

# CHESTER COUNTY Medicine

Published by Pennsylvania's First Medical Society

2022 Media Kit

The Official Publication of the Chester County Medical Society

The Chester County Medical Society serves to promote and protect the practice of medicine for the physicians of Chester County so they may provide the highest quality of patient-centered care in an increasingly complex environment. The Society and its members are committed to improving the public health. To this end, they are active with organizations in the not-for-profit and business sectors, as well as with complementary professional organizations.

**ChesterCMS.org**

## EDITORIAL FOCUS

Published quarterly, *Chester County Medicine's* focus is on the clinical, educational, and business issues impacting patient care and practice management in Chester County, PA; while actively promoting growth, fellowship and goodwill among all practicing physicians, practice managers and the general community.

## DISTRIBUTION & READERSHIP

*Chester County Medicine* is read in print and digital format by more than 35,000 Chester County B2B and B2C consumers, from physicians, affiliated healthcare providers, practitioners, administrators and frontline personnel, to civic, social, business and community leaders, and engaged healthcare consumers.

*Chester County Medicine* is mailed directly to more than 1400 physicians, more than 1000 business and community leaders, and more than 250 high traffic waiting rooms throughout Chester County for community health and wellness education and engagement. Additional distribution occurs through community social, health and wellness events and partnerships.

Digital issues are served and distributed through an integrated web and social media strategy that includes association websites, broadcast e-mail and social media channels.

PER ISSUE

**3,000<sup>+</sup>**  
PRINT CIRCULATION

**3,500<sup>+</sup>**  
DIGITAL IMPRESSIONS

**35,000<sup>+</sup>**  
TOTAL READERSHIP



**Ask us about Bonus Distributions, Belly Bands, Cover Wraps and Polybag inserts!**

2022 Editorial Schedule	Publication Deadlines	
ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
Winter/Spring 2022 (Feb-Apr)	January 20, 2022	January 25, 2022
Spring/Summer 2022 (May-Jul)	April 20, 2022	April 25, 2022
Summer/Fall 2022 (Aug-Oct)	July 20, 2022	July 25, 2022
Fall 2021/Winter 2023 (Nov-Jan)	October 20, 2022	October 25, 2022

Deadlines are subject to moderate shifting due to association events and news. Your media representative will keep you apprised of any changes to the publishing schedule.

# INSERTION ORDER FORM

Media Representative: **Tracy Hoffmann**

Tracy@HoffPubs.com

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Size of Ad: \_\_\_\_\_ Rate: \_\_\_\_\_

Billing Contact: \_\_\_\_\_ Billing E-mail: \_\_\_\_\_

**Months to run:**

- 2022**    WINTER/SPRING (Feb–Apr)    SPRING/SUMMER (May–Jul)    SUMMER/FALL (Aug–Oct)    FALL/WINTER (Nov–Jan)  
**2023**    WINTER/SPRING (Feb–Apr)    SPRING/SUMMER (May–Jul)    SUMMER/FALL (Aug–Oct)    FALL/WINTER (Nov–Jan)

I understand the Publisher's policy does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment in full is due within 30 days of publication date. I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

**AUTHORIZED SIGNATURE**

**DATE**

Advertiser will be billed electronically per issue. Secure credit card payment link will be provided with electronic invoice. If paying by check, please make checks payable to:  
**Hoffmann Publishing Group, 2669 Shillington Road, Box #438, Reading, PA 19608**

**2022 NET ADVERTISING RATES**

Per Placement	1x	2x	4x
Back Cover	\$2500	\$2400	\$2300
Inside Covers	\$2350	\$2200	\$2100
Page One	\$2350	\$2200	\$2100
Full Page	\$2000	\$1900	\$1800
Sponsored Editorial Content	\$2000	\$1900	\$1800
2 Full Page Spread	\$5000	\$4800	\$4600
1/2 Page (Horiz. or Vert.)	\$1200	\$1100	\$1000
1/2 Page Island	\$1600	\$1500	\$1400
1/4 Page	\$700	\$650	\$600
1/8 Page	\$400	\$375	\$350
Left Digital Banner	\$325	\$300	\$250
Right Digital Banner	\$325	\$300	\$250
Bottom Digital Banner	\$250	\$225	\$200

**MECHANICAL REQUIREMENTS**

- Full Page ..... 7.375 x 9.875
- Full Page Editorial ..... up to 700 words
- Full Page Bleed (trim size is 8.375 x 10.875) ..... 8.625 x 11.25
- 2 Full Page Spread (trim size is 16.75 x 10.875) ..... 17.25 x 11.25
- 1/2 Page Vertical ..... 3.5625 x 9.875
- 1/2 Page Horizontal ..... 7.375 x 4.833
- 1/2 Page Island ..... 4.9375 x 7.5
- 1/4 Page ..... 3.5625 x 4.833
- 1/8 Page ..... 3.5625 x 2.2813
- Left Digital Banner ..... 144pixels x 570pixels, 300DPI
- Right Digital Banner ..... 144pixels x 570pixels, 300DPI
- Bottom Digital Banner ..... 500pixels x 71pixels, 300DPI

**POLICY INFORMATION**

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

Media rep will contact advertiser in advance of each placement to query whether advertiser wishes to submit a new ad or use the previous ad, where available. Should advertiser not respond with an answer and new materials before the issue publication date, publisher is authorized to use advertiser's previous ad.