

ANESTHESIA & ANALGESIA

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GENERAL INFORMATION

1. ISSUANCE:

Frequency: Monthly.
Mail Date and Class: Periodical postage, mailed flat in wrappers.

2. ESTABLISHED: 1921.

3. ORGANIZATION AFFILIATION:

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

4. SPECIAL ISSUES: February is the Pre-Convention issue for the IARS, April is the Pre-Convention issue for the SCA, and September is the Readex Ad Test Study Issue.

5. BONUS DISTRIBUTION: Additional quantities of the journal to be distributed at the following meetings: IARS, SPA (March), SCA, SOAP (April), ASA (October), NYSSA/PGA (December).

6. EDITORIAL:

All articles are originally submitted and peer-reviewed. Editorial content includes original scientific articles, case history and case reports edited for practicing physician anesthesiologists, clinical research workers, and other allied medical personnel in the specialty, i.e. nurse anesthetists, anesthesia assistants, and pharmacists. Special editorial features: CME articles, Echo rounds, and Book reviews.

7. AD/EDIT INFORMATION: 15/85.

8. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

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

9. PLACEMENT POLICY OF ADVERTISING: Ads placed in wells.

10. UNIQUE ADVERTISING OPPORTUNITIES:

Journal Minder[®], Belly Bands, Wall Charts and Patient Education Tablets (PET). Rates Upon Request.

11. STAFF:

Editor-in-Chief: Steven L. Shafer
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The Point of Difference, Phone: +44 (0)20 8542 3200,
Fax: +44 (0)20 8543 3810; E-mail: pointofdiff@btinternet.com

CIRCULATION

12. CIRCULATION: 16,868 PAID

13. MARKET:

Medical Anesthesia. Anesthesiologists and physicians with secondary interests who devote all or much of their time to practices that involve this specialty; individuals with doctorate degrees specializing in anesthesia practice or research; allied medical field professionals; and institutions.

RATES

14. RATES: (Effective January 2010).

Freq.	1 Page	1/2 Page	1/4 Page
1 x	\$1,985	\$1,365	\$970
6 x	1,895	1,305	940
12 x	1,830	1,265	910
24 x	1,790	1,230	875
36 x	1,735	1,210	-----
48 x	1,725	1,195	-----
60 x	1,705	1,160	-----
72 x	1,605	1,120	-----
96 x	1,575	1,085	-----
120x	1,550	1,055	-----

15. CLOSING DATE FOR SPACE:

Issue Date	Space Reservations	Material Due	Inserts Due
January	11/24	11/30	12/11
Feb. (IARS Pre-Conv. Issue)	12/24	12/29	1/10
March	1/26	1/28	2/10
Apr. (SCA Pre-Conv. Issue)	2/24	2/26	3/11
May	3/26	3/30	4/12
June	4/27	4/29	5/12
July	5/26	5/28	6/11
August	6/24	6/28	7/12
September (Ad test issue)	7/28	7/30	8/12
Oct. (ASA Bonus Dist.)	8/25	8/27	9/10
November	9/27	9/29	10/12
December	10/27	10/29	11/11

(NYSSA/PGA Bonus Distribution Issue)

Cancellations cannot be accepted later than one week after space reservation date. Publication set copy, one week before closing date for space.

Contact Classified Sales Representative for Classified advertising closing dates.

16. CORPORATE RATE DISCOUNT:

LWW is pleased to offer a corporate discount program based on prior year print and online advertising spend with LWW.

Discount structures and spending levels are as follows:

Prior Year Spending Level	Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000	7.0%

This discount is guaranteed for the calendar year and will be deducted from the gross cost for each invoice.

17. COLOR:

	Per Page
One Color Process:	\$1,135
PMS Color:	\$1,450
3-color, 4-color:	\$2,570

18. INSERTS:

All inserts are subject to a \$150 production fee (non-commissionable).

2-Page: 3 times earned B/W page rate.

4-Page: 5 times earned B/W page rate.

6-Page: 7 times earned B/W page rate.

Larger units, gate-folds, tip-ins, die cuts: rates upon request.

Special handling charges, etc: for unusual insert handling, rates upon request.

Business Reply Cards: earned B&W page rate.

Larger Size Business Reply Cards: 2 times earned B/W page rate.

19. COVER AND PREFERRED POSITION RATES:

Add to earned B/W rate (color additional).

2nd Cover	50%
3rd Cover	25%
4th Cover	50%
Page Facing Contents	25%

20. SPECIAL POSITIONS:

Add to earned B/W rate (color additional).

Cardiovascular Anesthesia Ad Well: 25%

Regional Anesthesia and Pain Medicine Ad Well: 25%

21. AGENCY COMMISSION: 15%.

22. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

23. ONLINE ADVERTISING OPPORTUNITIES: Advertising on the LWW eJournal Network provides efficient exposure to your target audience. Contact your advertising sales representative about LWW eJournal Network or visit <http://www.lww.com/advertisingonline> for more information

MECHANICAL REQUIREMENTS

24. AD SIZES & BLEED SIZES:

	Ad Sizes:			Bleed Sizes:		
	Width		Depth	Width		Depth
One page	7"	x	10"	8 ³ / ₈ "	x	11 ¹ / ₈ "
1/2 page H	7"	x	5"	8 ³ / ₈ "	x	5 ¹ / ₂ "
1/2 page V	3 ¹ / ₂ "	x	10"	4 ¹ / ₄ "	x	11 ¹ / ₈ "
1/4 page	3 ¹ / ₂ "	x	5"	--	x	--
Final Trim Size	8 ¹/₈"	x	10 ⁷/₈"			

25. TYPE OF BINDING: Perfect.

26. SUBMISSION OF ADS:

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF/X1-a: Adobe Acrobat 6.0 + up. Media Requirements: CD-ROM. Electronic Transfer: Internet, FTP. Please contact your Production Associate prior to submitting a file via FTP or email. • Laser proof must accompany all digital file submissions. • 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 (between 600 and 900 dpi for images containing pictures and text, 900-1200 dpi for black & white text). • Four-color solids should not exceed SWOP density of 280%, maximum density of 300%. • Convert all RGB to CMYK. • Color ads must be accompanied by SWOP-certified proof (Kodak Approval, IRIS, etc.) • For additional digital submission information, including distiller options for PDF files, please visit our website at: <http://www.lww.com/resources/advertisers/guidelines.html>. • If you need additional help or have a question not covered, refer to <http://www.ddap.org> (Digital Distribution of Advertising for Publications) for more information on digital ad file preparation and submission.

27. PAPER STOCK:

- Inside Pages: 45 lb. Coated stock.
- Covers: 8 Pt. Coated cover stock.
- 4-Color Process: 45 lb. Coated stock.
- Journal Minder: 100 lb. Uncoated.

28. INSERT REQUIREMENTS:

- Sizes:** 2 page insert - 8 1/2" x 11 1/4" plus 3 1/2" stub for binding. 4 page insert - 8 1/2" x 11 1/4" folded with 1/8" lip high folio page. Larger sizes upon request.
- All inserts to be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Die-cuts within body of insert must be limited so as to not offset stiffness of the page and in no way adversely affect material on adjacent page. Sample of insert must be submitted to Ad Production Manager for approval. Carton Packing preferred, quantity, publication clearly indicated.
- Trimming:** 1/8" head, foot, width; 1/2" safety margin in gutter. All inserts (*tipped or gathered*) always jog to head. Further information furnished upon request.
- Stock:** 80 lb. maximum. Coated or 60 lb. offset.
- Quantity:** Consult Advertising Production Manager.
- Copy Clearance:** All inserts subject to approval by Editor. Copy should be supplied to Ad Production Department prior to printing inserts. Allow three weeks for approval.

29. BUSINESS REPLY CARD REQUIREMENTS:

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the Ad Production Manager for minimum and maximum sizes, paper stock, and binding requirements.

30. DISPOSITION OF REPRODUCTION MATERIAL:

Destroyed after one year.

31. ADDRESSES:

- Advertising contracts and insertion orders to Renée Artuso, **Anesthesia & Analgesia (Month)**, 21 Capri Drive, Roslyn, NY 11576. E-mail: rartuso@optonline.net; Phone: (516) 741-1772; Fax: (516) 741-2247.
- All materials pertinent to: **Anesthesia & Analgesia (Month)**, Brian Pieragostini, Lippincott Williams & Wilkins, 351 W. Camden Street, Baltimore, MD 21201-2436, Phone: (410) 528-4219; Fax: (443) 451-8143; E-mail: brian.pieragostini@wolterskluwer.com.
- Inserts should be sent to: **Anesthesia & Analgesia (Month and Quantity)** c/o Cadmus Professional Communications, 3575 Hempland Road, Lancaster, PA 17601.

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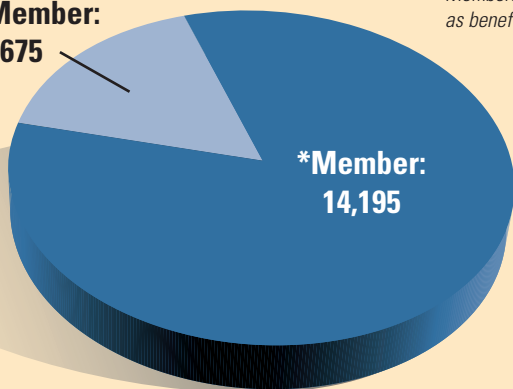
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Health

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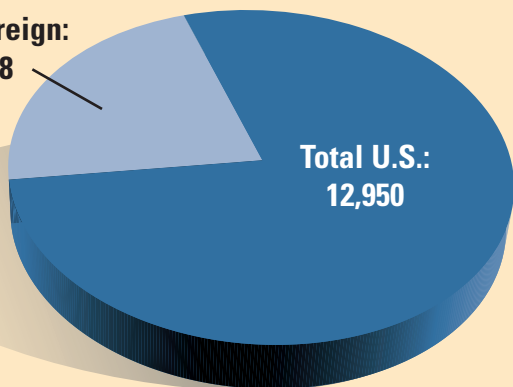
Non-Member:
2,675



*Members receive publication as benefit of membership

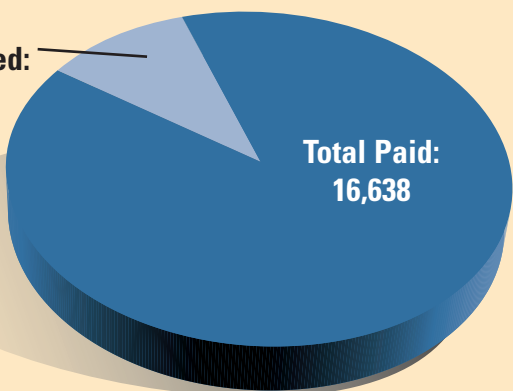
TERRITORIAL DISTRIBUTION

Total Foreign:
3,918



PAID DISTRIBUTION

Total Controlled:
230



CIRCULATION: 16,868

DEMOGRAPHICS

- Each issue of *Anesthesia & Analgesia* is read an average of 1.3 times (long journal shelf life)
- 75% of subscribers read 4 of the last 4 issues
- 70.5% of subscribers rate the overall quality as excellent
- In addition to approximately 2,000 non-member subscribers, the Journal reaches the members of the International Anesthesia Research Society, Society of Cardiovascular Anesthesiologists, Society for Pediatric Anesthesia, Society for Ambulatory Anesthesia, the International Society for Anaesthetic Pharmacology, the Society for Technology in Anesthesia, the Anesthesia Patient Safety Foundation, The American College of Critical Care Anesthesiologists, and the Society for Obstetric Anesthesia and Perinatology.

PRACTICE PROFILE

PRIMARY & SECONDARY SPECIALTIES

■ General Anesthesiology	98.8%
■ Critical Care	9.1%
■ Pain Management	9.1%
■ Pediatrics	7.9%
■ Cardiac Anesthesiology	3.6%
■ Family Practice	1.8%
■ Internal Medicine	1.2%
■ Pharmacology	1.2%
■ Transplant Medicine	1.2%
■ Other	3%

n=165

Source: Independent study conducted by the Matalia Group

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- MedLine® abstracts links
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- Advanced cross-referencing and hyperlinking to various related scientific journals (*American Journal of Respiratory and Critical Care Medicine, Journal of Biological Chemistry, Science, Cell*, and many more)



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- *Researcher Alert Service* notifies the subscriber by e-mail when material of particular interest to you is published in *Anesthesia & Analgesia*
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2010 ANESTHESIA & ANALGESIA ONLINE



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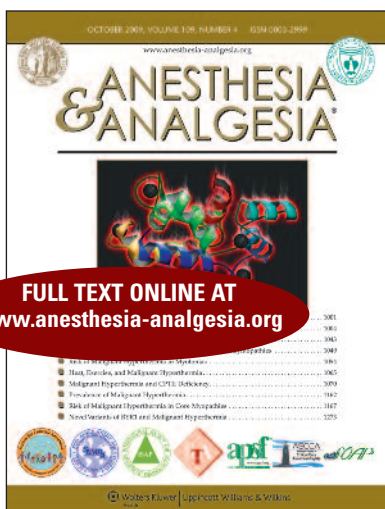
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GENERAL INFORMATION

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Anesthesia & Analgesia celebrated its 87th year of publication in 2009. The Journal is published monthly by the International Anesthesia Research Society (IARS) and includes peer-reviewed, original clinical and research articles, providing practicing physicians, researchers and allied medical personnel in anesthesiology and related fields with a wealth of information to keep them up-to-date with the latest issues and advances in the field. *Anesthesia & Analgesia* is also the official Journal



of The Society of Cardiovascular Anesthesiologists (SCA), The Society for Pediatric Anesthesia (SPA), The Society for Ambulatory Anesthesia (SAMBA), the International Society for Anaesthetic Pharmacology (ISAP), and the Society for Technology in Anesthesia (STA), the Anesthesia Patient Safety Foundation, the American College of Critical Care Anesthesiologists, and the Society for Obstetric Anesthesia and Perinatology. *Anesthesia & Analgesia* ranks 6th for impact among all 22 journals in the Anesthesiology category (ISI

Science Citation Index 2008 —Impact Factor 2.590).

No other journal can match *Anesthesia & Analgesia* for its original and significant contributions to the field. The journal is fully committed to responding to the changing nature of the specialty. Because no one practitioner can provide anesthesia, pain control and critical care for all types of surgery now in practice, the journal has commissioned leading scientist-editors to guide nine major subspecialty departments. Internationally, the journal is positioned to cover all important advances in basic and clinical anesthesiology--wherever they occur.

EDITOR: STEVEN L. SHAFER

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, Anesthesia Patient Safety Foundation, the American College of Critical Care Anesthesiologists, and the Society for Obstetric Anesthesia and Perinatology.

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International Anesthesia Research Society

INTERNATIONAL ANESTHESIA RESEARCH SOCIETY (IARS)

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Website: IARS.org

- The International Anesthesia Research Society (IARS), owner and publisher of *Anesthesia & Analgesia*, is an apolitical not-for-profit medical society founded in 1922 "to foster progress and research in all phases of anesthesia."
- The IARS has a world-wide membership of 15,000 physicians and others with doctoral degrees. There are also membership categories for residents in training and for associate members from the allied health professions.
- The IARS is completely nonpolitical, focused only on the advancement and support of education and scientific research related to anesthesiology.
- The current IARS Mission Statement is: "To improve the practice of perioperative medicine throughout the world by the creation and dissemination of medical knowledge in anesthesiology, pain management, intensive care, the related clinical practices and pertinent basic sciences."

