

ANESTHESIA & ANALGESIA®

8,677

Total Subscribers

215,172

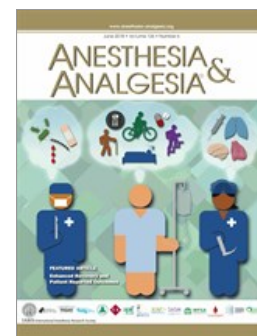
Average Monthly Visits

Website

<http://www.anesthesia-analgesia.org/>

Content Focus

ANESTHESIA & ANALGESIA is the "Gold Standard in Anesthesiology," and provides the practice-oriented, clinical research you need to keep current and provide optimal care to your patients. Each monthly issue brings you peer reviewed articles on the latest advances in drugs, preoperative preparation, patient monitoring, pain management, pathophysiology, and many other timely topics.



Organizational Affiliation

Official Journal of the International Anesthesia Research Society, the Society of Cardiovascular Anesthesiologists, the Society for Pediatric Anesthesia, the Society for Ambulatory Anesthesia, the International Society for Anaesthetic Pharmacology, the Society for Technology in Anesthesia, the Anesthesia Patient Safety Foundation, the Society of Critical Care Anesthesiologists, the Society for Obstetric Anesthesia and Perinatology, and the Society of Anesthesia and Sleep Medicine.



Impact Factor

4.305

Impact Factor Ranking

8/32 in Anesthesiology

Editor-in-Chief

Jean-Francois Pittet, MD

Deputy Editor-in-Chief: Thomas R. Vetter, MD

Frequency

Monthly

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

 [Additional Audience Data](#)

Print Circulation:	5,644
Electronic-Only Circulation:	3,033
Total Subscribers:	8,677

Website Engagement

Average Monthly Visits: 215,172

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$8,400	\$4,210	\$7,090	\$2,900
6 x	\$7,845	\$3,655	\$6,720	\$2,530
12 x	\$7,420	\$3,230	\$6,435	\$2,245
24 x	\$7,145	\$2,955	\$6,225	\$2,035
36 x	\$7,055	\$2,865	\$6,010	\$1,820
48 x	\$6,835	\$2,645	\$5,875	\$1,685

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 3 times earned B/W (PI) page rate

4-page: 5 times earned B/W (PI) page rate

6-page: 7 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

Full Page	1/2 Page	1/4 Page
\$3,800	\$2,595	\$1,720

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions.

Exclusive advertisers can run different ads in each position for maximum exposure.

3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

Premium Sponsorship Opportunities

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/13/2020	11/16/2020	11/25/2020	11/25/2020	12/15/2020
February	12/16/2020	12/17/2020	12/29/2020	12/29/2020	1/15/2021
March	1/20/2021	1/21/2021	2/1/2021	2/1/2021	2/18/2021
April	2/17/2021	2/18/2021	3/1/2021	3/1/2021	3/17/2021
May	3/18/2021	3/19/2021	3/30/2021	3/30/2021	4/15/2021
June	4/23/2021	4/26/2021	5/5/2021	5/5/2021	5/21/2021
July	5/18/2021	5/19/2021	5/28/2021	5/28/2021	6/16/2021
August	6/16/2021	6/17/2021	6/28/2021	6/28/2021	7/15/2021
September	7/20/2021	7/21/2021	7/30/2021	7/30/2021	8/17/2021
October	8/17/2021	8/18/2021	8/27/2021	8/27/2021	9/15/2021
November	9/23/2021	9/24/2021	10/5/2021	10/5/2021	10/21/2021
December	10/19/2021	10/20/2021	10/29/2021	10/29/2021	11/16/2021

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8" . Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

Non-Bleed Size			Bleed Size		
	Width	Height	Width	Height	
Full page:	7"	x	10"	8 3/8"	x 11 1/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	x 5 1/2"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	x 11 1/8"

Career & Events Section Page Sizes

Non-Bleed Size		
	Width	Height
Full page:	7 1/4"	x 9 7/8"
1/2 page horizontal:	7 1/4"	x 4 3/4"
1/2 page vertical:	3 1/2"	x 9 7/8"
1/4 page:	3 1/2"	x 4 3/4"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

- Acceptance:** All inserts subject to approval by Editor. Sample should be supplied to Sales Representative. Allow three weeks for approval.
- Sizes:** 2 page insert: 8 3/8" x 11 1/4". 4 page insert: 8 3/8" x 11 1/4" folded with 1/8" lip high folio page. 1/8" head, foot, width; 1/2" safety margin in gutter. All inserts (tipped or gathered) always jog to head. All inserts to be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.
- Paper Stock:** 80 lb. maximum. Coated or 60 lb. offset.
- Quantity:** Contact your Production Associate.
- Packing Instructions:** Carton packing preferred with quantity, publication, and issue clearly indicated.
- Shipping Address:** Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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