

The Journal of AMERICA'S PHYSICIAN GROUPS

2022 Media Kit



AUDIENCE

The Journal of America's Physician Groups is distributed to APG members, top C-suite executives, public policymakers and other healthcare decision-makers throughout the U.S., including Puerto Rico.

ESTABLISHED

2007

STAFF

Publisher

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CIRCULATION PER ISSUE

5,000 hard copy subscribers

10,000 digital subscribers

Digital Platform: ISSUU

Up to **4,000** additional copies per year are distributed at APG events & meetings

FREQUENCY

3 times a year

AGENCY DISCOUNTS

15%

ABOUT THE JOURNAL OF AMERICA'S PHYSICIAN GROUPS

The Journal of America's Physician Groups offers educational, inspirational, and timely editorial content that explores current issues in the value-based care movement.

The Journal delivers up-to-date information

to APG members and other healthcare leaders throughout the 50 states and Puerto Rico. Each issue features stories

on prominent healthcare organizations and experts, trends, legislation,

information technology, accountable care organizations, and other critical

topics of interest to readers.



2022 CALENDAR

Spring/Conference Issue

Editorial and Advertising Deadline: April 15, 2022

Publishing: Early June 2022

Summer

Editorial and Advertising Deadline: July 8, 2022

Publishing: Early September 2022

Fall/Winter/Colloquium Issue

Editorial and Advertising Deadline: August 12, 2022

Publishing: Early December 2022

For advertising questions, contact Valerie Okunami at 916-761-1853 or journalofapg@gmail.com.

For editorial questions, contact Greg Phillips at communications@apg.org.

ADVERTISING PAGE DIMENSIONS

Spread (Bleed)	16.5" x 11"
Spread (Non-Bleed)	15.25" x 9.75"
Full (Bleed)	8.375" x 11"
Full (Non-Bleed)	7.25" x 9.875"
1/2 (Non-Bleed)	7.25" x 4.8125"
1/2 vertical (Non-Bleed)	4.75 x 9.875
1/4 horizontal *	4.75" x 3.5"

**1/4 page ad sizes will be stacked on a page and are not available for page dominance.*

AD SPECS:

Trim Size:	8 1/8" x 10 7/8"
Paper:	70# self-cover
Binding:	Saddlestitch
Screen:	150 line recommended

Full Color	1x	2x	3x
Full Page	\$3,135	\$2,975	\$2,827
1/2 page	1,881	1,787	1,695
1/4 page	1,095	1,045	990
2 page spread	4,706	4,470	4,230
Premium Placement:			
OBC	4,389	4,175	3,955
IFC	3,920	3,723	3,525
IBC	3,602	3,425	3,250
Black and White			
Full page	2,039	1,936	1,837
1/2 page	1,221	1,160	1,200
1/4 page	715	682	643
2-page spread	3,058	2,904	2,750
Inserts			
2 page	2,447	2,320	2,200
4 page	2,882	2,739	2,600
6 page	3,542	3,371	3,195

AD FILES:

High-resolution PDF preferred. JPG, EPS, and Adobe InDesign are also accepted.

EMAIL ADS TO:

journalofapg@gmail.com. If larger than 6MB, please send via dropbox.com.

ADDITIONAL INFO:

All ad and insert rates are per insertion. Color may be added to a black and white ad for \$100 per color (CMYK only). Add 10% for preferred placement. APG members and partners receive discounted rates.

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