

# M.D.

The Lifestyle Magazine for Physicians

*Premier Issue*

# 2007

**2007 Media Kit**

**Unique Editorial for Physician Lifestyles**

**High Readership & Excellent Distribution**

**Published by: *IPS Publishing, Inc.***

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**[www.mdlifestyles.com](http://www.mdlifestyles.com)**

# M.D.

The Lifestyle Magazine for Physicians

*Premier Issue*

MD  
EDITORIAL

## **General Background**

M.D., a publication from Integrated Physician Services, Inc., is a market brand among those that serve the non-clinical side of physician lifestyles.

## **Editorial**

MD Lifestyles Magazine is a Lifestyle Publication that brings to the Physician an "all-in-one" magazine that embodies all of the genres in the active Lifestyle's of Doctors and their Practices.

MD Lifestyles is dedicated to providing the Medical Professional with a conduit to Interesting, Informative and Entertaining information.

MD Lifestyles presents information for your business from billing updates to practice management, Advice from Experts, to the newest Stock Advice and the information you need for your CME requirements. Trying to balance time between work and family? MD Lifestyles will bring you informative information to help you reach that goal.

With each issue MD Lifestyle's will help you plan your next "Excursion". Would you like to explore the newest "Hot Spot's", or maybe an exciting "Exotic Destination"? Explore a Museum, Enjoy a concert? Want to check out the Newest Luxury Cars, Boats, Aircrafts and the Hottest Gadgets? Explore them all! MD Lifestyle will take you there...

MD Lifestyles also brings you insight on fitness, diet, your own medical health and key ingredients for a healthy, active Lifestyle.

MD Lifestyle is printed and distributed quarterly to Medical practices throughout the US. With special editions featuring articles, reports and interviews on Lifestyles, Technology, Business and Trends. Looking for a Publication that brings you what you need in an informative and entertaining way? Then, MD Lifestyles has been created, just for what ails you.

## **In Every Issue**

Cover Story  
Publisher's Note  
MD Techno File  
MD Wellness  
MD Economics  
MD Ask the Expert  
MD Soup  
MD Torque  
MD Classifieds

[mdlifestyles.com](http://mdlifestyles.com)

## Why You Should Market Your Product or Service to Physicians?

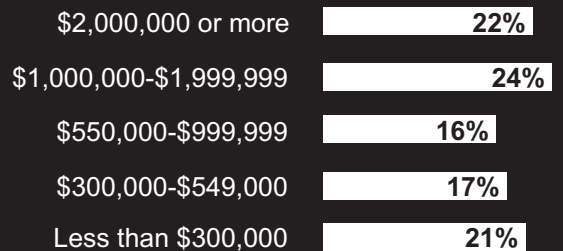
- ♦ One-third of physicians are debt-free.
- ♦ One-third of physicians spend at least 20 percent of gross income for housing.
- ♦ On average, physicians spend 5 percent of income on vacations and 5 percent on non-business insurance premiums.
- ♦ 9 in 10 doctors have life insurance with a median total face value of \$500,000.
- ♦ Nearly 40 percent of physician households have 3 or more vehicles.

### We Make It Easy For Physicians to Find You.

Physicians need your products and services, both professional and personal, whether you offer pharmaceuticals, billing services, technology, legal and financial services, automobiles, real estate or vacation planning. We make it easy for physicians to locate you.

### PHYSICIAN NET WORTH

More than 1/5 of MD's readers are multimillionaires.  
 Most of the rest expect to join the club by the time they retire.



*Percent of Doctors*

### Physician Readership Percentage

General Practitioners	<b>3%</b>	Male	<b>71%</b>
Family Practitioners	<b>29%</b>	Median Age	<b>50 Years</b>
Internal Medicine	<b>35%</b>	Mean Net Income	<b>\$175,093</b>
Osteopaths	<b>8%</b>	Total Net Worth	<b>\$1,715,970</b>
Cardiologists	<b>8%</b>		
Obstetricians/Gynecologists	<b>14%</b>		
Urologists	<b>3%</b>		

## EFFECTIVE DATE & DISCOUNTS

**EFFECTIVE RATE DATE:** January 2007. New rates will be announced at least three months prior to the closing date of the issue for which they become effective.

**AGENCY COMMISSION:**

15% of gross billings to recognized agencies on space, color, cover, and preferred position changes.

**CASH DISCOUNT:**

Net 30 days. No cash discount.

**CORPORATE DISCOUNTS PROGRAM**

<u>Corporate Spend</u>	<u>Discount by Brand</u>
\$1,300,000*	6%
1,000,000	5%
750,000	4%
500,000	3%
250,000	2%
150,000	1%

The corporate spend is based on 2007 net total or 2008 net total corporate spend (as defined by a manufacturer and its subsidiaries), whichever is larger. The total includes all editions of MD and Special Publications.

\*Additional savings programs available for advertisers with expenditures greater than \$1.0 million. Consult publisher.

**PREPAYMENT DISCOUNTS:**

Advertisers prepaying their contracts are entitled to a 3% discount from the net for a quarterly prepaid discount. These contracts cannot be cancelled. FDA considerations will be accommodated. No prepay minimum.

## INSERT INFORMATION

**AVAILABILITY AND ACCEPTANCE:**

Demographic inserts are available in all issues. All inserts are subject to acceptance by the publisher. Remnant space may be available; consult publisher.

**CHARGES:**

Applies at earned black-and-white page rate plus

\$895.00 mechanical fee (commissionable).

**QUANTITY REQUIRED:**

(Approximate quantity required. Call for exact quote.)

**ME SPLITS OR DEMOGRAPHIC SPLITS:**

Use following formula for an estimate (call your representative for exact quote): Use the percentage of circulation of appropriate demo (MINIMUM 50%), times the BW rate of that per page based on your earned frequency.

For quotes less than 50%, the \$895 mechanical fee applied to all inserts does not apply. For quotes between 50%-100%, use a prorated mechanical fee.

For all splits a \$1,000 label/production fee applies. An additional \$200 fee applied to all additional split demos. All fees are commissionable. All pages count as full pages when calculating earned frequencies. This formula applies when the ME match has already been completed with MMS. If MD Magazine selects the names, additional charges apply.

**SINGLE-AUDIENCE OPPORTUNITIES**

For Inserts Only: OBG-only, URO-only, Primary Care-only, Cardiology-only. Available, consult publisher.

**DISCOUNT:**

Available on 12 page (or larger) inserts:10%. Insert must be supplied as a single piece.

**SUBSCRIPTION RATE:**

\$29.95 per year for U.S. delivery.

**MAILING HOUSE:**

MMS (Medical Marketing Service, Inc.)

**PRINTING:**

Web Offset

**BINDING:**

Perfect Bound

**TRIM SIZE:**

7 3/4" X 10 1/2"

**PAGE FORMAT:**

3 columns (each 2 1/8" wide x 9 3/4" deep)

**ADVERTISING DIMENSIONS:**

	<b>Non Bleed Sizes</b> width x depth	<b>Bleed Sizes</b> width x depth
Full Page	7" x 9 3/4"	8" x 10 3/4"
1/2 Page (hor.)	9 3/4" x 3 3/8"	10 3/4" x 3 7/8"
1/2 Page (ver.)	3 3/8" x 9 3/4"	3 7/8" x 10 3/4"
2/3 Page	4 3/8" x 9 3/4"	4 7/8" x 10 3/4"
1/3 Page (vert.)	2 1/8" x 9 3/4"	2 5/8" x 10 3/4"
1/3 Page (square)	4 3/8" x 4 7/8"	4 7/8" x 5 3/8"

**LIVE MATTER:** Keep live matter 3/8" from trim on all sides.

**REPRODUCTION REQUIREMENTS:****PREFERRED FILE FORMAT:** PDF-X1a**ACCEPTED FORMATS:** TIFF/IT-P1 (CT at res 12 - LW at res 80); CT/LW/FLYT, DCS-2

For processing of formats not listed, contact Christine at 239-514-3777.

**ACCEPTABLE MEDIA:** CD-ROM/DVD

**DIGITAL PROOFS:** KODAK APPROVAL or equivalent high quality proof meeting SWOP specifications must be provided with the supplied file.

**OTHER INSTRUCTIONS:** Supply files as single pages and not spreads. The single page image area should be furnished to magazine trim size and include 1/8" bleed top, bottom and outside only. CMYK is the only accepted mode for 4 color ads.

**LABELING INFORMATION:** The following information is required when shipping ad materials:

- Publication name and issue date.
- Advertiser, product, caption/headline and agency name.
- Agency contact person and phone number or vendor name and number.
- List of contents (print of disk contents)

**SHIPPING INSTRUCTIONS:** Ship digital file, proof and content to:

**MD Lifestyles Magazine**

1726 Medical Boulevard

Suite 101

Naples, FL 34110

**Attn:** Christine Rhode**Telephone:** 239-514-3777**INSERT REQUIREMENTS:**

Single leaf or Multipage (folded, no lip)

**SUPPLIED SIZE:** 8" X 10 3/4"**TRIM SIZE:** 7 3/4" x 10 1/2"; all sides trim 1/8"**SAFETY:** 3/8" from trim sides for live matter**JOG:** To head

**STOCK:** One leaf (two page) inserts: 80lb. maximum; bulking factor no greater than .004" for coated or uncoated stock. Multiple leaf inserts: 80lb. maximum; bulking factor no greater than .004" per leaf for coated or uncoated stock.

## Custom Print Solutions

Stretch your tight marketing budget by effectively combining your traditional print and collateral budgets with our special custom publishing packages. Whether it's your latest product literature, a direct mail brochure, or a CD/DVD featuring product demonstrations, our customized solutions provide you with the biggest impact for your promotional dollars. Call your sales representative today about costs and availability.

## Online Opportunities

### *MD Magazine's Web Site*

As our website, mdlifestyles.com, becomes more popular, advertising opportunities on the site are becoming more valuable. With features including the current issue, an on-line store for physicians and more, advertising on mdlifestyles.com is a great way for you to augment your traditional print plan and drive more traffic to your company's site.

### *e-Newsletter*

To be launched in December 2007, MD Lifestyle's e-newsletter is e-mailed to more than 5,000 physician professionals. This MD Lifestyle newsletter includes practice management tips, specials and discounts from leading physician suppliers. Promotional opportunities include the top banner ad and rotating text/logo ads. All sponsorships are offered on a first-come, first-served basis and require a minimum 3 consecutive month commitment. Don't miss out!

## Contacts

### **Marketing Coordinator**

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### **Business Development**

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Name of Space	Size (pixels)	Slots	Price (Net)
A. Home Horizontal	468 x 60	10	\$1,100/mo.
B. Tower	125 x 600	8	\$1,300/mo.
C. Static Tower	125 x 600	1	\$1,800/mo.
D. Static Middle	172 x 60	1	\$1,200/mo.
E. Horizontal	468 x 60	10	\$1,250/mo.
F. Half Tower	125 x 300	10	\$1,250/mo.

<b>SPACE</b>	<b>SINGLE</b>	<b>MULTIPLE</b>
Back Cover, cmyk color	\$ 6,500	\$ 5,600
Inside Front or Back Cover, cmyk color	\$ 5,700	\$ 4,800
Full Inside Page, cmyk color	\$ 5,000	\$ 4,000
“ “ grayscale	\$ 4,400	\$ 4,200
2/3 page, cmyk color	\$ 4,200	\$ 3,900
“ “ grayscale	\$ 3,900	\$ 3,600
1/2 page vertical, cmyk color	\$ 3,300	\$ 2,900
“ “ grayscale	\$ 2,900	\$ 2,600
“1/3 page, cmyk color	\$ 2,500	\$ 2,100
“ “ grayscale	\$ 2,100	\$ 1,800