



minnesota MEDICINE

MINNESOTA MEDICINE



Minnesota Medicine gives credibility to your advertising and delivers nearly 9500 readers.
 → 86% read the magazine consistently.

More MMA members read *Minnesota Medicine* than JAMA (34%), The New England Journal of Medicine (26%), Minnesota Physician (19%) and MD News (5%) **COMBINED!!***

(*2008 Readex Research Membership Survey)

Added Bonus:
 Nearly 3360 pass it on to others.

“I advertise in *Minnesota Medicine* as a way of reminding our current referring physicians and reaching new ones, of our clinics and services.”

Paula Schwartz, Au.D.
 Doctor of Audiology
 Audiology Concepts

IMPROVE YOUR ROI with print advertising in the Minnesota Medical Association’s official publication, *Minnesota Medicine*

- Minnesota’s preeminent regional medical journal since 1918
- Content includes articles on medical economics, public health and clinical practice
- Winner of many MMPA award including the 2005 Gold Award for overall excellence
- 98% of readers find *Minnesota Medicine* to be an accurate source of health information

2009 Rates

Net rates. No agency commission.
 Cost per insertion. All rates 4C.

Size	1X	3X	6X	12X
Full page bleed	\$1300	\$1225	\$1165	\$1100
2/3 page	1115	1060	1010	950
1/2 page	920	880	830	770
1/3 page	740	700	665	635
1/4 page	605	580	545	500
1/6 page	495	470	450	425
1/8 page	375	350	325	300

Premium Positions

Outside Back Cover	\$1750
Inside Front Cover	\$1650
Inside Back Cover	\$1400
Page 5	\$1350
Two Consecutive Pages	\$2300
½ page double truck	\$1600

Classifieds

\$4/word with a 300-word maximum and minimum \$40 charge.

Added Value

12x placements receive 3 months of advertising on mmaonline.net

6X placements receive 1 month of advertising on mmaonline.net

Advertising Sales

Jocelyn Cox
 (612) 623-2880
 jcox@mnmed.org

Close Dates

Space reservations are due by the 10th of the month prior to the month of publication.

Artwork is due by the 15th of the month prior to the month of publication.

Design Services

Ad design services are available at a cost of \$65/hour. Advertisers must approve the proof and any changes before publication.

The MMA reserves the right to refuse any advertising and is not responsible for errors in original materials or ads that have been approved. Some ads may be labeled as advertising at the discretion of the editors.

Issuance

Minnesota Medicine is delivered the second week of the month on the cover.

First-time advertisers are asked to pay in full prior to printing of the magazine.

Visa and MasterCard are accepted for payment.

Payments are due 15 days from the date of invoice.

Advertisers may not cancel orders for advertising after the closing date.



MMA 2009