

# Current Research: Cardiology

Experimental  
Clinical



## About the Journal

*Current Research: Cardiology* is an English language, open-access, peer review journal providing an intellectual platform for researchers in the field of experimental and clinical cardiology. An impressive international Editorial Board has been assembled and the focus is to publish, promote and disseminate the work of medical researchers in a manner that exemplifies the highest standards in research integrity.



## Circulation and Online Statistics

PRINT CIRCULATION (CANADA)			
	ENGLISH	FRENCH	TOTAL
CARDIOLOGY	983	368	1,351
CARDIAC SURGERY	249	52	301
CARDIOLOGY INTERESTS	1,926	612	2,538
ENDOCRINOLOGY	388	116	504
THORACIC SURGERY	81	9	90
CRITICAL CARE INTEREST	339	52	391
<b>TOTAL</b>	<b>3,966</b>	<b>1,209</b>	<b>5,175</b>

Circulation numbers are the publisher's own data and may vary slightly from issue to issue. For exact circulation numbers for specific issues, please contact your Account Representative.

eTOC DISTRIBUTION (ELECTRONIC TABLE OF CONTENTS)	
	RECIPIENTS PER eTOC
SOCIETY MEMBERS, AUTHORS AND SUBSCRIBERS	6,000
AVERAGE OPEN RATE	37%*

  

ONLINE STATISTICS	
	AVERAGE MONTHLY
UNIQUE VISITORS	1200*
PAGE VIEWS	3500*

\* Source: Google Analytics

Direct enquiries and insertion orders to:  
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Publishing Medical Research Since 1984

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## 2017 Advertising Rates

### PRINT DISPLAY AD RATES

4-COLOUR WITH e-PI						
	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	DPS
1x	\$5,610	\$4,490	\$3,480	\$2,695	\$2,155	\$9,000
6x	\$5,510	\$4,410	\$3,415	\$2,640	\$2,115	\$8,900
12x	\$5,410	\$4,330	\$3,355	\$2,595	\$2,075	\$8,800
24x	\$5,290	\$4,230	\$3,275	\$2,540	\$2,035	\$8,680
36x	\$5,170	\$4,140	\$3,200	\$2,490	\$1,990	\$8,560

BLACK AND WHITE					
	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
	\$2,000	\$1,700	\$1,320	\$1,020	\$825

PREFERRED POSITIONS (COVERS INCLUDE 4-COLOUR PROCESS AND BLEED)	
Outside Back Cover	\$7,680
Inside Front Cover	\$7,180
Inside Back Cover	\$6,660
Opposite 1st TOC	15% upcharge
Other	10% upcharge
Calendar of Events – Banner (Colour)	\$2,500

OTHER ADVERTISING FORMATS	
Tip on – includes polybagging, does not include printing	\$7,000
Bellywrap – includes printing and polybagging <sup>†</sup>	\$6,000

<sup>†</sup>Available only to OBC advertisers

INSERTS / OUTSERTS	
Insert (2 pages – 1 sheet) <sup>†</sup>	\$6,000
Outsert (2 pages – 1 sheet) <sup>†</sup>	\$7,750

<sup>†</sup>Some restrictions apply. Please contact your Account Representative.

**COMMISSION AND DISCOUNTS:** Recognized agency commission 15%. Production charges are noncommissionable. A cash discount of 2% of the net billing is allowed if payment is made within 10 days from the date of invoice. All billings are due and payable 30 days from the date of invoice. Both the advertiser and its agency are jointly and severally liable for the payment of the invoice.

Cancellations cannot be accepted after closing date.

**PAAB APPROVAL:** All drug advertisements, including prescribing information, must be cleared by the Pharmaceutical Advertising Advisory Board.

**MECHANICAL SPECIFICATIONS:** [www.pulsus.com/mechspecs.pdf](http://www.pulsus.com/mechspecs.pdf)

Pulsus Group journals are defined by section 19 of the Income Tax Act. The deduction of advertising costs for advertising in these publications is, therefore, not restricted.

**All prices quoted are gross; exclusive of applicable taxes**

### CLOSING DATES

ISSUE DATE	SPACE CLOSING	MATERIAL DUE	PROJECTED RELEASE DATE
Spring	February 5	February 12	March 11
Summer	May 6	May 13	June 10
Autumn	August 12	August 19	September 16
Winter	November 4	November 11	December 9

### DIGITAL AD RATES

BANNERS	GOLD	SILVER	BRONZE	eTOC (Electronic Table of Contents)
<b>RATE</b>	\$1,000/ month	\$750/ month	\$500/ month	\$2,000/ eTOC
<b>DIMENSIONS</b> (width x height)	728 x 90 pixels	160 x 600 pixels	160 x 600 pixels	728 x 90 pixels
<b>DESCRIPTION</b>	Leaderboard (top position)	Skyscraper (right hand side)	Skyscraper (left hand side)	Leaderboard (top and bottom)

- Banner ads due 5 days prior to the first of the month or 5 days prior to eTOC distribution
- Banner ad linked to URL of your choice
- Flash advertisements are not permitted
- Animated GIFs are permitted for online banners, not for digital edition (static only)
- Supported file formats: PNG, GIF or JPEG
- Static file not to exceed 40 KB; Animated GIFs not to exceed 200 KB
- eTOC sent concurrently with the print edition release. A second eTOC is sent to highlight Open Access previous edition and its most popular articles.
- **All digital banner ads include sponsorship recognition in a print journal ad**

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