

DOCTOR'S  
REVIEW

# MEDICINE ON THE MOVE

## MEDIA KIT 2012



*MEDICINE ON THE MOVE* — A new TABLOID for today's doctors. The number one priority for physicians today is WORK/LIFE harmony. After decades of punishing work schedules, doctors recognize that all work and no play makes a dangerous formula for living. Travel has always been the profession's favourite leisure activity. More than ever, combining travel with medical practice is a priority. Networking with colleagues is another key to any successful physician. Medical meetings and conventions provide the ideal venue. The 3 top reasons doctors attend congresses:

- to meet and exchange ideas with colleagues
- to upgrade medical education and skills
- to get away from the office and hospital to relax and have fun

Doctors routinely book vacations in conjunction with professional travel. Between sessions they look forward to a fine meal or two, a run in a new city, a bike ride, a game of tennis or golf, a visit to a Spa, an evening of opera or theatre, a visit to an art gallery — in short everything the destination has to offer. After the meeting they're off on bike tours, hikes in the mountains, walks in the desert, whitewater kayaking, balloon rides, vineyard tours. They rock climb, cross-country ski, sail, go bird watching and fly fish — any of a hundred activities.

**MEETING  
THE NEEDS  
OF CANADA'S  
PHYSICIANS  
AT HOME AND  
ON THE ROAD**



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A NEW TABLOID

*MEDICINE ON THE MOVE* covers these activities and more.

On these trips they listen to music on smart phones and mp3 players, snap photos, take notes and read books on tablets. Each issue looks at a selection of cities that host the most popular meetings the world over. Good planning is the key to good travel. Each article begins with a quick summary of the highlights with links to reviews of the best the city has to offer. The best site to discover all that's on offer in town:

- Yelp.com customer reviews of the best — and worst — restaurants.
- Shopping sites on where to find the bargains.
- Frommer fares and accommodation.
- Restaurant discoveries from Zagat.
- Articles by globe-trotting writers ferret out the places most visitors miss.
- Content designed to take medical meeting visits from the ordinary to the extraordinary.



**CLINICAL COVERAGE** *MEDICINE ON THE MOVE* brings medical meetings home with interviews with leading Canadian KOLs. The specialists discuss the key clinical presentations and poster sessions and highlight the most significant findings. Links to important papers allow MDs to review meetings on the computer screen.

**PLAN A TRIP** Some say to anticipate is better than to arrive. This regular feature goes online to find the sites with most helpful destination coverage. It whets the appetite and prepares you for what's to come.

**I PACKED MY BAG AND IN IT I PUT** The art of arranging your suitcase in the age of increased security and sky-high airline luggage charges. Carry-on or checked? What will you need at the destination — and what can you safely leave at home? Tips from international travellers and physicians who've been there — and back.

**CONTESTS** From gadgets to enviable holidays in the most desirable locales — every issue features a contest with a wonderful prize to be won.

**TRAVEL CLOTHES AND GADGETS** The Tilly hat, invented in a Scarborough, ON, bungalow, now graces the heads of tens of thousands of travellers. Crush-proof dresses, slacks that double on the trail and in the dining room, six-time zone watches, folding bikes, the lightest bags, clothes you can sleep in.

**ENTERTAINMENT ON THE GO** Top-rated electronic devices and what to put on them. Reviews of the newspapers, magazines, books and movies to keep you informed and entertained on land, sea and in the air.

**SAVE MONEY ON YOUR NEXT TRIP** The person sitting next to you on the plane may have paid as much as 50% less than you did. How to ferret out the best fares, the lowest hotel rates and get the upgrades you deserve. Upgrade from economy to business. Use the lounge in every airport on the globe.

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## MEDICAL MEETINGS ONLINE

**DOCTORSREVIEW.COM**

Lists over 2000 meetings  
worldwide

Updated weekly

Most popular meeting  
listing site on the web.  
Number 1 in Google search

Search by Destination,  
Date, Medical Specialty

Direct links to meeting  
registration

Destinations keyed to  
related articles

MDs check an average of  
five meetings on each visit



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

## RATES (B/W)

	<b>unit size</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Tab	1120	4984	4816	4648	4480
1/2 tab	560	2492	2408	2324	2240
Mag	632	2812	2718	2623	2528
2/3 mag	420	2644	2555	2465	2376
1/2 mag	280	1997	1929	1862	1795
1/3 mag	240	1434	1386	1338	1289
1/4 mag	140	984	951	918	885

## COLOUR & PRINTING

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**Spot colour:** \$910

**Matched:** \$1225

**Metallic:** on request

**Bleed:** N/C

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**Binding:** saddle stitched

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**OBC:** \$7500 incl. 4/C

**Guaranteed positions:** 15%–25% surcharge on earned b/w rate

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September

December

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August 15

November 15

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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

39,100 physicians. *Medicine on the Move* is distributed nationally to general practitioners, family physicians and medical specialists.

## SALES CONTACT

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