>®</sup>**  
FOR MEDICAL DIRECTORS, PHARMACY DIRECTORS, AND OTHER MANAGED CARE DECISION MAKERS

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### Changes in Drug and Medical Spending

**20** years of editorial excellence

**ALSO:**

- Effects of Part D on Spending**
- Asthma Management Programs**
- Higher Copays Delay Treatment**
- Health Reform Hopes**
- Early Cessation of Antipsychotics Linked to Increased Health-Care Costs**

**INVESTIGATIVE**

**The Assessment and Treatment of Drug-Resistant Tuberculosis**  
Stephen K. Paul, MD, CM, FRCPC

**ANTHONY TRENDS**

**Antimicrobial Resistance Update: *Klebsiella pneumoniae* Carbapenemases**  
C. Andrew DeLencastre, Ph.D. and Mark H. Mulken, MD

**SYMPOSIUM: HEALTH MATTERS**

**Atypical Antipsychotics for Treating Major Depression**  
Dr. M. Francisco, MD

For additional information, see "Read or Be Read."



## EDITORIAL

### The DRUG BENEFIT TRENDS Mission:

DRUG BENEFIT TRENDS serves managed health care decision makers, primarily medical directors and pharmacy directors of managed care organizations who control access, administer the drug benefit, and make formulary decisions. We present research findings and other information to help readers make the best decisions possible affecting patient health using the tools of managed care. Articles, bylined columns, special sections and supplements, and news departments offer insight into how these tools—outcomes studies, benchmarking data, cost-benefit analyses, plan design, pharmacoeconomics data, disease management programs, and patient education—can best be used to enhance population-based health care decision making.

### DRUG BENEFIT TRENDS Service Features:

- **Trend of the Month** Graphic and descriptive analysis of major trends affecting the drug benefit.
- **Newsbriefs** Latest clinical, regulatory and business news that impacts the drug benefit.
- **Specialty Pharmacy** Pharmacy benefit consultant provides insight on how to manage high-cost biologics.
- **Managed Care Matters** News and analysis on use of managed care tools to deliver cost-effective health care.
- **Washington Matters** Our Washington-based correspondent reports on legislative and regulatory developments affecting the drug benefit.
- **Issues in Drug Benefit Management** Column authored by a managed care expert on drug benefit design and implementation.
- **Behavioral Health Matters** Monthly column authored by a psychiatrist who is also a managed care expert.
- **Disease Trend** Statistics spotlight on high cost disease states.



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# CIRCULATION

**DRUG BENEFIT TRENDS** circulates to HMO, PPO, PBM, and hospital professionals who control or direct the pharmacy directors, medical directors, administer the drug benefit, and make formulary decisions. Includes pharmacy/formulary directors, managed care executives, select consultant pharmacists, and directors of QA/UR.

## 2010 Proposed Full-Run Circulation\*

<u>Specialties</u>	<u>2010</u>
<b>FORMULARY DECISION MAKERS</b>	
<b>HOSPITAL</b>	
Formulary Director/Chair of Formulary Committee	3,373
Pharmacy Services Director	3,970
Integrated Healthcare Organization	757
<b>HMO/PPO</b>	
President/CEO/Executive Director/CFO	3,272
Pharmacy/Formulary Directors, Medical Directors	1,641
Chief Pharmacists	225
Pharmacy Managers	480
Directors of Managed Care, QA/UR Directors	850
Others at HMO/PPO and in Managed Care	244
<b>PBM</b> s	186
<b>MEDICAID</b>	
Formulary Directors	38
<b>Behavioral Healthcare Specialists</b>	2,048
<b>Group Medical Practice (4-DRs.)</b>	
Medical Directors	3,339
<b>EMPLOYERS</b>	3,917
<b>CLINICAL PHARMACISTS</b>	2,160
<b>CONSULTANT PHARMACISTS</b>	2,758
<b>TOTAL:</b>	<b>29,258</b>

\*Publisher's projected 2010 circulation based on current (8/6/09) SK&A and FirstMark list counts. Total Qualified May 2009 circulation is 29,311.

# RATES

## 2010 Full-Run Rates (black-and-white)

<u>Frequency</u>	<u>Full page</u>	<u>2/3 page</u>	<u>1/2 page</u>	<u>1/3 page</u>
1 Times	\$4,380	\$3,855	\$3,405	\$2,995
6 Times	4,325	3,805	3,360	2,935
12 Times	4,300	3,785	3,335	2,925
24 Times	4,260	3,770	3,320	2,910
36 Times	4,240	3,745	3,300	2,895
48 Times	4,220	3,715	3,285	2,870
60 Times	4,195	3,690	3,270	2,865
72 Times	4,180	3,685	3,255	2,835
84 Times	4,165	3,680	3,245	2,830
96 Times	4,150	3,675	3,240	2,825
120 Times	4,130	3,660	3,225	2,810
144 Times	4,120	3,645	3,205	2,775

<b>COLOR:</b> In addition to black-and-white rates	
<b>Standard SWOP Color</b>	\$745
<b>Matched (2-Color)</b>	\$990
<b>3- or 4-Color</b>	\$2,155
<b>5-Color</b>	\$2,755
<b>4-Color + metallic or fluorescent</b>	\$3,705

Discounts should be taken in the following order:

- Gross page rate at frequency level
- Less \$200 per page Cliggott Combination Discount
- Less total % discounts earned (combine Continuity and Corporate)
- Less agency commission (15%)

# ADDED VALUE

## Primary Care Group Combination Discount

Every ad page per month that runs in two or more of the following primary care group journals will be discounted by \$200 per page in each publication.

- DRUG BENEFIT TRENDS
- Consultant
- Consultant for Pediatricians
- The Journal of Musculoskeletal Medicine



## UBM MEDICA Primary Care Group Publishing Corporate Discount

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

<u>SPENDING LEVEL</u>	<u>EARNED DISCOUNT</u>	<u>SPENDING LEVEL</u>	<u>EARNED DISCOUNT</u>
\$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%

## Continuity Discount:

**Continuity Discount: (you may choose option 1 or 2)**

### Option 1 – Free space:

Place 7 insertions for the same product in Drug Benefit Trends and receive the 8th insertion at no charge. (The 8th insertion must run in the month directly after the 7th insertion.) After running in 11 consecutive issues, you will also receive the 12th consecutive insertion at no charge. In addition, the free space counts toward earned frequency.

### Option 2 – Percentage discount:

Run 7 insertions in Drug Benefit Trends and receive 4% off every insertion  
Run 12 insertions in Drug Benefit Trends and receive 8% off every insertion

## Bonus Distribution\*:

Your ad will receive added exposure with bonus distribution at the following 2010 conventions\*:

- Academy of Managed Care Pharmacy - **April**
- American Society of Health-Systems Pharmacists - **December**

\*Subject to change

# CUSTOM PUBLISHING & SPECIAL PROJECTS

**DRUG BENEFIT TRENDS** is dedicated to developing comprehensive, educational programs that enhance credibility, raise awareness, and establish diagnostic, management, and treatment criteria for specific diseases.

## The DRUG BENEFIT TRENDS Advantage:

By linking your brand to the DRUG BENEFIT TRENDS name, your program will benefit from the editorial experience of a recognized leader that can:

- Provide a distinguished editorial board and contributing editors
- Suggest and recruit Key Opinion Leaders
- Coordinate clinical symposia & roundtables
- Develop original content or edit existing manuscripts
- Provide ROI data to prove the value of Drug Benefit Trends supplements

## Our Capabilities Include:

- Journal supplements
- Single-sponsored publications
- Clinical reprint series
- Clinical handbooks
- CD ROMs/DVDs
- Patient education materials
- Web-based programs
- Bellybands and cover tip-ons
- Outserts



# BELLYBANDS & COVER TIP-ONS

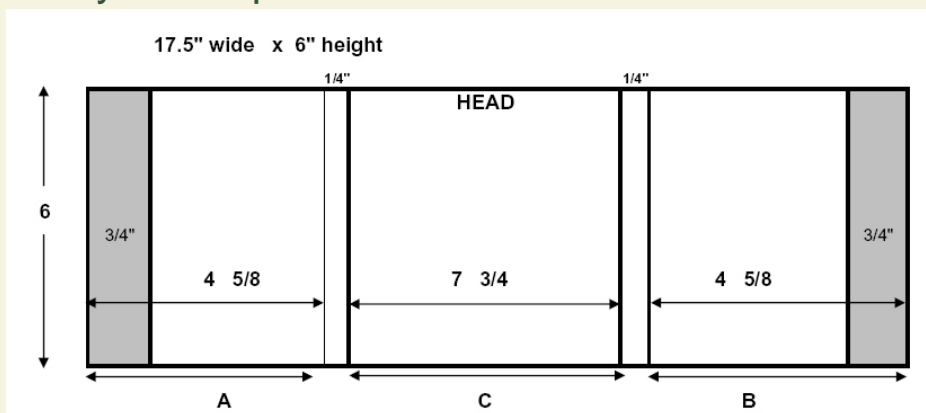
Raise your message awareness by sponsoring a bellyband or cover tip around **DRUG BENEFIT TRENDS**.

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.

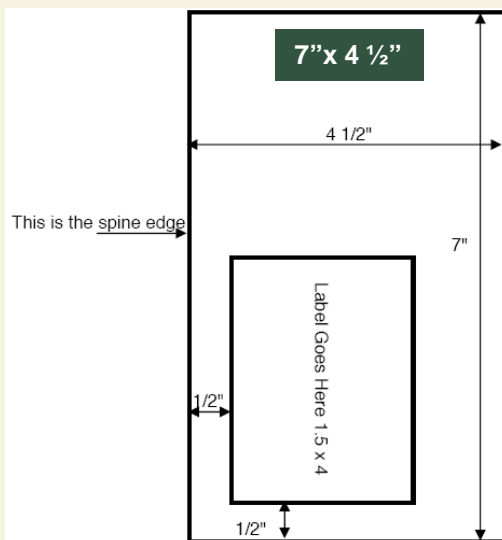
## Bellyband Specifications:



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

## DIRECT MAIL - OUTSERTS

Reach busy physicians by polybagging your brochure, DVD or other marketing materials with **DRUG BENEFIT TRENDS**.

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

Tap into the power of Drug Benefit Trends' powerful readership. Did you know that **Drug Benefit Trends** is consistently ranked **#1 among formulary decision makers**?

### 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 Drug Benefit Trends.
3. Your materials are in the hands of Drug Benefit Trends' readers when they get their monthly issue.

### Drug Benefit Trends effective outsert program will:

- Provide access to Drug Benefit Trends' powerful managed health care decision makers, audience.
- Raise your direct mail awareness by partnering with a trusted journal.
- Eliminate the costs of list rental, postage, labels and lettershop.

### SUPPLIED PRICE (50% full circ minimum):

Polybagged Outsert    \$1.00 each



## 2010 Full-Run Circulation\*:

Specialties	2010
<b>HOSPITAL</b>	
Formulary Director/Chair of Formulary Committee	3,373
Pharmacy Services Director	3,970
Integrated Healthcare Organization	757
<b>HMO/PPO</b>	
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<b>CLINICAL PHARMACISTS</b>	2,160
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<b>TOTAL:</b>	<b>29,258</b>

Published since 1989

Frequency: Monthly (12 issues)

**Service Features:** Trend of the Month, Newsbriefs, Specialty Pharmacy, Managed Care Matters, Washington Matters, Issues in Drug Benefit Management, Legal Matters, Managing HIV/AIDS Behavioral Briefs, Behavioral Health Matters, Disease Trend

**Custom Publishing Capabilities:**

Journal-based supplements, single-sponsored publications, clinical reprint series, clinical handbooks, CD ROMs, DVDs, patient education materials, web-based programs.

## Incentive Programs:

**PRIMARY CARE GROUP COMBINATION BUY:** Any product that is advertised in 2 or more primary care group journals in the same month qualifies for a \$200 per page discount against each journal's earned page rate.

1 Page: \$200    2/3 Page: \$150    1/2 Page: \$100    1/3 Page: \$50

**CORPORATE DISCOUNT:** The combined total NET advertising spending in 2009 in all primary care group multi-sponsored journals is credited in determining your corporate discount level. The corporate discount level for 2010 will be guaranteed based on the 2009 spend level; a higher discount level can be achieved if actual 2010 spending exceeds 2009 levels.

### CONTINUITY DISCOUNT:

**Continuity Discount: (you may choose option 1 or 2)**

#### Option 1 – Free space:

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#### Option 2 – Percentage discount:

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### DISCOUNTS TAKEN IN THE FOLLOWING ORDER:

Space charge based on frequency discount.

- less Combination Buy discount
- less Corporate Discount
- less 15% agency commission