EDITORIAL

THE JOURNAL OF MUSCULOSKELETAL MEDICINE Mission:

The Journal of Musculoskeletal Medicine’s mission is to provide both experienced and beginning physicians with practical guidelines in the diagnosis and management of the most common musculoskeletal disorders and concomitant conditions. All JMM editorial is authored by the most respected physicians in musculoskeletal medicine and related specialties. The peer-reviewed articles are written for primary care physicians as well as rheumatologists and orthopedic surgeons in a doctor-to-doctor conversational style for quick, easy reading about high-interest musculoskeletal conditions they often see in daily practice.

THE JOURNAL OF MUSCULOSKELETAL MEDICINE Service Features:

- **Review Articles**
  Invited from recognized authorities in rheumatology and orthopedics and thoroughly reviewed by the Editorial Board, other experts, and office-based physicians. Articles feature practical “how to do it” advice on diagnosis and management of musculoskeletal disorders commonly seen in everyday practice; the journal’s trademark anatomic drawings and numerous tables and photographs highlight key teaching points. Referenced.

- **Patient Education Guides**
  These convenient patient handouts reinforce physicians’ advice and offer patients information and guidelines for proper exercise and self-care. Prepared by authorities and reviewed by office practitioners.

- **Photo DX and Radiology Quiz**
  These popular diagnostic quizzes provide a short description of the patient’s symptoms, a graphic (color photo showing physical findings) or imaging study (X-ray or MRI), and a challenge to make the correct diagnosis.

- **Q&A**
  Leading specialists offer authoritative answers to vexing clinical questions in musculoskeletal medicine.

- **Clinical Update**
  Brief Reports describe developments of special interest to practitioners involved in musculoskeletal medicine.

- **20 Clinical Pearls**
  A special series of articles offering guidelines on the diagnosis and management of musculoskeletal disorders, with a focus on the topics readers have indicated are of highest interest to them in their practices.

An Editorial Board of Leading Physicians:

**John S. Cowdery, MD**  
Chief of Staff, VA Iowa City Health Care System; Professor of Rheumatology, University of Iowa Carver College of Medicine, Iowa City, IA

**Kenneth E. DeHaven, MD**  
Professor of Orthopedics, Director, Athletic Medicine, Department of Orthopedics, Senior Associate Dean of Clinical Affairs, University of Rochester School of Medicine, Rochester, NY

**Nancy E. Lane, MD**  
Director and Endowed Professor, Aging Center, Medicine and Rheumatology, University of California at Davis Medical Center, Sacramento, CA

**Vert Mooney, MD**  
Clinical Professor of Orthopedic Surgery, University of California, San Diego, School of Medicine

**Stephen A. Paget, MD**  
Joseph P. Routh Professor of Rheumatic Diseases in Medicine, Weill Medical College of Cornell University, New York; Chairman, Division of Rheumatology and Physician-in-Chief, Hospital for Special Surgery, New York
The Journal of Musculoskeletal Medicine circulates to office-based physicians in General Practice, Internal Medicine, and Osteopathy—and office- and hospital-based physicians in Family Practice—who are defined as high prescribers of analgesics, antiarthritics, antihypertensives, antiulcerants, antidepressants, estrogen replacement therapy, and antibiotics. Also included are requesting Cardiologists, Nephrologists and Orthopedic Surgeons, and the universe of office- and hospital-based Geriatricians and Rheumatologists.

2009 Proposed Full-Run Circulation*

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*2009 circulation parameters set based on current Dendrite physician counts and may vary based on fluctuations in the AMA and AOA files.
### 2009 Full-Run Rates (black-and-white)

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**COLOR:** In addition to black-and-white rates

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<td>4-Color plus metallic or fluorescent</td>
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Discounts should be taken in the following order:
- Space charge based on frequency discount
- Less Combination Buy discount
- Less Corporate Discount
- Less Continuity Discount
- Less 15% agency commission
ADDED VALUE

Cliggott Combination Buy

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

- THE JOURNAL OF MUSCULOSKELETAL MEDICINE
- Consultant
- Consultant for Pediatricians
- Drug Benefit Trends
- Infections in Medicine
- The AIDS Reader
- The Journal of Respiratory Diseases

Cliggott Publishing Corporate Discount

The earned discount for 2009 is based on year 2008 net spending on all Cliggott journal advertising. Larger discounts can be earned if 2009 spending exceeds the year 2008 level.

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<th>SPENDING LEVEL</th>
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Bonus Distribution

Contact Publisher
CUSTOM PUBLISHING & SPECIAL PROJECTS

THE JOURNAL OF MUSCULOSKELETAL MEDICINE is dedicated to developing comprehensive, educational programs that enhance credibility, raise awareness, and establish diagnostic, management, and treatment criteria for specific diseases.

THE JOURNAL OF MUSCULOSKELETAL MEDICINE Advantage:

By linking your brand to THE JOURNAL OF MUSCULOSKELETAL MEDICINE name, your program will benefit from the editorial experience of a recognized leader in the primary care market 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 JMM supplements

Our Capabilities Include:

- Journal supplements
- Single-sponsored publications
- Clinical reprint series
- Patient education materials
- Newsletters
- CD ROMs, DVDs
- 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 THE JOURNAL OF MUSCULOSKELETAL MEDICINE.

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 ¾" overlap on each side A & B)

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

Keep all live matter ¼" away from all folds and trims including ¾" 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:

7" x 4 ½"

This is the spine edge

Label Goes Here 1 x 4

SUPPLIED PRICE (50% full circ minimum):
Please contact publisher for further information

CMPMedica
Cliggett Publishing Group
535 Connecticut Ave, Ste 300
Norwalk, CT 06854
DIRECT MAIL - OUTSERTS

Reach busy physicians by polybagging your brochure, DVD or other marketing materials with THE JOURNAL OF MUSCULOSKELETAL MEDICINE.

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

Tap into the power of The Journal of Musculoskeletal Medicine’s powerful readership. Did you know that 87.1% of surveyed Rheumatologists and 87.5% of FP/IMs use medical journals to keep up-to-date on the latest news in musculoskeletal medicine

Source: The Journal of Musculoskeletal Medicine April 2008 Post Test

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 The Journal of Musculoskeletal Medicine.
3. Your materials are in the hands of physicians when they get their monthly issue.

The Journal of Musculoskeletal Medicine’s effective outsert program will:

- Provide access to The Journal of Musculoskeletal Medicine’s powerful physician audience.
- Raise your direct mail awareness by partnering with a trusted medical journal.
- Eliminate the costs of list rental, postage, labels and lettershop.

SUPPLIED PRICE (50% full circ minimum):

Please contact publisher for further information
JMM SUMMARY

The Journal of Musculoskeletal Medicine - published since 1983

Circulation - 2009

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<th>Specialty</th>
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Frequency: Monthly (12 issues)

Service Features: Review articles, Patient Education Guides, Photo DX, Radiology Quiz, Q&A, and Clinical Update.

Custom Publishing Capabilities:
Journal-based supplements, single-sponsored publications, clinical reprint series, CD ROMs, DVDs, patient education materials, newsletters, web-based programs.

Incentive Programs:

CLIGGOTT COMBINATION BUY: Any product that is advertised in 2 or more Cliggott 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  ½ Page: $100  1/3 Page: $50

CORPORATE DISCOUNT: The combined total NET advertising spending in 2009 in all Cliggott multi-sponsored journals is credited in determining your corporate discount level. The corporate discount level for 2009 will be guaranteed based on the 2008 spend level; a higher discount level can be achieved if actual 2009 spending exceeds 2008 levels.

DISCOUNTS TAKEN IN THE FOLLOWING ORDER: Space charge based on frequency discount; less Combination Buy discount; less Corporate Discount; less 15% agency commission.

Did you know...
The number of persons with arthritis or another rheumatologic condition is expected to climb to 67 million—a whopping 44% increase—by the year 2030 according to a new study released by the CDC for the National Arthritis Data Workshop (NADW).