

PodiatryToday®

Part of the  Podiatry Learning Network

2023 Rate Card & Specification Guide



2023 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.

Business Staff

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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  Podiatry Learning Network

Podiatry Learning Network is a comprehensive digital network for health care providers in the specialty of podiatry. As an ever-changing field, clinicians can access clinical insights, engaging videos, dynamic interviews, accredited continuing education programs, and professional live meetings and events. It features articles from Podiatry Today, an award-winning, premier publication that emphasizes informative clinical and practice management topics.



Editorial Calendar

January

Bonus Distribution: New York Podiatric Medical Association Conference; American College of Foot and Ankle Surgeons Annual Scientific Conference

Ads close: December 5

Materials due: December 12

Preliminary Target Topics

- › Surgical Billing and Coding
- › Complications of Hallux Valgus Surgery
- › Minimally Invasive Techniques in Limb Preservation

February

Ads close: January 3

Materials due: January 10

Preliminary Target Topics

- › Lateral Ankle Stabilization
- › Uncontrolled Gout

March (Print Ad Study)

Theme Issue: Annual Diabetes Issue

Bonus Distribution: Symposium on Advanced Wound Care (SAWC) Spring

Ads close: February 6

Materials due: February 13

Preliminary Target Topics

- › Limb Salvage Milestones
- › Diabetic Peripheral Neuropathy
- › Infection Prevention

April

Ads close: March 6

Materials due: March 13

Preliminary Target Topics

- › Surgery and Diabetic Foot Ulcers
- › Lymphedema
- › Terbinafine Resistance

May

Ads close: April 2

Materials due: April 10

Preliminary Target Topics

- › Running Injuries
- › Biomarkers in Wound Care

June

Bonus distribution: American Podiatric Medical Association National Conference; Western Foot and Ankle Conference

Ads close: May 1

Materials due: May 8

Preliminary Target Topics

- › Conservative Management of Ankle Sprains
- › Akin Osteotomy

Editorial Calendar

July

Theme Issue: Top 10 Innovations in Podiatry

Ads close: June 5

Materials due: June 12

Preliminary Target Topics

- › Top 10 Innovations in Podiatry 2023
- › Total Contact Casting

August

Theme Issue: Annual Wound Care Theme Issue

Bonus distribution: Amputation Prevention Symposium

Ads close: July 5

Materials due: July 12

Preliminary Target Topics

- › Peripheral Arterial Disease
- › Artificial Intelligence in Wound Care

September

Theme Issue: Podiatric Dermatology

Ads close: August 7

Materials due: August 14

Preliminary Target Topics

- › Roundtable: Podiatric Derm Considerations in Skin of Color
- › Pruritis
- › Microwave Therapy for Verruca

October

Bonus distribution: Symposium on Advanced Wound Care Fall

Ads close: September 5

Materials due: September 12

Preliminary Target Topics

- › Microbiomes in Wound Care
- › Charcot Reconstruction
- › Extracorporeal Shockwave Therapy

November

Bonus Distribution: Great Debates and Updates: Diabetic Foot

Ads close: October 2

Materials due: October 9

Preliminary Target Topics

- › Falls Prevention
- › MIS Learning Curve

December

Ads close: November 6

Materials due: November 13

Preliminary Target Topics

- › Physician Burnout/Mental Health
- › Revision First Ray Surgery
- › Pediatrics

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

Clinical Solutions 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

2023 COLOR ADVERTISING RATES

	1 Page	1/2 Page
1x	\$6,972.00	\$5,224.80
6x	\$6,434.40	\$4,754.40
12x	\$5,622.40	\$4,239.20
24x	\$5,308.80	\$4,116.00
36x	\$5,185.60	\$4,004.00
48x	\$4,788.00	\$3,953.60
72x	\$4,692.80	\$3,802.40
96x	\$4,592.00	\$3,690.40

Cover Tip

\$12,000 net

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"

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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