

VEIN

MAGAZINE

TARGETED MARKETING
TO THE VENOUS DISEASE TREATMENT SPECIALTY



MEDIA KIT 2020
WWW.VEINMAGAZINE.COM

For Advertising Contact:
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Magazine Profile

VEIN Magazine is the leading industry publication and voice for all those involved with vein disease. Distributed two times a year, *VEIN Magazine* provides clinical, industry, social and societal articles either by or about vein specialists. Our unique place is that we incorporate all those involved

Magazine Departments

Industry Events Insider peeks in to upcoming medical events and recaps of important news from recent past events.

Featured Doctor Profile Q&A's highlighting leading physicians who make significant contributions to the practice of phlebology and treatment of venous disease.



in vein disease in one publication.

Medically Reviewed

VEIN Magazine is proud to have editorial direction from industry leaders who serve as our medical advisory board, headed up by our medical director, Steve Elias, MD, FACS, FACPh. Our medical advisors include:

Oscar Alvarez, PhD, CCT, FAPWCA
Ellen Dillavou, MD, FACS
Helene Fronck, MD
Antonios P. Gasparis, MD
Kathleen Gibson, MD, FACS
Mitchel P. Goldman, MD
Neil Khilnani, MD
Nicos Labropoulos, PhD
William Marston, MD
Nick Morrison, MD
Diana L. Neuhardt, RVT, RPhS
Peter J. Pappas, MD
Joseph D. Raffetto, MD
Marlin W. Schul,
Frank Veith, MD
Joseph A. Zygmunt, Jr., RVT, RPhS



Techniques & Technology Clinical articles focused on the advancement of vein care, plus tips and advice from colleagues with helpful insight into the daily challenges of phlebology and patient care.

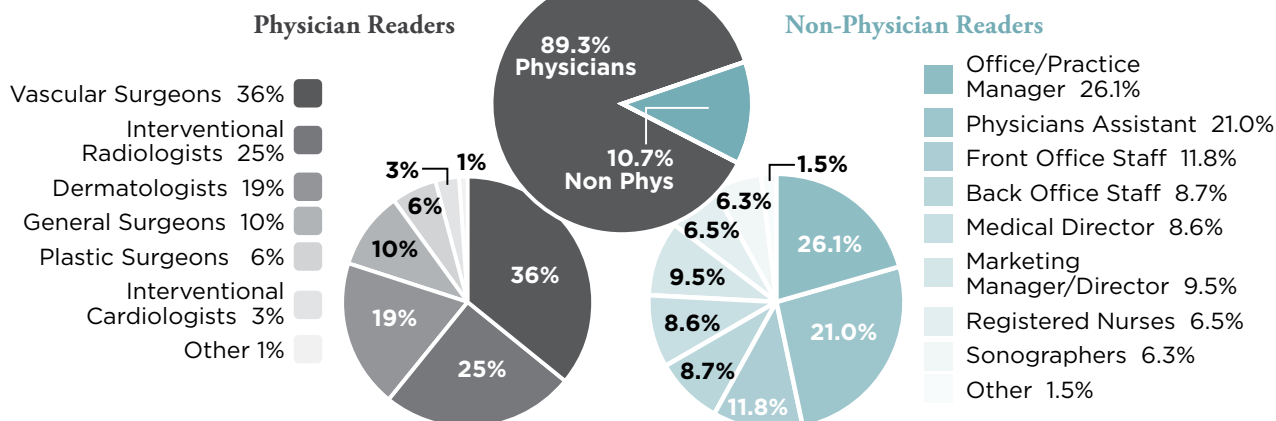
Education Penned each issue by an internationally recognized leader in vein education; sage advice and enlightenment from the front line.

Practice Management Marketing trends, equipment reviews and various techniques to help physicians and their office teams grow and maintain their vein practices.

Industry Updates Updates regarding products, advancements and technologies to improve the treatment of venous disease - the place to look for in-depth information about the cutting edge changes in the field.

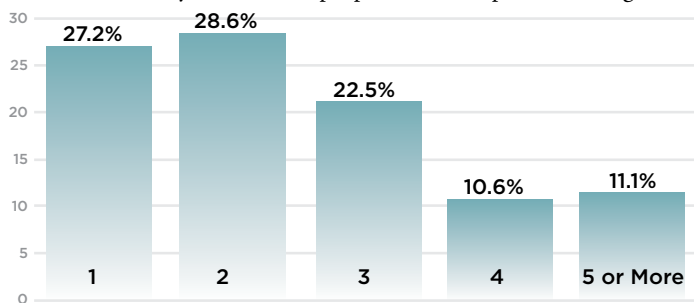
Demographics

"Who reads VEIN Magazine in your office?"



Reader Universe

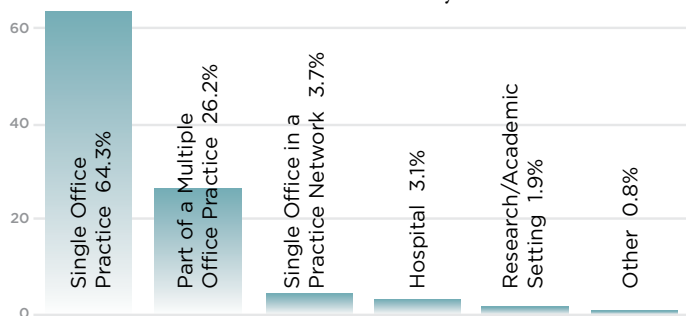
Pass-Along Readership 72.8% of *VEIN Magazine* readers report that the publication is read by two or more people within the practice setting.



"What type of practice do you have?"

Practice Size and Revenue

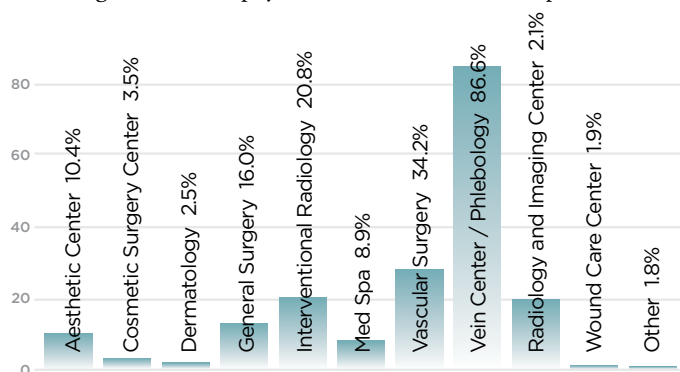
The majority of *VEIN Magazine* readers are from stand-alone clinics that include single- and multiple-office practices, with the average revenue for these facilities at \$2.86mm annually.¹



"How many people read VEIN Magazine in the office?"

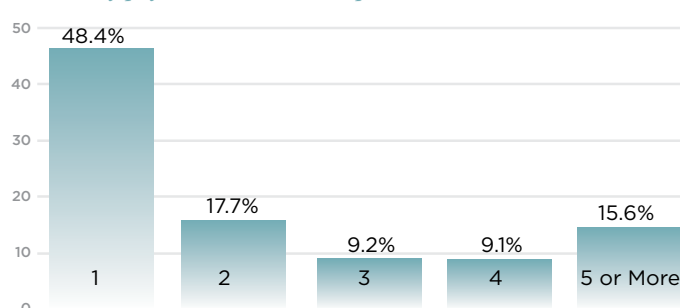
Practice Profiles

VEIN Magazine reaches physicians within a number of practice settings.



51.6% of readers indicate that they work with multiple physicians within their practice setting.

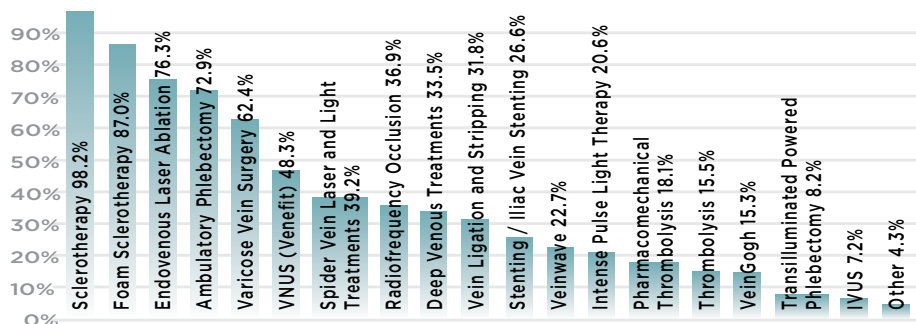
"How many physicians work at this practice location?"



Types of Procedures Offered

"We offer the following procedures."

¹ Reader responses to the open-ended question: "What is the estimated annual revenue for your location?" were averaged to achieve this annual revenue figure.



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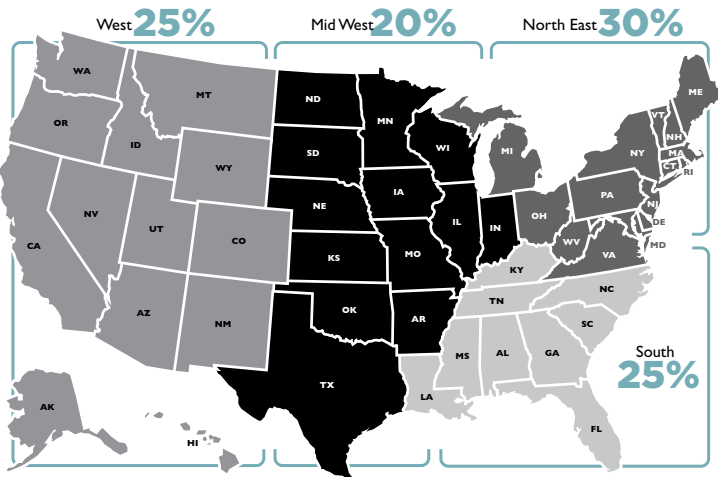
M A G A Z I N E

Distribution

VEIN Magazine is distributed 2 times per year



Opted In Subscription List: 15,000



Show Distribution*

VEIN Magazine works closely with organizations within the venous disease treatment community

Spring/ Summer Issue	International Vein Conference <i>(www.ivcmiami.com)</i> New Cardiovascular Horizons Annual Conference <i>(ncvh.org)</i> Society for Vascular Surgery Annual Meeting <i>(vascular.org)</i>	2,300+ Copies
Fall/ Winter Issue	Vascular Interventional Advances Conference <i>(vivaphysicians.org)</i> American Vein and Lymphatic Society <i>(avlscongress.org)</i> VEITHsymposium <i>(veithsymposium.org)</i> American Venous Forum <i>(veinform.org)</i> Society of Interventional Radiology Annual Scientific Meeting <i>(sirweb.org)</i> Venous Symposium <i>(www.venous-symposium.com)</i>	3,700+ Copies
All Issues	Direct mail to subscriber list (Opted-in Sub List)	13,300+ Copies

*Historical distribution for past annual events, subject to change.



Print Advertising Rates

Premium Positions

Size	1X	4X
Full Spread	\$7600	\$7000
Full Page	\$3800	\$3500
2/3 Page Vertical	\$3500	\$3000
1/2 Page Horizontal	\$3000	\$2500
1/3 Page Vertical	\$2000	\$1500
1/4 Page	\$1300	\$1000

20% over page rate. Options include the inside cover, page 1 (opposite inside cover), inside back cover and back cover.

Preferred Positions

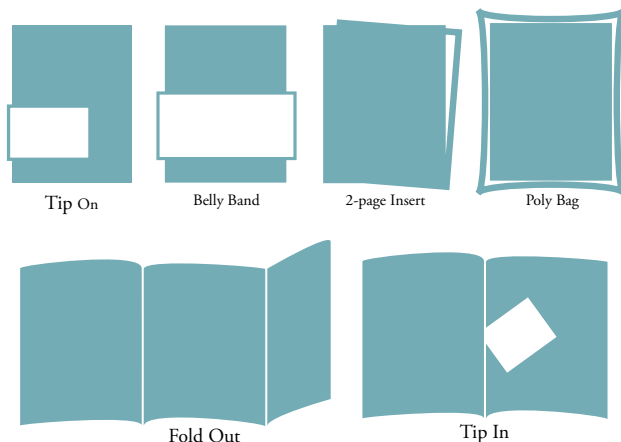
15% over page rate. Options include opposite TOC, across from Medical Director's letter and inside cover story article.

Additional Placement

20% over page rate. Options include tip on, tip in, belly bands, 2-page inserts, fold outs and poly bags.

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M A G A Z I N E



Digital Rate Card

Our digital platforms reach thousands of vein industry professionals and venous specialists across web, email, and the flipbook issue of VEIN.

Banner Advertising

Advertising on www.veinmagazine.com

- National audience
- Geo targeting options
- Different ad sizes available
- Three positions to choose from
- \$250/month (all three positions)

Upper Showcase (728 x 90)

Top of homepage and throughout the site.

Right Rail Banner (300 x 250)

Right sidebar of homepage and throughout site.

Lower Showcase (728 x 90)

Bottom of homepage and throughout the site.

Email Newsletter Sponsorship

Monthly magazine newsletter plus bi-weekly B2B practice management newsletter to 2,400+ active subscribers. Sponsorship and dedicated email blast available. (50¢ per email). (600 x 150px at 72dpi).



60 Second Commercial

High-quality personalized product commercial featuring modern presentation, professional narration, and visual impact. \$450.00.

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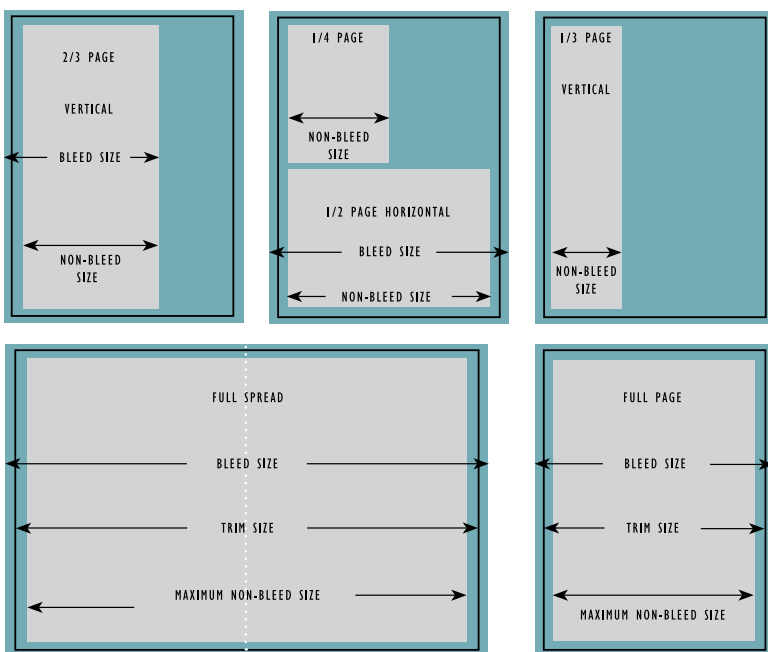
File Formats and Specifications

Mechanical Specifications

Space Unit	Trim Size	Bleed	Non-bleed
Full Spread	16.250" x 10.812"	16.500" x 11.062"	15.500" x 9.687"
Full Page	8.125" x 10.812"	8.375" x 11.062"	7.000" x 9.687"
2/3 Page Vert		5.312" x 11.062"	4.625" x 9.687"
1/2 Page Horiz		8.375" x 5.500"	7.000" x 4.750"
1/3 Page Vert		N/A	2.250" x 9.688"
1/4 Page		N/A	3.500" x 4.750"



! Please be sure to leave a 1/4" to 3/8" safety margin from trim on all live content. All bleed materials must extend 1/8" beyond trim edge and contain crop and bleed marks. All art must be CMYK or Gray-scale mode. Spot or custom colors will not be accepted.



We accept the following formats:

High-resolution/Press Ready (300dpi) PDF

Resolution

Ensure all images are a minimum of 300dpi at 100% placement size.

Colors

Convert all spot/custom colors to four-color process (CMYK). Do not submit files in RGB, or files containing additional channels. It is strongly recommended that you preflight your files using industry standard software.

WE CANNOT GUARANTEE EXACT COLOR MATCHING

Printing Specifications

Sheet-fed Covers: 80# Sonoma Gloss Cover - 5/4: CMYK + AQ over CMYK

Web Text: 70# Sonoma Gloss Book, 4/4: CMYK, (150 Line-screen), Perfect Bound

Electronic Delivery of Advertising Materials

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