

ENDO PRO MAG

www.EndoProMag.com

2024 Media Kit



STATEMENT OF PURPOSE

We are living in a time when medical facilities are cutting costs and asking their staff to do more with less to stay competitive. The Affordable Care Act is giving those who haven't been able to afford healthcare coverage in the past, an opportunity to be more proactive in their healthcare choices. Better medicine and wider availability are helping the U.S. population live longer. One segment of our population, those age 65 and older, will double in size to nearly 92 million between 2012 and 2060. This segment will be seeking more preventative testing such as endoscopy procedures, including colonoscopies.

EndoPro Magazine is an award-winning professional publication specifically for gastrointestinal nurses, technicians, and sterile processors who work in hospital endoscopy departments, SPDs, and freestanding endoscopy centers throughout the United States and abroad.

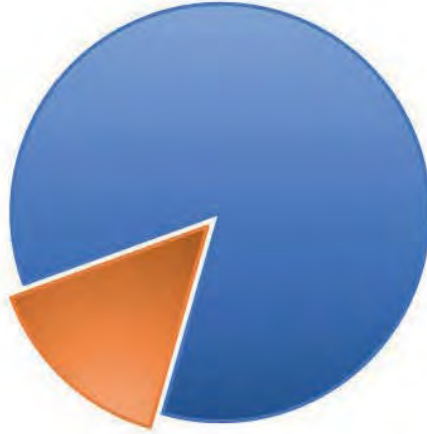
EndoPro Magazine is the only trade publication reaching this target audience with an independent and objective voice, providing nurses and technicians with the information they need to be more proficient daily. *EndoPro Magazine* delivers:

- coverage of U.S. and international news
- exclusive in-depth features on emerging issues relevant to the practice of gastroenterology
- updates on new products, research, and recent FDA approvals
- specialty columns with commentary by recognized experts in the field, including columns on infection prevention, dedicated endoscopy tech issues, personal development, endoscopic imaging, ERCP, EUS, pediatric gastroenterology, translational research, medical statistics, legal issues, opinion pieces, guest editorials, and letters to the editor.

EndoPro Magazine is published by a team with more than 70 years of publishing experience (including the team behind *EndoNurse* magazine). Our team will continue to offer educational information to endoscopy professionals to keep them current in this fast-paced industry.

CIRCULATION 9,653

FACILITY



■ Hospital (85%) ■ Outpatient/Endoscopy Center (15%)

DEPARTMENT



■ Endoscopy (77%)
■ O.R. (7%)
■ SPD (7%)
■ Inservice Ed (8%)
■ Admin (1%)

TITLE

■ Nurse (80%)
■ Technician (11%)
■ Educator (8%)
■ Administrator (1%)



2024 EDITORIAL CALENDAR

TOTAL CIRCULATION: 9,653

2024	FEATURES	BONUS DISTRIBUTION
JAN/FEB	Standardizing the Drying Process Gut Microbes Endoscopic Retrograde Cholangiopancreatography for Bile and Pancreatic Ducts	
MARCH	Esophageal Cancer Detection Greening the Endoscopy Suite	AORN (March 9-12) Nashville, TN
APRIL	Equipment Maintenance and Repair: Most Common Mistakes Manufacturers Encounter Facility Design	HSPA (April 21-23) Las Vegas, NV
MAY	Low FODMAP Foods Practice Management Companies: Do You Need One?	SGNA (May 9-11) Louisville, KY DDW (May 18-21) Washington, DC
JUNE	Inflammation and Celiac Disease Cleaning and Disinfection	APIC (June 3-5) San Antonio, TX
JUL/AUG	Polypectomy During Insertion Scope Repair	
SEP/OCT	Disposable Scopes Short-Bowel Syndrome	
NOV/DEC	Carts and Transport Patient Positioning	

EDITORIAL CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE

Departments and columns with regular occurrence: Editors Letter, Publisher's Note, Tech Talk, Infection Prevention, Bedside Report, Personal Development, EndoPro All-Stars, Vendor Roundtable, Product Spotlight.

DEADLINES:

	JAN/FEB	MAR	APR	MAY	JUN	JUL/AUG	SEP/OCT	NOV/DEC
EDITORIAL COPY DUE	Dec 4	Jan 29	Mar 4	Apr 1	May 5	June 3	Aug 5	Oct 7
AD SPACE	Dec 13	Feb 13	Mar 18	Apr 15	May 20	Jun 17	Aug 19	Oct 21
AD MATERIALS	Jan 3	Feb 19	Mar 26	Apr 23	May 27	Jun 24	Aug 26	Oct 28

For editorial questions, please contact Michelle Beaver at Michelle.Beaver@EndoProMag.com
To reserve ad space, contact Bill Eikost at Bill.Eikost@EndoProMag.com

2024 Magazine Rate Card

TOTAL CIRCULATION: 9,653

*All rates listed are GROSS

Black & White	1x	3x	6x	12x	18x	24x
Full Page	\$4,470	\$4,200	\$3,880	\$3,480	\$2,980	\$2,670
2/3 Page	\$3,585	\$3,350	\$3,125	\$2,795	\$2,640	\$2,450
1/2 Page Island/Vertical	\$3,330	\$3,100	\$2,890	\$2,615	\$2,450	\$2,310
1/2 Page Horizontal	\$2,825	\$2,625	\$2,440	\$2,185	\$2,070	\$1,935
1/3 Page	\$2,400	\$2,210	\$2,075	\$1,870	\$1,710	\$1,610
1/4 Page	\$2,200	\$2,055	\$1,850	\$1,715	\$1,615	\$1,515
1/6 Page	\$1,465	\$1,355	\$1,260	\$1,160	\$1,095	\$1,065

Contact publisher for premium position rates and availability.
Please refer to the terms and conditions page for more information.

Color/Premium Positions

Standard color..... Add \$950 per color
 PMS or matched color Add \$1,050 per color
 Metallic color Add \$1,600
 Four-color Add \$1,500
 Four-color spread Add \$2,390

Bleed.....No additional charge
 Inserts..... Contact publisher for rates and specifications
 Cover positionsCover 4 +25%, Covers 2 +20% and 3 +15%
 All other special positions +10%

Materials: Digital File/Ad Specifications: X1A PDFs required. Must be CMYK for color. No Pantones, unless specifically requested and purchased. Include or embed all fonts, 300 dpi images and any other attachments needed for output.

Closing: Digital files must be received by 7 Toes Media materials deadline date. Copy to be typeset or designed by 7 Toes Media must be received by 7 Toes Media 60 days prior to cover date. If copy or artwork has not been received by 7 Toes Media prior to press time, 7 Toes Media may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received at least 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

Insertion Orders/Materials

Send orders, instructions, and materials to:
 EndoPro Magazine/Attn: Program Manager, PO Box 10547, Glendale, AZ 85318-0547
 Email: advertising@endopromag.com
 Phone +1 (877) 519-9592 • Fax +1 (877) 463-6097

Material Closing Dates

	JAN/FEB	MAR	APR	MAY	JUN	JUL/AUG	SEP/OCT	NOV/DEC
AD SPACE	Dec 13	Feb 13	Mar 19	Apr 16	May 21	Jun 18	Aug 20	Oct 21
MATERIALS DUE	Jan 3	Feb 19	Mar 26	Apr 23	May 27	Jun 24	Aug 26	Oct 28

MAGAZINE TERMS AND CONDITIONS

Frequency

EndoPro Magazine is published eight times a year.

Terms

All payment terms must be in writing and are subject to management approval. Invoice terms are net 15 days unless otherwise specified. After 15 days, the gross rate (NET on agreement + 15%) will be due. Account balances with invoices past terms are subject to a 1.5% monthly finance charge, and all invoices past terms may be subject to a 20% late fee.

Commissions

A 15% agency commission will be given to recognized agencies or in-house agencies provided invoices are paid within terms.

Collection

Should advertiser and/or agency default on any of its payments of advertising bills, advertiser and/or agency become responsible for all costs of collection, including but not limited to, collection fees, attorney fees, travel expenses, and court costs.

Subscriptions

\$40 per year for U.S. residents, \$60 per year for Canadian residents, and \$70 per year for foreign residents, payable in U.S. funds only.

Miscellaneous

- A. 7 Toes Media reserves the right, using its sole discretion, to accept, reject, or edit any advertisement not within 7 Toes Media's publishing standards.
- B. Advertiser and/or agency assumes sole responsibility for the content of all advertising printed by 7 Toes Media and will indemnify and hold 7 Toes Media harmless for any claims arising against 7 Toes Media, including but not limited to, claims for defamation, invasion of privacy, and trademark and copyright infringement.
- C. 7 Toes Media will charge the advertiser the prevailing market rates for the typesetting, layout, or designing of advertisements.
- D. Advertiser and/or agency will be billed or have deducted from prepaid amount(s) and any frequency discounts given by 7 Toes Media which become inapplicable due to schedule cancellation over the term of the agreement. Advertiser and/or agency will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with 7 Toes Media. Advertisers and/or agencies have the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet 7 Toes Media's written cancellation policy. In the event of a contract revision, the advertiser and/or agency will either be short-rated or credited, depending on the actual earned space used or to be used.
- E. Notice will be given before rate changes. Any contract made before rate changes will be billed at the new rate.
- F. Advertising rates are based on an average paid and non-paid circulation of 9,653. The exact circulation of the publication may vary from issue to issue.
- G. Any advertiser and/or agency based in a foreign country must prepay for each advertising insertion prior to the advertisement being published.
- H. Cancellations are not accepted unless received at least 45 days prior to the cover date in writing. The cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.