

PodiatryToday®

Part of the  Wound Care Learning Network

2021 Rate Card & Specification Guide

2021 CIRCULATION

| | |
|----------------------|---------------|
| Podiatrists | 13,546 |
| Residents | 122 |
| Students | 203 |
| Allied Professionals | 129 |
| Total | 14,000 |

Coverage & Market

Podiatry Today is an award-winning, premier publication that emphasizes informative clinical features and columns as well as practice management articles.

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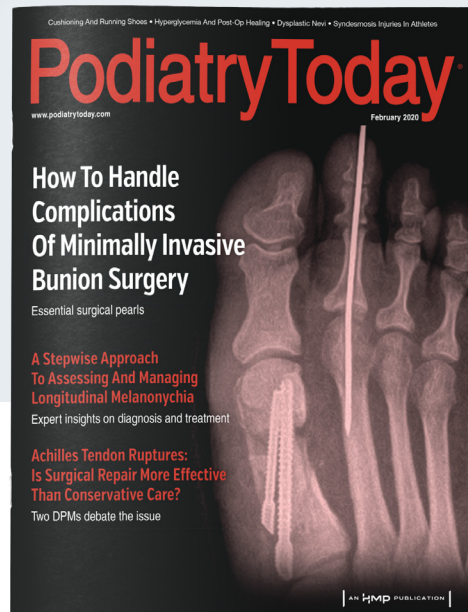
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Frequency: 12 times per year
Issue date: First day of month
Delivery: By mail

Full-text articles available online to subscribers

Indexed in: CINAHL®, the Cumulative Index to Nursing and Allied Health Literature.

Part of the  Wound Care Learning Network

The Wound Care Learning Network encompasses all of the wound care resources available through the auspices of HMP. Journal articles, continuing education sessions, videos, posters, and information about national and regional conferences are housed in one readily searchable website. (woundcarelearningnetwork.com)



Editorial Calendar

January

Ads close: December 4
Materials due: December 11

Feature Articles

- › Adapting Podiatry Practice To COVID-19: Key Principles And Protocols
- › Point-Counterpoint: PRP Vs. ESWT: Which Is More Effective For Plantar Fasciitis?
- › Keys To Maximizing Outcomes With 4th-Generation Total Ankle Replacements
- › How To Address Complications Of Midfoot Fusions

February

Ads close: January 5
Materials due: January 12

Feature Articles

- › Emerging Concepts In Treating Cavus Foot Deformities
- › COVID Coagulopathy And Limb Salvage: What You Should Know
- › Common Non-Surgical Treatments For A Painful First MPJ
- › How To Address The Disappearing Nail Bed
- › Key Considerations With Primary Repair Of Osteochondral Lesions

March

Theme Issue: 21st Annual Diabetes Issue
Ads close: February 4
Materials due: February 11

Feature Articles

- › Preventing DFU Recurrence: Can Remote Monitoring Have An Impact?
- › Bracing Considerations For Partial Foot Amputation In Patients With Diabetes
- › Point-Counterpoint: DFU Outpatient Management: Urgent Or Emergent?
- › Biologics And Chronic Wounds: What The Literature Reveals

April (Ad Study)

Ads close: March 1
Materials due: March 9

Feature Articles

- › Assessing The Impact Of Plantar Fat Pad Atrophy And Emerging Treatments
- › Point-Counterpoint: Hammertoe Correction: Is Arthroplasty More Effective Than Arthrodesis?
- › Emerging Insights On Medial Tibial Stress Syndrome In Recreational Runners
- › New Changes In Outpatient E/M Coding: What You Should Know

May

Bonus distribution: American College of Foot and Ankle Surgeons (ACFAS); Symposium On Advanced Wound Care Spring/Wound Healing Society (SAWC Spring/WHS)
Ads close: April 1
Materials due: April 8

Feature Articles

- › Roundtable Insights On Minimal Incision Bunion Surgery
- › A Guide To Dermatological Side Effects Of Anti-Cancer Drugs
- › Point-Counterpoint: Should You Perform Sclerosing Injections For Neuromas?
- › Keys To Addressing Forefoot Plantar Ulcerations

June

Bonus distribution: Western Foot And Ankle Conference
Ads close: May 3
Materials due: May 10

Feature Articles

- › Retail Use Of Scanners For Custom Orthoses: Is This A Threat Or An Opportunity For Podiatry?
- › Point-Counterpoint: Hallux Rigidus: Is Arthrodesis Ultimately The Best Option?
- › Emerging Insights On Managing Talocalcaneal Coalitions
- › Assessing The Impact Of Oral Anticoagulants On Wound Care Outcomes

Editorial Calendar

July

Bonus distribution: American Podiatric Medical Association (APMA) Annual Meeting

Ads close: June 1

Materials due: June 8

Feature Articles

- › Top 10 Innovations In Podiatry
- › Post-Op Weightbearing After Bunion Surgery: In Search Of A Standard
- › Does MIS Have A Role In Charcot Reconstruction?
- › Keys To Diagnosing And Addressing Onychomatricoma
- › Expert Insights On Navigating The MIPS

August

Bonus distribution: Amputation Prevention Symposium

Theme Issue: 21st Annual Wound Care Issue

Ads close: July 1

Materials due: July 9

Feature Articles

- › Biofilm And DFUs: What The Literature Reveals
- › Emerging Insights On NPWT And The Treatment Of Necrotizing Fasciitis
- › Point-Counterpoint: Antimicrobial Beads: Are They Worthwhile For Post-Op Treatment Of Osteomyelitis?
- › Assessing The Potential Of Gene Therapy In Wound Care
- › What Is New In Wound Dressings?

September

Ads close: August 2

Materials due: August 10

Feature Articles

- › Fifth Metatarsal Fractures In The Athlete: Practical Pearls And Principles
- › Case Studies In Wart Therapy
- › Novel Techniques In Vascular Assessment
- › Point-Counterpoint: Lisfranc Injuries: Is ORIF A Better Option Than Primary Fusion?
- › Total Ankle Arthroplasty: Pertinent Keys To Implant Selection

October

Bonus distribution: SAWC Fall

Ads close: September 1

Materials due: September 9

Feature Articles

- › Emerging Options For Advanced DJD Of The Second MPJ
- › Current Concepts In Treating Venous Leg Ulcerations
- › Point-Counterpoint: Large Bunions: Is Minimal Incision Surgery A Viable Alternative To Lapidus?
- › Curbside Consults: A Closer Look At Potential Medicolegal Ramifications

November

Theme Issue: 22nd Annual Heel Pain Issue

Ads close: October 1

Materials due: October 8

Feature Articles

- › Injections And Plantar Fasciitis: A Closer Look At The Research
- › A Guide To Conservative Care Of Heel Pain
- › Key Considerations In Treating Plantar Heel Wounds
- › Practical Pearls For Treating Calcaneal Apophysitis

December

Ads close: November 1

Materials due: November 9

Feature Articles

- › A Closer Look At The Top 10 Contact Allergens In Footwear
- › Addressing Metatarsus Adductus In The Adult
- › Point-Counterpoint: Pediatric Overpronation: Treat Or Monitor?
- › Failed Plantar Plate Repair: Keys To Successful Salvage

Departments

News & Trends

Late-breaking news stories and significant trends that are affecting the podiatric profession

Diabetes Watch

Invaluable clinical insights, research updates, and other helpful pointers in treating patients with this increasingly prevalent disease

Practice Builders

Very practical advice and expert tips to help podiatrists overcome bureaucratic hurdles and increase revenue streams

Surgical Pearls

Straightforward, step-by-step pointers on surgical procedures and new techniques for podiatrists

Orthotics Q&A

Our renowned panel of experts discuss the nuances, design, and impact of orthotic devices

Dermatology Diagnosis

A column of challenging dermatological case studies that test the diagnostic skills of podiatrists

Sports Medicine

A how-to primer for podiatrists in managing and treating common sports-related injuries

Treatment Dilemmas

A column that examines current and emerging modalities, and the treatment decision-making of podiatrists

Wound Care Q&A

Our panel of experts discusses the challenges of wound care and the efficacy of various treatment modalities

Technology In Practice

A column that takes a closer look at the technology and innovation behind a new product, device, or procedure

New Products

A monthly listing of the latest product innovations bolstered by an eye-catching design

The Forum

A thought-provoking column in which DPMs take a stand on an issue or offer a personal view on some aspect of the profession

Advertising Rates

| 2021 ADVERTISING RATES | | | |
|------------------------|---------|----------|----------|
| | 1 Page | 1/2 Page | 1/3 Page |
| 1x | \$4,430 | \$3,015 | \$2,445 |
| 6x | \$3,995 | \$2,630 | \$2,155 |
| 12x | \$3,335 | \$2,215 | \$1,865 |
| 24x | \$3,080 | \$2,115 | \$1,780 |
| 36x | \$2,980 | \$2,025 | \$1,650 |
| 48x | \$2,660 | \$1,980 | \$1,595 |
| 72x | \$2,580 | \$1,860 | \$1,550 |
| 96x | \$2,500 | \$1,770 | \$1,510 |

Cover Tip

\$12,000 net

Color Rates

Four-color rate per page: \$1,350

For pricing on special color combinations, please call the publisher or sales representative.

Cover and Premium Positions

Cover 2: Earned rate plus 40% and four-color charge

Cover 3: Earned rate plus 25% and four-color charge

Cover 4: Earned rate plus 50% and four-color charge

Columns, Departments: Earned rate plus 20% and four-color charge

Advertising Requirements

Publication Trim Size

7.875" x 10.75"

Mechanical Requirements

- Allow .125" trim on all four sides for full bleed ads.
- Allow .25" safety margin on all four sides to clear trim.

Paper Stock

Text: 50 lb. coated text

Cover: 100 lb. UV coated, text weight

Type of Binding

Perfect bound (adhesive)

Insert Requirements

Please furnish multiple-page inserts folded. Any unusual gatefolds or devices must be submitted in advance for approval. All inserts are subject to acceptance by the publisher. Insert closing date is one month before publication date.

Cover Tips

The following specs apply if HMP will be printing the cover tip.

Front panel

Trim size: 7.625" wide x 7.75" high (maximum height),

5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7.125" wide x 7.25" high

Back panel

Trim size: 7.625" wide x 7.75" high (maximum height),

5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7" wide x 7.25" high (.375" glue strip)

Insert Sizes

Standard inserts: 8.125" x 11"

Minimum stock weight is 70 lb. text;

Maximum weight is 100 lb. text

Quantity: 15,000 (includes spoilage)

Trimming: Ads and inserts: .125" off head and foot and .125" off face and bind edge. Live matter should be kept .25" inside final trim size of 7.875" x 10.75".

Ship all inserts to

LSC Communications, Attn: *Podiatry Today*

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

877.468.1970

Each carton must be identified with the publication's name, issue date, and quantity.

AD SIZES

| | Trim Size | Bleed Size |
|---------------------|-----------------|-----------------|
| Full Page | 7.875" x 10.75" | 8.125" x 11" |
| Spread | 15.75" x 10.75" | 16" x 11" |
| 2/3 page vertical | 5" x 10.75" | 5.25" x 11" |
| 2/3 page horizontal | 7.875" x 7.25" | 8.125" x 7.5" |
| 1/2 page vertical | 3.75" x 10.75" | 4" x 11" |
| 1/2 page horizontal | 7.875" x 5.375" | 8.125" x 5.625" |
| 1/3 page vertical | 2" x 10.75" | 2.25" x 11" |
| 1/3 page horizontal | 7.875" x 3.75" | 8.125" x 4" |

Submitting Ad Materials

Digital ad files must be submitted at hmpglobal.com/ads.

To submit your ad, please complete the required fields and select the desired magazine and issue date from the drop-down menu. Next, upload the PDF/x-1a file and click "submit."

PDF/x-1a is HMP's accepted ad file format. A PDF/x-1a is an industry-standard term referring to a refined, press-ready, universally accepted PDF file created from a desktop publishing application.

HMP's PDF/x-1a file specifications at a glance:

- Fonts must be embedded.
- Images and colors should be color mode CMYK or grayscale, never RGB or LAB color modes.
- All files must be CMYK. Spot colors or RGB will be automatically converted by HMP. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK.
- Please specify if an additional PMS color is required. For pricing on special color combinations, please call the publisher or sales representative.
- OPI must never be included in the file.
- Maximum total ink density is 300%.
- Resolution must be 300 dpi for four-color or grayscale images.
- Resolution must be 1200 dpi or higher for bitmap images.
- The only acceptable ICC profile is U.S. Web Coated (SWOP) v2, or none should be applied.
- Overprinting should always be turned off, unless the design element requires it.
- .125" bleed must be provided on all sides for bleed ads.
- Crop and/or registration marks should offset a minimum of .125".
- Transparency attributes need to be flattened when exporting the PDF.
- Ad should be supplied at the correct trim size.

If you have questions regarding material submission, contact

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