

Journal of General Internal Medicine

Official Journal of the Society of General Internal Medicine



2016 Media Information

As the world's second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 2,700 scientific journals every year. Through advertising, article reprints, bulk sales, and custom projects, we can help you to make an impact on your audience.

Advertising Sales

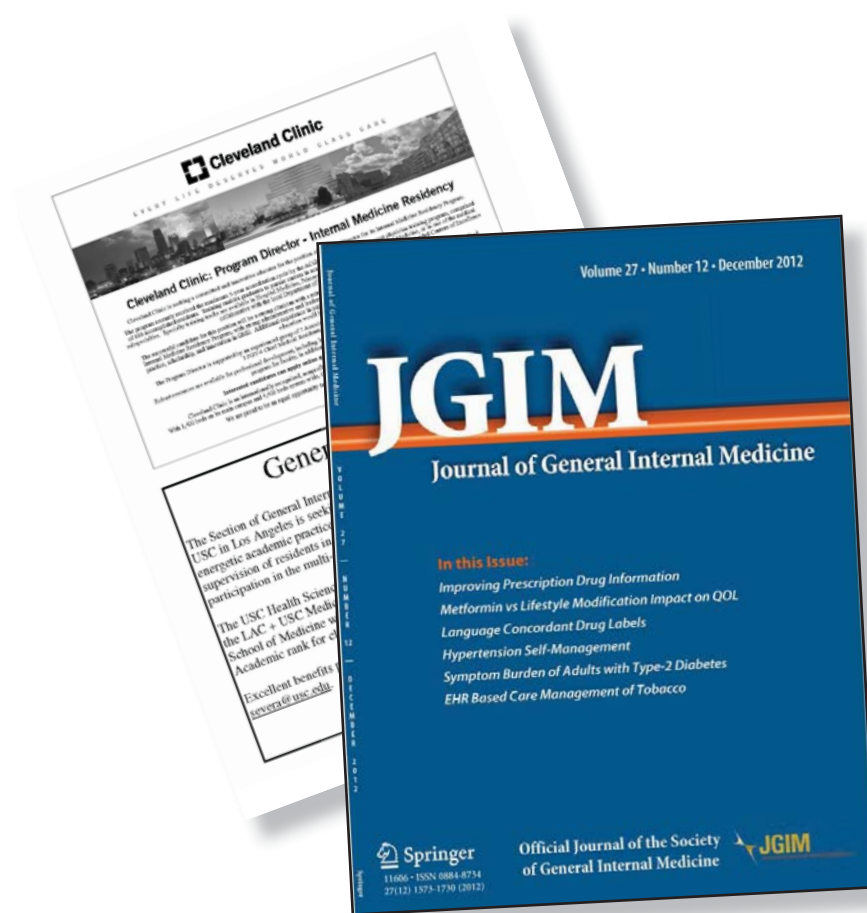
233 Spring St., 7th Floor

New York, NY 10013

Tel: (212) 460-1642

Fax: (212) 620-8442

E-mail: advertising@springer.com



HOME

GENERAL INFORMATION

EDITORIAL BOARD & SOCIETIES

EDITORIAL CALENDAR

RATES

PRINT AD

ONLINE AD

CONTACT



The *Journal of General Internal Medicine* is the official journal of the Society of General Internal Medicine. It promotes improved patient care, research and education in primary care, general internal medicine, and hospital medicine. Its articles focus on topics such as clinical medicine, epidemiology, prevention, health care delivery, curriculum development, and numerous other non-traditional themes, in addition to classic clinical research on problems in internal medicine.

Journal Established: 1986

Frequency: Monthly

2014 Impact factor: 3.449

Circulation: 3,000

CO-EDITORS IN CHIEF

Richard L. Kravitz, MD, MSPH, University of California, Davis
Mitchell D. Feldman, MD, MPhil, University of California, San Francisco

EDITORIAL BOARD

Patrick O' Connor, MD, MPH, FACP (Chair)
G. Caleb Alexander, MD, MS
Jasjit Ahluwalia, MD, MPH, MS
Hayden Bosworth, PhD
Carlos Estrada, MD, MS
Martha Gerrity, MD, MPH, PhD (Council Liaison)
Takahiro Higashi, MD, PhD
Said Ibrahim, MD, MPH
Jeffrey Kullgren, MD, MPH
Rachel Levine, MD, MPH
Patrick O'Connor, MD, MPH, FACP
Nicolas Rodondi, MD, MAS
Lois Snyder, JD
Michael Steinman, MD
Colin West, MD, PhD
Elizabeth Yano, PhD

DEPUTY EDITORS

Matthew J. Bair, MD, MS Indiana University School of Medicine
Lori A. Bastian, MD, MPH, Duke University
Wendy Bennett, MD, MPH, Johns Hopkins University
Jennifer Best, MD, University of Washington
Hayden Bosworth, PhD, Durham Veterans Affairs Medical Center
Olveen Carrasquillo, MD, MPH, University of Miami
Niteesh K. Choudhry, MD, PhD, Harvard Medical School
Sydney Morss Dy, MD, MSc, Johns Hopkins University
David Edelman, MD, Duke University
Leonard Egede, MD, MS, Medical University of South Carolina
Edward Ellerbeck, MD, MPH, University of Kansas Medical Center
Margaret Fang, MD, MPH, University of California, San Francisco
Dominick L. Frosch, PhD, Palo Alto Medical Foundation Research Institute
Richard W. Grant, MD, MPH, Kaiser Permanente Division of Research
Idris Guessous, MD, Geneva University Hospitals
Susan E. Hardy, MD, PhD, University of Pittsburgh School of Medicine
Karen E. Hauer, MD, University of California, San Francisco
Elizabeth A. Jacobs, MD, MPP, Cooks County Health and Hospitals System
Margot Kushel, MD, University of California, San Francisco
Cindy J. Lai, MD, University of California, San Francisco

Societies and Affiliations

The Official Journal of the Society of General Internal Medicine

Sumit R. Majumdar, MD, MPH, FRCPC, University of Alberta
Kip Mihara, University of California, San Francisco
Chad Miller, MD, Tulane University School of Medicine
Eric Mortensen, MD, MSc, University of Texas at San Antonio
Christina Nicolaidis, MD, MPH, Oregon Health & Science University
Queyen Ngo-Metzger, MD, MPH, Health Resources and Services Administration
Olugbenga Ogedegbe, MD, MPH, New York University
Debora A. Paterniti, PhD, University of California, Davis
Paul Pirraglia, MD, MPH, Brown University
Darius A. Rastegar, MD, Johns Hopkins University
Darcy A. Reed, MD, MPH, Mayo Clinic
Adam J. Rose, MD, MSc, FACP, Edith Nourse Rogers Memorial VA Medical Center
Joseph S. Ross, MD, MHS, Yale University School of Medicine
Jodi Segal, MD, MPH, Johns Hopkins School of Medicine
Navkiran Shokar, MA, MD, MPH, Texas Tech University Health Sciences Center, El Paso
Gerald W. Smetana, MD, Harvard Medical School
Arriane Teherani, PhD, University of California, San Francisco
Craig A. Umscheid, MD, MSCE, University of Pennsylvania
Diane B. Wayne, MD, Northwestern University
Colin P. West, MD, PhD, Mayo Clinic
Adam Wright, PhD, Brigham and Women's Hospital
Mark Yarborough, PhD, University of California, Davis

ASSOCIATE EDITORS FOR SPECIAL PROJECTS

Jeff Kohlwes, MD, MPH (Clinical Content) University of California, San Francisco
Malathi Srinivasan, MD (Training and Outreach) University of California, Davis

SPECIAL METHODOLOGY PANEL

Richard Frankel, PhD (Qualitative Research)
Marc N. Elliott, PhD (Statistics)
Ron D. Hays, PhD (Psychometrics)
Chin-Shang Li, PhD (Statistics)
Wanzhu Tu, PhD (Statistics)

EDITORIAL OFFICES

Jenni Clarkson (Managing Editor) Regenstrief Institute, Indiana University
Laura Bates Sterner (Associate Managing Editor, West) University of California, Davis

SGIM STAFF LIAISON

Francine Jetton, Washington, DC



EDITORIAL CALENDAR

Publishing Month	Volume / Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
January	31:1	11/23/2015	11/23/2015	1/04/2016	
February	31:2	12/22/2015	12/22/2015	1/26/2016	
March	31:3	1/22/2016	1/22/2016	2/26/2016	
April	31:4	2/19/2016	2/19/2016	3/25/2016	Society of General Internal Medicine/ Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)
May	31:5	3/22/2016	3/22/2016	4/26/2016	
June	31:6	4/21/2016	4/21/2016	5/26/2016	
July	31:7	5/23/2016	5/23/2016	6/27/2016	
August	31:8	6/21/2016	6/21/2016	7/26/2016	
September	31:9	7/22/2016	7/22/2016	8/26/2016	American College of Surgeons
October	31:10	8/22/2016	8/22/2016	9/26/2016	
November	31:11	9/21/2016	9/21/2016	10/26/2016	
December	31:12	10/24/2016	10/24/2016	11/28/2016	

Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.



DISPLAY AND CLASSIFIED ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$1210	\$1050	\$1005	\$915
1/2 pg	\$850	\$750	\$690	\$630
1/4 pg	\$540	\$495	\$450	\$395

COLOR CHARGES

STANDARD	\$800
MATCHED	\$900
4-COLOR	\$1350

Full color charges also apply to fractional pages.

Bleed: no charge.

Institutional rate: \$1132

INSERTS

2-Page Insert	2x Earned B&W Rate
4-Page Insert	4x Earned B&W Rate
Larger Units	# of pages x earned B&W rate

COVER AND PREFERRED POSITIONS

Second Cover	35% over earned B&W rate
Third Cover	15% over earned B&W rate
Fourth Cover	50% over earned B&W rate
Other specified	10% over earned B&W rate

- Premium over earned b/w page rate. Noncancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

PAYMENT TERMS

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

CONTACT: Tel: (212) 460-1642 • E-mail: advertising@springer.com

PRINT ADVERTISEMENTS deliver your brand and product message to a targeted audience of influential professionals. The credibility of our journal content is the vehicle that will deliver your value proposition. Maximize our flexible print ad options to capture the attention your brand deserves.

MECHANICAL REQUIREMENTS

SIZING		
AD SIZE IN INCHES	WIDTH	DEPTH
Full page	7	10
1/2 page Vertical	3 1/4	10
1/2 page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spread	15	10

Bleed: Plate size: 8 1/2" X 11 1/4".

Trim size: 8 1/4" X 11".

- Keep live matter at least 1/4" from all sides.
- On 2-Page spread 1/8" on the outside and 1/4" in the gutter will trim off.

Printing Process: web

Paper stock within journal:

- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

Type of Binding: Perfect

Halftone: 133

CONTACT: Tel: (212) 460-1642 • E-mail: advertising@springer.com

INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8 1/2" X 11 1/4".

Four-page insert: 17" X 11 1/4" (before folding). Keep live matter 1/4" from trim.

Stock weight: Maximum 80 # gloss.

Quantity: Amount from "total circulation" plus 10% "additional". It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.

Closing date: Same as ad closing date.

PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format.

INSERTS SHOULD BE SENT TO:

Journal of General Internal Medicine • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331



ONLINE ADVERTISEMENTS target the most active members of your target audience as they source information. Springer is a worldwide leader for providing dependable, essential e-information. Connect with your target audience with our online advertising options, or create a more robust impact with both print and online ads.

Our Advertising team focuses on two online advertising options:

Banner Ads - An embedded ad placed on our research site SpringerLink.com. Sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

e-TOC Alert - An EXCLUSIVE right to advertise in our reader-subscribed email blast, on a per issue purchase basis. This alert details a summary of future content in the upcoming journal issue. Sized at 468x60, it is placed directly above the content listing in the email. These alerts have the **highest click-through rates** of all Springer e-products.

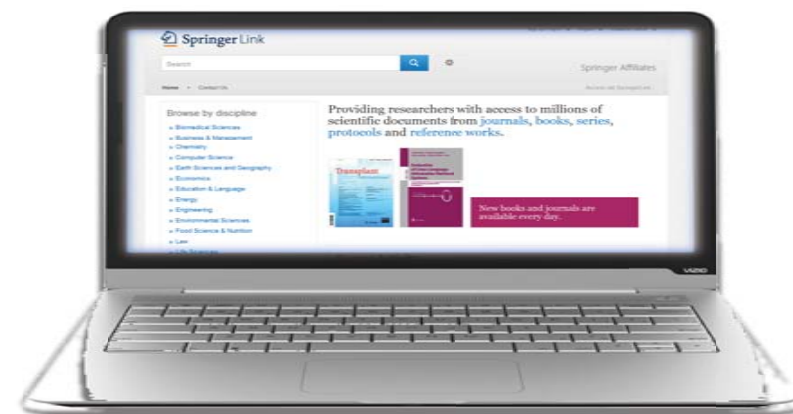
BROWSE OUR JOURNALS AT SPRINGERLINK.COM

SpringerLink is an integrated full-text database for journals, books, protocols, eReferences, and book series published by Springer, and offers free access to search, tables of content, abstracts, and alerting services. SpringerLink currently offers 2,774 fully peer-reviewed journals and 55,459 books online.

General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2015 SpringerLink.com had 85 million unique visitors and 155 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 2,700 scientific journals
- On average each journal reaches about 4,945 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)





Advertise with Springer Healthcare

Springer Healthcare is a leading global medical communications provider. With 550 employees and 28 offices worldwide, we boast the largest global footprint in our industry. We are a part of Springer Science+Business Media, one of the world's leading global scientific and medical publishers.

With more than 40 years' experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

Please contact your sales representative, for more information about online advertising opportunities.

CONTACT INFORMATION

Advertising Material with color prints should be sent to:

Springer Corporate Sales
Attn: Advertising Sales Coordinator
233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com

Inserts should be sent to:

Journal of General Internal Medicine
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:

Leonard Media Group
Attn: Jeff Leonard
415 Horsham Road
PO Box 220
Horsham, PA 19044
215-675-9208 ext. 201
Jeff@leonardmedia.com

To subscribe, please call 1-800-777-4643



<http://www.springer.com/journal/11606>

Journal of General Internal Medicine
Editor-in-Chief: Kravitz, R.; Feldman, M.
ISSN: 0884-8734 (print version)
ISSN: 1525-1497 (electronic version)
Journal no. 11606