

2012 RATE CARD

DIABETES SELF-MANAGEMENT®



**5.23
MILLION
READERS
per copy**

Source: GFK MRI
Spring 2011



**More Patient Education
Information Awards than
any other magazine.**

GENERAL INFORMATION

1. *Published by:* R.A. Rapaport Publishing, Inc., 150 West 22nd Street, New York, NY 10011. (212) 989-0200.
2. *Established:* Winter 1983–84.
3. *Organizational Affiliation:* None. Independent publication.
4. *Subscription Data:*
 - Paid: \$18.00 per year
 - Single copy: \$4.00

EDITORIAL

5. *Editorial Profile:* Diabetes Self-Management publishes practical “how-to” information, focusing on the day-to-day and long-term aspects of diabetes in a positive and upbeat style. We give our subscribers up-to-date news, facts, and advice to help them make informed decisions regarding their health.
6. *Special Editorial Departments:* Recipes, Supermarket Smarts, Sports & Fitness, For Parents, Women & Diabetes, News & Notes, Questions & Answers, Diabetes Definitions, Diabetes Quiz, What Your Doctor Is Reading, Diabetes Basics, Diabetes Resources.
7. *Requirements for Ad Clearance:* Publisher reserves the right to review advertising copy to determine if it is in harmony with our policy of service to our readers. No advertisement will be accepted that makes unproven claims. We expect all advertisers to guarantee their products and to respond professionally to any complaints; failure to do so will disqualify them from placing ads in subsequent issues. In addition, no advertisement promoting a publication competitive to Diabetes Self-Management will be accepted.
8. *Advertiser’s Index.* None.
9. *Advertising/Editorial Ratio:* Editorial content will average 60%.
10. *Service to Advertisers:*
 - Mailing list
 - Editorial reprints
 - Value-added merchandising
 - Directory of Food Advertisers Index
11. *Staff:*

Publisher: Richard A. Rapaport
Editor: Ingrid Strauch
Circulation Director: James Moorehead
Production Director: Maryanne Schott Turner
Advertising Sales: Kathy Jones Rizzi and Alison J. Clarkson

CIRCULATION

12. Territorial Distribution: Based on estimated January/February 2012 circulation.

ME.....	2,386
NH.....	1,937
VT.....	958
MA.....	8,804
RI.....	1,442
CT.....	4,833
NEW ENGLAND	20,360
NY.....	24,625
NJ.....	11,768
PA.....	22,596
MIDDLE ATLANTIC.....	58,989
OH.....	19,656
IN.....	10,640
IL.....	19,707
MI.....	15,949
WI.....	10,082
EAST NORTH CENTRAL.....	76,034
MN.....	8,605
IA.....	5,544
MO.....	10,953
ND.....	1,258
SD.....	1,410
NE.....	3,155
KS.....	5,190
WEST NORTH CENTRAL.....	36,115
DE.....	1,247
MD.....	8,079
DC.....	664
VA.....	11,924
WV.....	3,693
NC.....	14,129
SC.....	7,385
GA.....	12,904
FL.....	26,157
SOUTH ATLANTIC.....	86,182
KY.....	7,460
TN.....	11,700
AL.....	8,316
MS.....	4,398
EAST SOUTH CENTRAL	31,874
AR.....	5,066
LA.....	6,590
OK.....	6,481
TX.....	28,491
WEST SOUTH CENTRAL	46,628
MT.....	1,644
ID.....	2,315
WY.....	911
CO.....	5,345
NM.....	2,603
AZ.....	8,086
UT.....	3,057
NV.....	3,247
MOUNTAIN.....	27,208
AK.....	853
WA.....	9,293
OR.....	5,677
CA.....	39,655
HI.....	1,550
PACIFIC	57,028
U.S. POSSESSIONS	403
CANADIAN/FOREIGN	45
GRAND TOTAL	440,866

13. Coverage and Market:

- **Coverage:** National
- **Market Served:** 17.9 million insulin- and non-insulin-dependent diabetic consumers

14. Circulation:

Audit Bureau of Circulation Member.

410,000 rate base, consisting of:

- 280,000 paid subscribers
- 72,600 analyzed non-paid copies to waiting rooms of physicians who are the highest prescribers of oral and insulin therapy (3 copies each)
- 43,350 analyzed non-paid copies to waiting rooms of members of the American Association of Diabetes Educators (3 copies each)
- 14,050 analyzed non-paid copies to waiting rooms of members of the Diabetes Care and Education Practice Group of the American Dietetic Association (3 copies each)



RATES AND DATA

15. Rates: Black and white

	1x	3x	6x	12x	18x	24x
Page	\$15,800	\$15,600	\$15,300	\$15,000	\$14,600	\$14,200
$\frac{2}{3}$ Page	13,700	13,400	13,100	12,800	12,400	12,000
$\frac{1}{2}$ Page	10,800	10,600	10,350	10,100	9,750	9,400
$\frac{1}{3}$ Page	7,750	7,650	7,500	7,300	7,100	6,900
$\frac{1}{4}$ Page	6,000	5,900	5,750	5,600	5,400	5,200
$\frac{1}{6}$ Page	4,400	4,350	4,250	4,150	4,000	3,750

Four color

	1x	3x	6x	12x	18x	24x
Page	\$17,500	\$17,300	\$17,000	\$16,700	\$16,300	\$15,900
$\frac{2}{3}$ Page	15,400	15,100	14,800	14,500	14,100	13,700
$\frac{1}{2}$ Page	12,500	12,300	12,050	11,800	11,450	11,100
$\frac{1}{3}$ Page	9,450	9,350	9,200	9,000	8,800	8,600
$\frac{1}{4}$ Page	7,700	7,600	7,450	7,300	7,100	6,900
$\frac{1}{6}$ Page	6,100	6,050	5,950	5,850	5,700	5,450

Contract rates are earned within 12-month period beginning with month of first insertion. Non-contract

advertisers will be billed at their earned rate. Required medical disclosures are billed at 33% off earned black and white rate. Position requests accommodated when possible but not guaranteed.

16. *Color Charges (per page):*

- **Matched Color** (specify PMS color) \$1,200
- **Metallic Color** (specify PMS color) \$1,200

17. *Bleed Charges:* No additional charge for bleed. Bleed available on two-page spreads and full-page ad units only.

18. *Preferred Positions (available by contract):*

- **Second Cover:** \$4,200 over earned rate and color charge
- **Third Cover:** \$3,000 over earned rate and color charge
- **Fourth Cover:** \$6,000 over earned rate and color charge
- **Opposite Table of Contents:** \$4,000 over earned rate and color charge
- **Center Spread:** \$3,000 over earned rate and color charge
- **Opposite Masthead:** \$3,400 over earned rate and color charge
- **Within First Editorial Feature:** \$2,000 over earned rate and color charge

19. *Inserts/Special Units:* Available. Insert rates based on earned black and white page rate.

20. *Additional Copy/Contract Regulations:*

Receipt of an advertising order is understood to be an acceptance of the rates and conditions of this rate card or the rate card then in force. Any conditions appearing in such order or contract in conflict with the rates or conditions of this or the then-effective rate card will be considered a clerical error and not binding upon the publisher. All verbal agreements must be confirmed in writing.

Advertising is accepted with the explicit understanding that the advertiser or its agency is properly authorized to place such advertising. The publisher reserves the right to give better position than specified at no increase in rate. The publisher assumes no liability for any error in or omission of copy or key number or if for any reason it becomes necessary to omit an advertisement. Advertisers, and/or their agents, acknowledge and agree that their advertising may appear in digital editions of the magazine. The publisher is not liable for non-delivery or delays in delivery in the event of acts of God, strikes, labor or material shortage, transportation interruption, or any condition beyond the control of the publisher.

21. *Agency Commission:* Fifteen percent commission is granted to agencies supplying digital materials and accepting credit and payment responsibilities provided the current charges are paid within 30 days of the invoice date. Production charges are not commissionable.

22. *Terms:* Payment is due upon receipt of invoice. No cash discount. Charges over 30 days old are subject to 1½ percent per month carrying charges.

23. *Publisher's Liability and Indemnity:* Advertisers and advertising agencies assume liability for the contents of all advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. All advertisements must be clearly identified with a trademark and/or the signature of the advertiser. The word "advertisement" shall be printed prominently on advertisements that, in the opinion of the publisher, might be confused with editorial pages. Publisher reserves the right to reject at any time any advertisement not considered suitable for the publication.

MECHANICAL REQUIREMENTS

24. *Advertising Space Dimensions:* Materials for standard size advertisements must measure as follows:

Unit size	Width	×	Depth
Two-page spread			
trim size	16"	×	10.5"
bleed size	16.25"	×	10.75"
Full page			
trim size	8"	×	10.5"
bleed size	8.25"	×	10.75"
⅔ page vertical (2 column)			
live area	4.5"	×	9.25"
½ page (vertical)			
live area	3.25"	×	9.25"
½ page (horizontal)			
live area	6.75"	×	4.5"
⅓ page (vertical only)			
live area	2.125"	×	9.25"
¼ page (vertical only)			
live area	3.25"	×	4.375"
⅙ page (vertical only)			
live area	2.125"	×	4.375"

Live matter must be at least .5" from all trim edges and gutter. Allow .125" around final trim for bleed.

25. *Printing Specifications:*

- **Printing:** Web offset (AAAA/MPA)
- **Binding:** Saddlestitched
- **Stock:** Cover—80# Somerset or equivalent
Text—45# AbitibiBowater or equivalent
- **Publication Trim Size:** 8" × 10.5"

26. *Required Material:* The preferred materials for ad units are PDF/X-1a files.

If this format can't be provided, a \$300-per-page production charge will be incurred for reviewing and converting native files. We accept CD-R and DVD-R discs. Files can also be uploaded to our FTP site. Please contact the Production Department for details.

PDF/X-1a files are best generated from postscript files processed through Adobe Acrobat Distiller using the PDF/X-1a:2001 setting. Embed all fonts. Convert all PMS colors to CMYK. Color images must be CMYK mode with a resolution of at least 300 dpi. Scanned B/W linework of at least 1200 dpi. Do NOT embed color profiles. Total area density should not exceed 300%. Offset crop marks .125".

When printing a postscript file from Adobe Illustrator, make sure that the Document Raster Effects Settings are at "High (300 ppi)" and that the Transparency Flattener Preset is set to "High Resolution."

Proofing Stock and Inks: Two approved proofs, printed at 100% from the final file, are required on 60# Abitibi-Bowater Gloss or equivalent. The IDEAlliance color bar (ISO 12647-7 Digital Control Strip) should be included on each proof made to SWOP specifications using a SWOP Certified Proofing System. Each proof should be made according to the manufacturer's SWOP Application Data Sheet (ADS) that specifies correct system set up parameters. All proofs must pass the general measurement requirements in ISO 12647-7 and will meet specified tolerances.

Special PMS colors are available for 2/color or 3/color ads. Contact our production department at (212) 989-0200 for additional information.

Type and Rule Requirements: Minimum black type size is 8 point. Minimum for reverse type is 10 point. Multicolor rules or type, reverse rules or type, and fine rules butting color should not be less than 1 point thick in the main part of the character. Large blocks of reverse type should have undercolor spread for readability. Minimum black rule width .375 points; do not use pre-defined hairline setting in page layout programs. Publisher is not responsible for illegible type if these requirements are violated.

27. *Inserts/Special Units:* Available. Please inquire about specifications, rates, deadlines, and shipping instructions.

28. *Closing Deadlines:*

Issue	Insertion due	Materials due
January/February 2012	11/14/11	11/21/11
March/April 2012	1/13/12	1/20/12
May/June 2012	3/13/12	3/20/12
July/August 2012	5/14/12	5/21/12
September/October 2012	7/16/12	7/23/12
November/December 2012	9/14/12	9/21/12

Cancellations not accepted after closing deadline.

Issued bimonthly: January/February, March/April, May/June, July/August, September/October, and November/December.

29. *Insertion Orders and Materials to:*

Diabetes Self-Management
Attn: Production Department
150 West 22nd Street, 8th Floor
New York, NY 10011
(212) 989-0200
FAX (212) 989-4786

ADVERTISING SALES

Diabetes Self-Management
150 West 22nd Street, 8th Floor
New York, NY 10011
(212) 989-0200
FAX (212) 989-4786

Associate Publisher/Advertising:

Kathy Jones Rizzi
(212) 989-0200 ext. 31
kathyj@rapaportpublishing.com

Midwest/West Advertising Director:

Alison J. Clarkson
(607) 547-6042
ajclarkson@rapaportpublishing.com