

# Reach

## Practicing Physicians WITHIN YOUR LOCAL MARKET



PHYSICIANS PRACTICE PRINT, DIGITAL AND CUSTOMIZED MEDIA SOLUTIONS

### PHYSICIANS TRUST US

We're *Physicians Practice*. For over 20 years, physicians in regional markets across the United States have trusted us to provide expertise in practice management.

Doctors come to us again and again for advice on hiring, billing, coding, legal services, financial management, malpractice insurance, and technology — all the areas that can help them run a more efficient practice and spend more time with patients.

**“Our advertising efforts with *Physicians Practice*, from print to e-newsletter ads, have been more successful for us than any other type of marketing effort we’ve implemented.”**

—Becky Raif, marketing director, Computer Credit, Inc.

### HOW IT WORKS

*Physicians Practice* is circulated 10 times per year to 150,000 doctors in regional markets throughout the country. Six times per year, a customized editorial insert appears within the journal for each of the regional markets. Reach customers in your target area through regional advertising space, showcased on the final page of the insert and printed on heavier stock to help your message stand out from the rest of the journal.

*Physicians Practice* makes regional advertising inexpensive and flexible by allowing advertisers to customize the market area they want to reach. Whether your target is one territory or a combination of territories, we can work with you to grow your business in the areas you are targeting!



- American Society of Business Publication Editors (ASBPE)
- American Society of Healthcare Publication Editors (ASHPE)
- Trade Association Business Publications International (TABPI)

PHYSICIANS PRACTICE 2012 REGIONAL MEDIA KIT

# Better Value

## THAN OTHER REGIONAL MEDICAL PUBLICATIONS

- We target only physicians — they often mail to academics, retirees, and students.
- We provide sound business and financial advice — they typically focus on clinical data.
- Our prices are highly competitive, and we offer the synergy of print advertising, online advertising and direct marketing solutions.

### 2012 REGIONAL CLOSING DATES

ISSUE	SPACE	ARTWORK	PUBLISHED
January	11/18/11	11/23/11	1/3/12
March	1/22/12	1/25/12	3/1/12
May	3/23/12	3/28/12	5/3/12
July/August	6/1/12	6/6/12	7/16/12
September	7/20/12	7/25/12	9/4/12
November	9/21/12	9/26/12	11/5/12

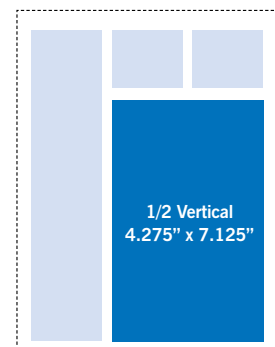
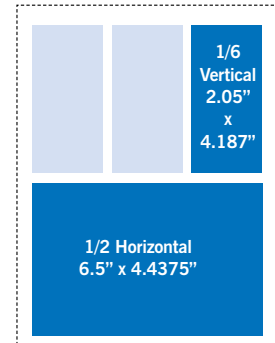
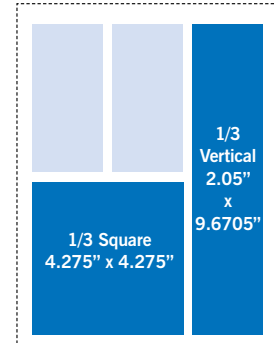
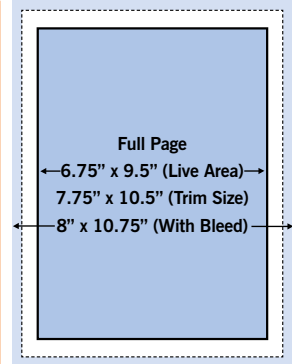
### RATES

#### WE CAN FIT ANY BUDGET

To estimate your rate, refer to the Market Circulation Breakout document that accompanies this media kit. Using the sum of the circulation(s) you see associated with the desired market; find rates according to ad size and frequency in the matrix below.

AD SIZE, FREQUENCY	CIRCULATION						
	1-5K	5-10K	10-15K	15-20K	20-25K	25-30K	30-35K
Full Page, 1x	2,293	2,479	2,681	3,621	4,954	5,215	5,488
Full Page, 3x	2,179	2,355	2,546	3,441	4,718	4,965	5,227
Full Page, 6x	2,070	2,238	2,419	3,269	4,493	4,730	4,979
1/2 Page, 1x	1,720	1,859	2,101	2,716	3,714	3,910	4,117
1/2 Page, 3x	1,634	1,767	1,910	2,581	3,537	3,724	3,921
1/2 Page, 6x	1,552	1,678	1,814	2,452	3,369	3,547	3,733
1/3 Page, 1x	1,147	1,240	1,340	1,811	2,477	2,607	2,746
1/3 Page, 3x	1,089	1,178	1,273	1,720	2,359	2,484	2,615
1/3 Page, 6x	1,035	1,119	1,210	1,634	2,247	2,365	2,490
1/6 Page, 1x	688	743	804	1,087	1,487	1,565	1,647
1/6 Page, 3x	653	707	763	1,032	1,415	1,491	1,579
1/6 Page, 6x	621	671	726	981	1,348	1,420	1,494

\*\*Contact for rates on 3+ markets, as discounts apply.



For complete specs, visit <http://mediakit.ubmmmedica.com/production-resources>

### SPECS

# Integrated Solutions

## THE PHYSICIANS PRACTICE BUYERS GUIDE IS AN ONLINE DIRECTORY WHICH ALLOWS YOU TO REACH 40,000+ BUYERS EACH MONTH.

The Physicians Practice Buyers Guide is where physicians and office administrators turn when purchasing business solutions like yours. The Buyers Guide lists products and services that are always in demand. Over 90 industry categories include banking, billing services, collection services, financial services and planning, medical liability insurance, outsourced IT, and practice management firms. To create your listing now, go to <http://buyers-guide.physicianspractice.com>.



### LISTING PACKAGE RATES (PER CATEGORY)

	"C" PACKAGE	"B" PACKAGE	"A" PACKAGE
Featured Listing	●		
Logo	●		
Listing Description Size	1,000 characters	500 characters	NA
Phone	●	●	●
Fax	●	●	●
Address	●	●	●
Email	●	●	●
Website	●	●	●
<b>PRICING/NET PER LISTING (1 YEAR)</b>	<b>\$599</b>	<b>\$399</b>	<b>\$199</b>

### ADDITIONAL OPTIONS

A wide variety of additional marketing opportunities are available through *Physicians Practice*. In addition to print display ads and Buyers Guide listings, we offer:

**DIRECT MAIL LISTS** targeting physicians by geographic region, practice size, or specialty.

**REPRINTS** of our award-winning print articles for your sales collateral.

**SYNDICATED CONTENT** for inclusion on your website or in your e-newsletter.

**INSERTS/OUTSERTS** in our publication, including your sales brochure and other materials.

**GEO-TARGETED BANNERS** on Physicians Practice.com. 728x90, 300x250, 160x600 sizes available.

*With Physicians Practice, you can also:*

**COMBINE MULTIPLE REGIONS** to increase your target audience—discounts apply!

**REACH BUYERS** in our annual **technology-focused** issue, which combines practical solutions for tech-wary physicians and office staff.

**ADVERTISE** in one of our highly popular, opt-in e-newsletters, distributed to tens of thousands of doctors and practices.

### CONTACT

Eric Temple-Morris  
Group Director,  
Business Development

503 203 1060  
[eric.temple-morris@ubm.com](mailto:eric.temple-morris@ubm.com)  
[ubm.com](http://ubm.com)