

MEDICINE ON THE MOVE
**DOCTOR'S
 REVIEW**

For over 26 years **Doctor's Review** has provided Canadian physicians with the best personal and professional travel magazine in the country. No physician-targeted media plan is complete without it.

www.doctorsreview.com

2010 Rates • Schedules • Specs

Rates

B/W	1X	6X	12X	24X	36X	48X	60X	72X	96X	144X	192X
1 Page	2856	2805	2734	2662	2601	2570	2560	2540	2519	2479	2448
2/3 page	2591	2560	2530	2489	2428	2397	2377	2366	2346	2315	2295
1/2 page	2020	1989	1958	1928	1867	1836	1816	1795	1785	1744	1734
1/3 page	1530	1499	1469	1428	1357	1326	1316	1295	1285	1255	1244
1/4 page	1142	1122	1081	1040	979	949	938	918	898	867	857
1/6 page	887	867	836	796	745	714	704	683	663	622	602

Colour

Spot colour: \$910

Matched: \$1225

Metallic: \$1725

4-colour process: \$1840

Bleed: N/C

Guaranteed positions:

15%–25% surcharge on earned b/w rate

Special positions

IFC/IBC: \$5700 incl. 4/C

OBC: \$6200 incl. 4/C

(CVDs are not applicable to covers.)

Issue and material dates

Month of publication	Publication date	Advertising closing	Material due
January	January 15	December 15	December 22
February	February 15	January 15	January 22
March	March 15	February 15	February 22
April	April 15	March 15	March 22
May	May 17	April 15	April 22
June	June 15	May 14	May 21
July	July 15	June 15	June 22
August	August 16	July 15	July 22
September	September 15	August 16	August 23
October	October 15	September 15	September 22
November	November 15	October 15	October 22
December	December 15	November 15	November 22

Earned rates & agency discounts

Earned rates are based on the total amount of space run in 12 consecutive months. Corporate Volume Discounts (CVD) available. Commission: 15% of gross billing to recognized agencies. Terms: Net 30 days. The Advertising Agency and the client are jointly and severally responsible for the payment of invoices.

Total qualified circulation

42,969 physicians. Doctor's Review is distributed nationally to general practitioners, family medicine and medical specialists. (CCAB, March 2009, www.doctorsreview.com/ad_info)

Printing Type: web offset Binding: perfect binding

Insert requirements

Quantity required: 43,000; supplied 2, 4, 8-page inserts; full page only.

Maximum weight of stock: single leaf inserts not to exceed 80 lb; multiple-page 70 lb based on a 25" x 38" sheet.

- Inserts to be untrimmed 8 1/8" x 11" on binding edge (provide 1/4" trim top and bottom).
- Inserts printed in US must carry "Printed in the USA."
- Inserts must be delivered in uniform boxes weighing 35lb maximum on skids measuring 42" x 48" labelled "Doctor's Review."
- Ship inserts to Doctor's Review c/o Transcontinental Interweb, 1603 boul. Montarville, Boucherville, QC J4B 5Y2, at least 14 days prior to publication date.

Technical specifications for digital ads

- Adhere to ISO standard file formats endorsed by Magazines Canada (www.magazinescanada.ca).
- Only PDF-X1a or PDF-X3 or collected/packaged QuarkXPress 4.11 and upward, InDesign CS2 and upward file formats, including all postscript fonts, are accepted.
- When generating PDF-X files, Open Prepress Interface (OPI) must not be selected in the Output tab of Export Layout as PDF, nor in the Advanced tab in InDesign.
- **All colours must be edited in CMYK, unless a 5th (or more) PMS colour has been contracted.**
- Document sizes should be set to the final trim size of the magazine page with a minimum of 1/8" for bleeding elements for full-page submissions.
- Crop marks must be set to 12 pts away from trim.
- Multiple crop marks on ads must clearly indicate trim sizes.
- P.I. (Prescribing Information) must be edited in black only (no CMYK).
- In the case of a PMS colour, DCS 2.0 separations must be used. All other attached files (e.g. Photoshop, Illustrator, Freehand EPS, TIFF) must be saved in CMYK.
- Photoshop files must be sized correctly, scaled at 100% size and saved as EPS or TIFF with all colours saved accordingly.
- Illustrator files must be saved as EPS and all type converted to outline.
- For all native application files, trapping must be set to default.
- Material is to be supplied on CD or DVD.
- All material must be supplied with final dye-sublimation colour proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size.

Advertising specifications

Halftone requirements: 150 screen

Two final size high-resolution colour proofs must be provided for press match.

Publisher is not responsible for reproduction of colour advertisements unless valid colour proofs are supplied.

Bleed fractional ads: type must be minimum 3/8" from trim.

Mechanical requirements: width x height

Full page live area: 7" x 10"

Full page trim size: 7 7/8" x 10 3/4"

Full page bleed size: 8 1/8" x 11"

DPS live area: 15" x 10"

DPS trim size: 15 3/4" x 10 3/4"

DPS bleed size: 16" x 11"

Web advertising

available upon request

Units

2/3 vertical

1/2 vertical

1/2 horizontal

1/3 vertical

1/3 horizontal

1/4 square

1/6 square

No bleed – width x height

4 1/2 x 10

3 1/2 x 10

7 x 4 7/8

2 1/4 x 10

7 x 3 1/4

3 1/2 x 5

3 1/2 x 3 1/4

Bleed – width x height

5 x 11

4 x 11

8 1/8 x 5 1/4

2 11/16 x 11

8 1/8 x 3 3/4

4 x 5 1/2

4 x 3 3/4

Send material/insertion orders to:

Doctor's Review, Attention Elaine Mackasey, 400 McGill Street, 3rd Floor, Montreal, QC, H2Y 2G1

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