

2025 Media Planner



Issuance

Monthly magazine plus two additional supplemental editions: The **2025 Compendium of Federal Medicine** (publishes in May 2025) and the **2026 Directory of Federal Medical Treatment Facilities** (publishes in December 2025).

Market Served and Editorial Content

U.S. Medicine magazine is the most widely read and respected magazine covering the federal healthcare market. The publication is read by more than 35,000 physicians, pharmacists, nurse practitioners, physician assistants and administrators working in Veterans Affairs, Military Health System and the U.S. Public Health Service. The federal market represents the largest integrated healthcare system in the United States, providing care to 18 million veterans, active duty and retired service members and their dependents, plus those served by the U.S. Public Health Service.

For 65 years, *U.S. Medicine* has exclusively served the federal healthcare professional and has earned a reputation for delivering comprehensive and timely coverage of breaking federal healthcare news and clinical updates specific to the federal patient and their caregivers. Each month, *U.S. Medicine* includes for its readers:

Special Focus: Two or three full-length original articles on a specific clinical topic.

Clinical Consults: Articles featuring results of recent clinical studies conducted by VA or DoD in a specialty area.

Pharmacy Update: In-depth information on use of therapeutic agents, new devices and innovative techniques at the VA, DoD and other federal healthcare agencies. Also includes briefs on newly approved drugs.



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2025 Editorial Calendar

| ISSUE | SPECIAL FOCUS | CLINICAL CONSULT | | UPDATES |
|-----------|--------------------|-------------------------|-------------------------|----------|
| January | Ophthalmology | Prostate Cancer | Respiratory Infections | Pharmacy |
| February | Mental Health | Neurology | Lung Cancer | Pharmacy |
| March | COPD/Asthma | Kidney Disease | Rehabilitation Medicine | Pharmacy |
| April | Cardiology | Liver Cancer | Addiction | Pharmacy |
| May | Women's Health | Endocrinology | Parkinson's Disease | Pharmacy |
| June | Diabetes | Urology | Hematology | Pharmacy |
| July | Oncology | Multiple Sclerosis | Heart Disease | Pharmacy |
| August | Pulmonology | Dermatology | Genomics | Pharmacy |
| September | Gastroenterology | Prostate Cancer | Hematology | Pharmacy |
| October | Infectious Disease | Oncology | Alzheimer's Disease | Pharmacy |
| November | Neurology | Diabetes | Mental Health | Pharmacy |
| December | Hematology | Vascular Disease/Stroke | HIV | Pharmacy |

U.S. Medicine Circulation

|  <p>Alliance for Audited Media TRANSACTION WITH TRUST</p> <p>Audit Report—B2B Media 34,032—Total Average Qualified Nonpaid Circulation for 12 months ended December 31, 2023 Business/Occupational Analysis at right</p> | Circulation by Federal Agency | |
|---|----------------------------------|--------|
| | Department of Veterans Affairs | 28,408 |
| | Department of Defense | 5,153 |
| | U.S. Public Health Service | 457 |
| | Space Force | 10 |
| | Circulation by Federal Job Title | |
| | Physicians | 24,225 |
| | Pharmacists | 6,057 |
| | PAs and NPs | 3,155 |
| | Administrators | 581 |

U.S. Medicine 2025 Advertising Rates

| King-page | 1x | 24x | 48x |
|--|---------|---------|---------|
| Net Rate: King-Page, Four-Color | \$9,490 | \$8,950 | \$8,470 |
| Island-page | 1x | 24x | 48x |
| Net Rate: Island-Page, Four-Color | \$7,850 | \$7,490 | \$7,390 |
| Black and White pages | 1x | 24x | 48x |
| Net Rate: King-Page, Black and White | \$5,830 | \$5,720 | \$5,410 |
| Net Rate: Island-Page, Black and White | \$5,880 | \$5,410 | \$5,225 |

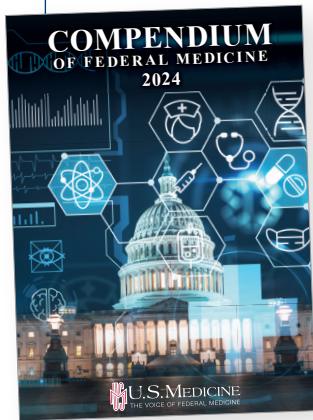
2025 Premium Positions Rates

| Premium Positions | Cover 4 Premium | Cover 2 Premium | Front Cover Banner Ad | Cover Tip* |
|---|-----------------|-----------------|-----------------------|------------|
| Net Rate | \$3,300 | \$1,640 | \$9,800 | \$18,125 |
| Combination Rates: Combine advertising pages in <i>U.S. Medicine</i> , the <i>Compendium of Federal Medicine</i> , and the <i>Directory of Federal Medical Treatment Facilities</i> | | | | |
| *Based on 10" (wide) x 7" (high) for monthly issues of <i>U.S. Medicine</i> ; client supplied, single-leaf, 2-page cover tip. Please contact Kristin Mendola, VP Sales & Marketing, at (203) 761-0202 for pricing and availability of inserts containing wafer sealed PI pages. | | | | |

Continuity and Incentives

| U.S. Medicine magazine | |
|--|---|
| Advertise in 5 issues of <i>U.S. Medicine</i> | Receive a free insertion in a 6th issue of <i>U.S. Medicine</i> |
| Advertise in 10 issues of <i>U.S. Medicine</i> | Receive free insertions in the 11th and 12th issues of <i>U.S. Medicine</i> |

2025 Supplemental Editions

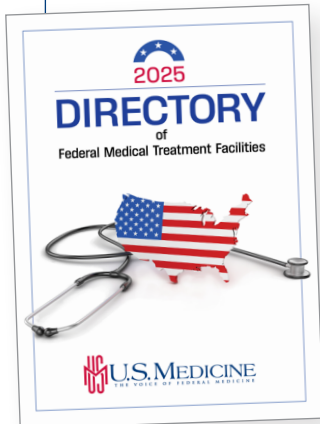


2025 *The Compendium of Federal Medicine*

Editorial Focus *The Compendium of Federal Medicine* is a concise, yet comprehensive compilation of the current clinical review of the top disease states treated in the federal market.

Circulation The 2025 *Compendium* is included as a supplement to the May 2025 issue of *U.S. Medicine*.

| Ad Unit | Net Rate |
|--|----------------|
| Page, Four-Color | \$8,900 |
| Page, Black and White | \$6,115 |
| Half-Page, Black and White | \$5,150 |
| Ad closing date | April 10, 2025 |
| Publishing date: <i>2025 Compendium of Federal Medicine</i> | May 2025 |

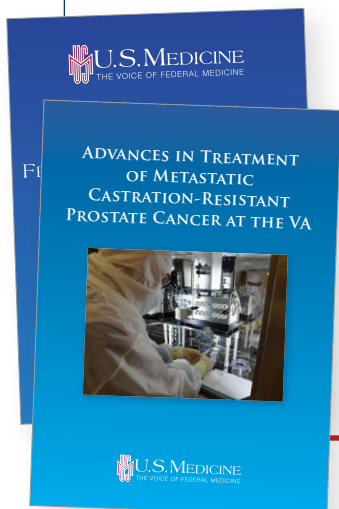


2026 *Directory of Federal Medical Treatment Facilities*

Editorial Focus *The Directory of Federal Medical Treatment Facilities* is the most comprehensive and requested directory, listing more than 1,800 treatment facilities in the VA, DoD and USPHS.

Circulation The 2026 *Directory* is included as a supplement to the December 2025 issue of *U.S. Medicine*

| Ad Unit | Net Rate |
|---|-------------------|
| Page, Four-Color | \$8,900 |
| Page, Black and White | \$6,115 |
| Half-Page, Black and White | \$5,150 |
| Ad closing date | November 18, 2024 |
| Publishing date: <i>2026 Directory of Federal Medical Treatment Facilities</i> | December 2025 |



Single-Sponsored Supplements

Editorial Focus *U.S. Medicine* single-sponsored supplements focus on a specific disease or topic of interest to readers and the sponsoring company. In cooperation with the sponsor, typically 3 to 4 staff-written articles are included (with advertising) in an 8-, 16-, or 32-page supplement.

| Single-Sponsorship includes |
|---|
| Exclusive advertising exposure in the supplemental edition |
| Distribution to the full circulation of <i>U.S. Medicine</i> |
| Electronic hosting on the <i>U.S. Medicine</i> for website for up to one year |
| For sponsorship availability and pricing, please contact Kristin Mendola, VP Sales & Marketing, (203) 761-0202 |

2025 Closing and Material Due Dates

***U.S. Medicine* magazine**

| Monthly Issues | Closing | Materials | Supplied Inserts |
|-----------------------|-------------------|-------------------|-------------------------|
| January | December 17, 2024 | December 27, 2024 | January 3, 2025 |
| February | January 20 | January 27 | February 7 |
| March | February 21 | February 28 | March 6 |
| April | March 21 | March 28 | April 7 |
| May | April 18 | April 25 | May 8 |
| June | May 16 | May 30 | June 6 |
| July | June 20 | June 27 | July 8 |
| August | July 18 | July 25 | August 7 |
| September | August 22 | August 29 | September 9 |
| October | September 19 | September 26 | October 6 |
| November | October 17 | October 24 | November 6 |
| December | November 21 | November 28 | December 8 |

Supplemental Editions

| Title | Closing | Materials | Supplied Inserts |
|------------------------|-------------------|-------------------|-------------------------|
| 2025 Compendium | April 4, 2025 | April 18, 2025 | May 8, 2025 |
| 2026 Directory | November 20, 2025 | November 28, 2025 | December 5, 2025 |

| Ad Specifications for <i>U.S. Medicine</i> | | |
|---|-------------------------------------|-----------------|
| <i>U.S. Medicine</i> trim size: 10.5" x 13" | | |
| Ad | Trim Size | Bleed Size |
| King Spread | 21" x 13" | 21.5" x 13.5" |
| King Page | 10.5" x 13" | 11" x 13.5" |
| 3/4 King Horizontal | 10.5" x 9.75" | 11" x 10.25" |
| 3/4 King Vertical | 7.5" x 13" | 8" x 13.5" |
| Island* | 7.5" x 10.25" | 8" x 10.75" |
| 1/2 King Horizontal | 10.5" x 6.5" | 11" x 7" |
| 1/2 King Vertical | 5.25" x 13" | 5.75" x 13.5" |
| Front Cover | 5" x 1.5" | NA |
| Supplemental Editions: <i>Compendium</i>, <i>Directory</i>, and Sponsored Supplements trim size: 7.875" x 10.75" | | |
| Ad | Trim Size | Bleed Size |
| Spread | 15.75" x 10.75" | 16.25" x 11.25" |
| Full Page | 7.875" x 10.75" | 8.375" x 11.25" |
| 1/2 Page Vertical | <i>Please contact U.S. Medicine</i> | |
| 1/2 Page Horizontal | 7.875" x 5.25" | |

Live matter

Allow .5" safety from all trim edges

Type of Binding

U.S. Medicine: Saddle Stitch
Compendium: Perfect Binding
Directory: Perfect Binding

*Note: For island size bleed ads in *U.S. Medicine*, please contact production manager at production@usmedicine.com for live area specifications.

| Insert Specifications and Cover Tip Specifications | | |
|--|--------------------|---|
| Inserts | | |
| <i>U.S. Medicine</i> | 8.375" x 10.75" | Must be pre-trimmed to size |
| <i>Compendium</i> | 8.125" x 11" | Trims to 7.875" x 10.75" Keep live area .5" from final trim |
| <i>Directory</i> | 8.125" x 11" | Trims to 7.875" x 10.75" Keep live area .5" from final trim |
| Cover Tips | | |
| <i>U.S. Medicine</i> | 10" wide x 7" high | Must be pre-trimmed to size |
| <i>Compendium</i> | 7" wide x 10" high | Must be pre-trimmed to size |
| <i>Directory</i> | 7" wide x 10" high | Must be pre-trimmed to size |

Insert and Cover Tip Shipping

Label each box with publication name, issue date & quantity and send printed inserts to:

Publication Printers Corp.

Attn: Mark Mollenauer
2001 S. Platte River Drive
Denver, CO 80223

Email:
mark@publicationprinters.com

Phone:
(303) 936-0303, X 132

Note: Sizes listed for supplied inserts and cover tips are maximum sizes.

Digital Specifications

Digital media: “Press quality” pdf (high-resolution) required. For file guidelines, please contact *U.S. Medicine’s* production manager, at production@usmedicine.com.

Color: Must be CMYK.

Crop Marks: Crop marks must be provided.

Bleed: 0.25 inch.

Materials: Held for one year from last insertion and then destroyed unless otherwise instructed.

Contact: Kristine Bergenheim, Production/Advertising Manager
production@usmedicine.com, phone: (978) 505-8521

Insertion Orders and Advertising Materials

Insertion Orders

U.S. Medicine
120 N. Union Street Lambertville, NJ 08530

Email all insertion orders to Kristin Mendola, VP Sales & Marketing:
Mendola@usmedicine.com

Phone: (609) 397-5522

Advertising Materials

Email all ad materials to Kristine Bergenheim, Production Manager:
production@usmedicine.com

Phone: (978) 505-8521

Electronic Ad Submission

Submit ads as high-resolution PDFs. Please include advertiser name, issue name, and date in the filename.

For files under 10 MB, send a high-resolution PDF via email to Kristine Bergenheim at production@usmedicine.com.

For files exceeding 10 MB, please use a 3rd party file sharing service. WeTransfer (wetransfer.com) can handle large files and service is FREE

Send a confirmation email to Kristine Bergenheim at production@usmedicine.com once files have been sent/uploaded.

U.S. Medicine mailing dates

Due to its mission of covering breaking federal healthcare news, *U.S. Medicine* mails by the last day of the month that corresponds to the cover date of the publication.