

Cardiologytoday

NEWS & PERSPECTIVE FOR THE CARDIOVASCULAR SPECIALIST

Volume 21 • Number 4
APRIL 2019

Obesity slowly undoing progress made in decreasing CVD

Although progress has been made in reducing risk factors for cardiovascular disease, obesity is undoing that progress. Obesity is associated with a 50% increase in cardiovascular risk, according to a study published in the *Journal of the American College of Cardiology*. The study found that obesity is associated with a 50% increase in cardiovascular risk, according to a study published in the *Journal of the American College of Cardiology*. The study found that obesity is associated with a 50% increase in cardiovascular risk, according to a study published in the *Journal of the American College of Cardiology*.

ODYSSEY Outcomes: Alirocumab lowers CV events in ACS population

Adding alirocumab to statin therapy in ACS patients significantly reduces the risk of major adverse cardiovascular events (MACE) and total mortality, according to a study published in the *Journal of the American College of Cardiology*. The study found that adding alirocumab to statin therapy in ACS patients significantly reduces the risk of major adverse cardiovascular events (MACE) and total mortality, according to a study published in the *Journal of the American College of Cardiology*.

AI stroke relationship strongest in black patients

Among patients with atrial fibrillation, black patients had a stronger relationship between AF and stroke risk compared to white patients, according to a study published in the *Journal of the American College of Cardiology*. The study found that among patients with atrial fibrillation, black patients had a stronger relationship between AF and stroke risk compared to white patients, according to a study published in the *Journal of the American College of Cardiology*.

Neighborhood deprivation increases risk for HF

Neighborhood deprivation is associated with an increased risk for heart failure, according to a study published in the *Journal of the American College of Cardiology*. The study found that neighborhood deprivation is associated with an increased risk for heart failure, according to a study published in the *Journal of the American College of Cardiology*.

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2019 RATE CARD

Print

RATES

1. FULL RUN Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$6,470	\$5,970	\$4,965	\$3,735	\$3,490	\$3,265
6x	6,405	5,920	4,930	3,705	3,460	3,245
12x	6,355	5,860	4,895	3,655	3,415	3,195
24x	6,290	5,800	4,825	3,625	3,375	3,160
36x	6,225	5,740	4,785	3,600	3,340	3,135
48x	6,155	5,680	4,740	3,565	3,315	3,090
60x	6,105	5,630	4,680	3,515	3,285	3,050
72x	6,020	5,560	4,625	3,470	3,255	3,040
96x	5,970	5,525	4,585	3,445	3,215	3,015
120x	5,905	5,460	4,545	3,400	3,165	2,985
144x	5,850	5,410	4,505	3,365	3,145	2,950
196x	5,800	5,350	4,450	3,315	3,090	2,900
252x	5,750	5,305	4,390	3,270	3,035	2,860
320x	5,700	5,270	4,350	3,270	3,035	2,860
412x	5,655	5,205	4,285	3,270	3,035	2,860

Effective Rate Date: January 2019 for all advertisers.

Advertising Office: SLACK Incorporated

Matt Dechen
Group Sales Director
mdechen@healio.com, ext. 200

Kathy Huntley
Senior Account Manager
khuntley@healio.com, ext. 249

Jaime Albright
Account Manager
jalbright@healio.com, ext. 548

Send Product insertion orders and ad materials to:

Ann Marie Haley
Sales Administrator
ahaley@healio.com, ext. 263
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000 • 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
CARDIOLOGY TODAY
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

FULL RUN Color Rates:

Charge per color per page or fraction	
Standard color	1,045
Matched color	1,135
Metallic color	1,550
Four color	2,960
Four color + PMS	4,100
Four color + Metallic	4,500

Fourth cover: Earned b/w rate plus 50%. Color additional.

b) Special positions: Contact your sales representative for more details.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

1. Combined Earned Frequency: All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.

2. New Advertiser Discount: New product advertisers with a minimum 3 ad commitment receive a 20% discount off all advertising placed in 2019. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:

- a) Product that has not advertised in CARDIOLOGY TODAY in the past calendar year
- b) New indication for currently advertised product in CARDIOLOGY TODAY

Black-and-White rates: CARD DEMO Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$5,060	\$4,665	\$3,885	\$2,920	\$2,725	\$2,500
6x	5,010	4,625	3,855	2,890	2,705	2,485
12x	4,960	4,580	3,820	2,850	2,670	2,450
24x	4,905	4,535	3,780	2,825	2,645	2,425
36x	4,865	4,485	3,745	2,810	2,620	2,395
48x	4,825	4,435	3,710	2,785	2,585	2,360
60x	4,770	4,405	3,655	2,750	2,560	2,345
72x	4,700	4,345	3,620	2,720	2,540	2,330
96x	4,665	4,315	3,590	2,690	2,510	2,310
120x	4,615	4,270	3,555	2,660	2,480	2,285
144x	4,575	4,230	3,505	2,630	2,460	2,265
196x	4,535	4,185	3,470	2,585	2,410	2,225
252x	4,490	4,145	3,430	2,550	2,370	2,185
320x	4,445	4,105	3,390	2,550	2,370	2,185
412x	4,415	4,070	3,355	2,550	2,370	2,185

CARD DEMO Color Rates:

Charge per color per page or fraction	
Standard color	\$800
Matched color	\$880
Metallic color	\$1,200
Four color	\$2,290
Four color + PMS	\$3,175
Four color + Metallic	\$3,485

- Continuity Discount:** Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser Discount or Free Ad Program.
 - 3 issues = 5% off
 - 6 issues = 15% off
 - 12 issues = 25% off
- Free Ad Program:** Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.
- Total Audience Discount:** Any advertiser in who places an ad in every issue of CARDIOLOGY TODAY and CARDIOLOGY TODAY'S INTERVENTION is eligible for a 10% discount. May be combined with other earned discounts and incentives. Must be for the same product and indication in both publications.
- Prescribing Information Discount:** B&W prescribing information (PI) pages are eligible for the following discount. The 3rd page of PI and after may take a 50% discount off the earned rate.
- Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.

- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spend achieved in the year 2019 will set a Corporate Discount to be taken off 2020 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

 - Less New Advertiser/Product or Continuity Incentive
 - Less SLACK Corporate Discount Program
 - Less 15% Agency Discount

Equals net cost

ISSUANCE AND CLOSING

- Established:** February 1998
- Frequency:** 12 times per year
- Issue Dates:** 1st of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- Extensions and Cancellations:**
 - Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
 - Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after closing date.

EDITORIAL

- General Editorial Direction:** CARDIOLOGY TODAY delivers the most up-to-date news in the field of cardiac medicine. The newspaper provides timely coverage of scientific meetings and events, with special emphasis on coronary heart disease, electrophysiology and arrhythmias, interventional cardiology including catheterization, myocardial disorders and cardiovascular pharmacology. In addition, the newspaper provides news about the latest legislative and regulatory developments affecting the practice of cardiology.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Cover Story
 - Device of the Month
 - Commentary
 - In the Journals
 - Meetings and Courses
- Origin of Editorial:**
 - Staff Written:** 85%
 - Solicited:** 10%
 - Submitted:** 5%
 - Articles from Meetings:** 75%
 - Peer Review:** No.

CIRCULATION

- Description of Circulation Parameters:**
 - Cardiovascular Diseases
 - Pediatrics, Cardiology
 - Interventional Cardiology
 - Cardiac Electrophysiology
 - Internal Medicine
- Demographic Selection Criteria:**
 - Prescribing:** NA
 - Circulation distribution:**
 - Controlled: 99.88%
 - Paid: 0.12%
 - Request (non-postal): 0%
 - Paid Information:**
 - Association members: NA
 - Is publication received as part of dues?: No
 - Subscription rates:** U.S.: \$380/yr individual; Canada: add 5% GST; Outside U.S.: add \$89/year
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** LSC Communications
- Date and source of breakdown:** BPA Worldwide, July 2018
- Estimated total circulation for 2019:** 52,560

GENERAL INFORMATION

- Requirements for Advertising Acceptance:**
Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy 2 weeks prior to closing date.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format: Within articles
 - Are ads rotated? Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus Convention Distribution:** See Editorial Calendar
 - Other:** Advertiser Index
- Online Sponsorship Opportunities:** Contact your sales representative.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b, under Insert Information for specifications.
 - Split-run advertising.** Contact publisher for information.
- Reprints:** Yes, email: reprints@slackinc.com

INSERT INFORMATION

- Availability and Acceptance:**
 - Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
 - Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.
- Insert Charges:**
 - Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.
 - A-size inserts charged at Island half-page rate.
 - Tabloid-size inserts charged at the King page rate.
- Sizes and Specifications:**

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

- Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
 - A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.
- Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Inserts are jogged to the foot. Book trims ⅛" at head face and foot.
 - BRCs:**
 - Pricing:** Contact your Sales Representative for prices. Non-commissionable.
 - BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.
 - Quantity:** Full run — 58,000, CARD Demo 33,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
 - Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
¾ Page (Vertical)	7.05"	x 13.5"	7.55"	x 14"
¾ Page (Horizontal)	10"	x 10"	10.5"	x 10.5"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
½ Page (Vertical)	4.68"	x 13.5"	5.18"	x 14"
½ Page (Horizontal)	10"	x 6.5"	10.5"	x 7.0"
⅓ Page	4.68"	x 10"	5.18"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"
⅛ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅛ Page (Horizontal Block)	4.68"	x 2.84"	5.18"	x 3.34"

- Type of Binding:** Saddle-stitch or Perfect bound
- Print Ad Requirements:** For specifications, go to healio.com/slackadspecs

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

- Disposition of Ad Material:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

- Trim size of journal:** 10.5" x 14"
- To view thumbnails of ads specs, visit healio.com/slackadspecs
For spread ads, keep content (images/text) ¼" in on each side of the gutter
For bleed ads, add ⅛" on all sides of trim size.



2019 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/3/2018	12/11/2018	2018 Drug and Device Update		
February	1/2/2019	1/14/2019	Lipids and Cardiometabolic Disorders		
March	2/1/2019	2/11/2019	Challenges in Heart Failure and Transplantation	International Stroke Conference	American College of Cardiology
April	3/1/2019	3/13/2019	Stroke Prevention and Treatment	American College of Cardiology	
May	4/1/2019	4/10/2019	Developments in Cardio-Oncology		National Lipid Association
June	5/1/2019	5/10/2019	Advances in Cardiovascular Imaging	Heart Rhythm Society	
July	6/3/2019	6/12/2019	Cardiometabolic Diseases and Diabetes	National Lipid Association Society for Cardiovascular Angiography and Interventions	American Society for Preventive Cardiology
August	7/1/2019	7/15/2019	Blood Pressure and Hypertension		
September	8/1/2019	8/12/2019	Arrhythmia Disorders		Transcatheter Cardiovascular Therapeutics Cardiometabolic Health Congress
October	9/3/2019	9/16/2019	Myocardial Infarction and Vascular Disorders	European Society of Cardiology	Obesity Week
November	10/1/2019	10/14/2019	Treatments and Strategies for Cardiovascular Disease Prevention	Transcatheter Cardiovascular Therapeutics Cardiometabolic Health Congress	American Heart Association
December	11/1/2019	11/13/2019	Cardiac and Vascular Intervention	American Heart Association	

Note: Editorial content subject to change