

MINNESOTA PHYSICIAN

MEDIA KIT 2021



The industry-leading publication serving physicians, patients, health care administrators, and business executives.



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www.mppub.com

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MPP
MINNESOTA PHYSICIAN
PUBLISHING, INC.



Established in 1986, Minnesota Physician Publishing is a respected source for industry-leading information in the fields of health care policy, medical business, and human resource management.

We publish *Minnesota Physician*, a monthly medical business journal; *MedFax*, a weekly newsletter covering the health care industry; and an annual *Medical Services Directory*. We also host the Minnesota Health Care Roundtable, a semiannual conference devoted to the evolution of health care policy.

ADVERTISING

612.728.8600 or
comments@mppub.com

ADDRESS

PO Box 6674,
Minneapolis, MN 55406

BILLING

Phone: 612.728.8600

WEBSITE

www.mppub.com

ADVERTISING RATES

Effective January 1, 2021

Color included in cost.

AD SIZE	1 INSERTION	6x (per ad)	12x (per ad)
Full page	\$4387	\$3988	\$3688
² / ₃ page	\$4069	\$3702	\$3518
¹ / ₂ page	\$2967	\$2710	\$2487
¹ / ₃ page	\$2758	\$2522	\$2304
¹ / ₄ page	\$1764	\$1560	\$1375
Back cover	\$4960	\$4460	\$4075

GUARANTEED & SPECIAL POSITION

Minnesota Physician retains placement rights for all ads. A 10% premium will guarantee placement of ads ¹/₂ page or larger. For inside covers, add 10%.

AD SUBMISSION

Email your camera-ready ad to your account executive. Please submit ads in PDF file format. (EPS and/or Tiff files are also acceptable.) Resolution should be set at 300 dpi. All files must be CMYK or grayscale and are inspected prior to production. Covers are printed on 60 lb. coated stock. Inside pages are printed on 30 lb. newsprint.

Materials not submitted camera-ready are subject to production charges.

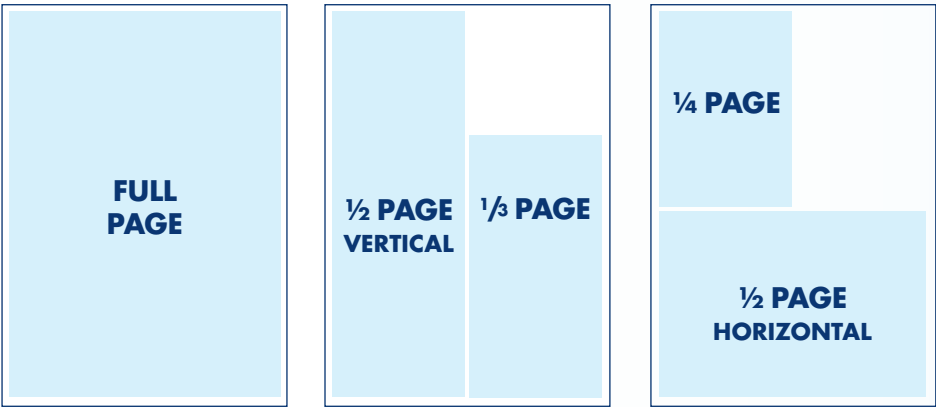
Please use these photo specifications for inside pages from our printer:

- Color photos should be saved as CMYK (not RGB)
- Scan resolution = 300 dpi
- Total ink limit (C + M + Y + K) = 230%
- Black ink limit = 70%
- Press Dot Gain = Approx 25%
- Minimum dot value (highlights) = 7%
Anything less will not hold ink
- Maximum dot value (shadows) = 70%
Anything more will saturate to solid

PAYMENT TERMS/BILLING INFORMATION

- All rates listed are net.
- A 3% discount may be taken from any invoice paid within 10 days.
- A finance charge of 18% per annum will be charged on past-due invoices.
- Non-camera-ready advertising materials will incur production charges on an individual basis.
- Payment is due within 30 days of invoice date.
- Interest, collection agency fees and/or reasonable legal fees shall be due as incurred if applicable to unpaid advertising invoices.

PRINT AD SIZES



Size	Width	Height
Full page	8.5"	11.625"
Trim size	9.5"	12.625"
Full-page bleed	10"	13.125"

Size	Width	Height
1/2 page horiz.	8.5"	5.25"
1/2 page vert.	4"	10.875"
1/3 page	4"	7.75"
1/4 page	4"	5.25"

REPRINTS

- A great way to leverage press coverage of your organization
 - An ideal supplement to your marketing/advertising program
 - Perfect for educational handouts at seminars and conferences
 - An outstanding complement to your public relations campaign
 - Color or Black & White
- Reprints are usually letter size and printed on both sides. Reprints requiring reformatted photos, additional text, logos, new photos, etc., incur production charges at \$150/hr., with one-hour minimum. Some articles are too long to print on a single page and different pricing applies.

Quantity	Color	Price
100	Black & White	\$300
500	Black & White	\$500
1000	Black & White	\$725
Read-only pdf file	Full color/with reprint order	\$125
	Full color/no reprint order	\$250
2-color = \$300 extra		
4-color process = \$450 extra		
Minimum order is 100 copies		
Local delivery \$35		

ADVERTISING CONDITIONS

- The publisher reserves the right to refuse any advertisement.
- The publisher is not responsible for any damage resulting from the content or errors in the content of any advertisement.
- If the publisher is at fault for any advertisement appearing incorrectly, the limit of that liability shall be to publish such advertisement correctly in the next issue.
- Advertisers are held responsible for all invoices billed to advertising agencies that default on payment.
- Unearned frequency discounts and cancellation penalties related to advertising agreement termination are charged back to the advertisers.
- Advertising cancellations after the 25th of the month preceding publication are not possible and will be billed.
- All ads must be bordered.

EDITORIAL PROFILE

Minnesota Physician is an independent, controlled circulation, medical journal with a monthly circulation of 17,000 copies. We publish reports on the business of medicine and are not affiliated with any national, state or county medical society or association. This independence allows us the unique opportunity to present sensitive topics from a candid and unbiased perspective.

Each issue contains several regular departments: Capsules (news briefs), Medicus (people), Interview, and a Special Focus. There are regular reports on many other recurring topics such as ethics, research and policy. See our editorial calendar on page 6.

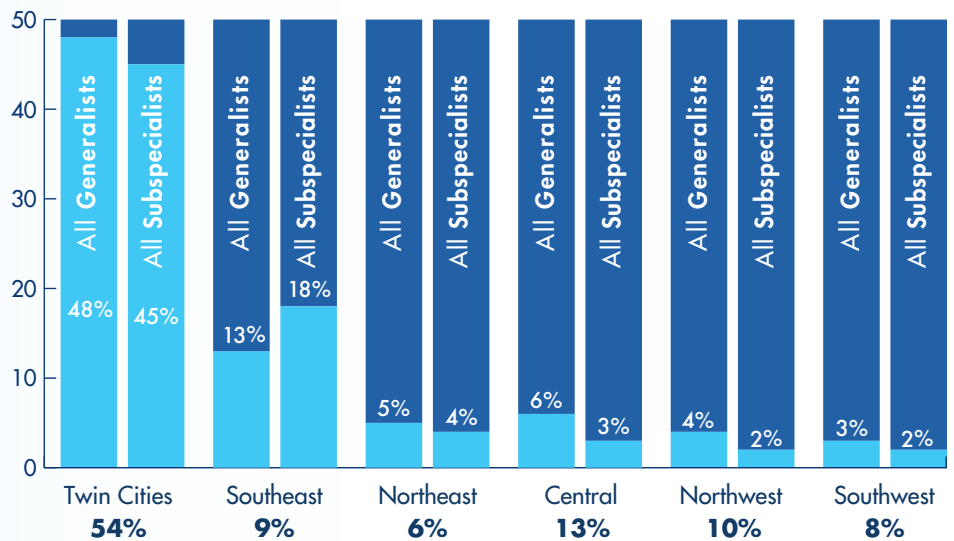
Minnesota Physician is written by physicians for physicians. Our editorial board is in constant contact with local, regional and national experts in untiring dedication to providing the most outstanding possible content.



CIRCULATION

Minnesota Physician is mailed to every physician licensed to practice in, and living in, Minnesota. We publish 17,000 copies each month. We closely monitor licensing data from the Minnesota Board of Medical Practice to maintain accurate and timely circulation. In addition to physicians, hospital and clinic administrators also receive the publication. We provide our advertisers the most extensive medical business mailing list in the state. Included on this business list are the CEOs and administrative executives from every major healthcare delivery organization in Minnesota. Annual subscriptions are available for \$48.

Regional Distribution (General vs. Subspecialty)

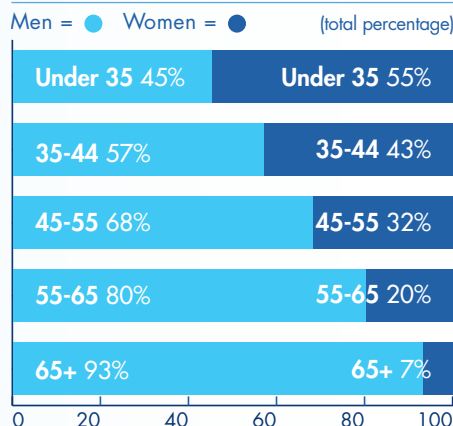


Minnesota Population by Region, 2010

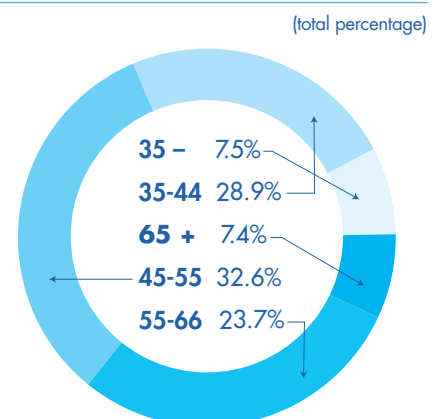
DEMOGRAPHICS

Advertising in *Minnesota Physician* produces results! We offer effective penetration into a desirable and difficult-to-reach readership. *Minnesota Physician* is supported 100% by advertising; state, county, specialty society or association dues do not fund any portion of our operation. Therefore, *Minnesota Physician* must be a successful marketing tool, and our advertisers report outstanding results. Through use of top-quality graphics and meaningful editorial content, we provide an environment where your ad is seen and read with enthusiasm. If any portion of your business comes from physicians or their working environments, advertising in *Minnesota Physician* is your most cost-effective marketing strategy.

Readership Age and Gender



Readership Age



2021 PUBLICATION DATES

January

S	M	T	W	TH	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

March

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

May

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

July

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

November

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

February

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

April

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

June

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

August

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October

S	M	T	W	TH	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SPECIAL ISSUES

- Minnesota Health Care Roundtable reports publish in the February and July issues.
- Community Caregiver publishes in the March issue.
- Health Care Architecture & Design Honor Roll publishes in the June issue.

MISSION STATEMENT

Minnesota Physician is dedicated to providing a useful and outstanding publication. We publish health care news and business research for the medical profession. We have a controlled circulation of 17,000 monthly copies, reaching every physician licensed to practice in the state of Minnesota.

Minnesota Physician fills two critical and distinct needs. First, it provides unique and relevant editorial material. It focuses on the business and competitive activities of hospitals, group or private practices and the medical industry. It stimulates communication within the health care industry and creates a forum for increased internal awareness. Second, it provides a highly supportive environment for advertising.

It offers a cost-effective opportunity to reach physicians with an advertising message. It is supported entirely through advertising and is not associated with any national, state or county medical society or association, or any third party payer or pharmaceutical company. Within a medical community recognized as a global leader, we are a trusted and vital source of business information. We maintain the highest level of professional commitment to providing our readers and advertisers with a useful and outstanding publication.

KEY:

Ad Space Reservation (for next month)

Ad Materials Due

Minnesota Physician Issue Published

2021 EDITORIAL CALENDAR

MINNESOTA PHYSICIAN

	JANUARY	FEBRUARY	MARCH	APRIL
EDITORIAL ASSIGNED BY	10/6/20	11/10/20	12/7/20	1/7/21
EDITORIAL DUE BY	12/15/20	12/15/20	2/5/21	3/5/21
PROFESSIONAL UPDATE	Pediatrics	Cardiology	Gastroenterology	Rheumatology
SPECIAL FOCUS	Maintaining Independent Practice	 Highlights from November Conference	Public Health	 COMMUNITY CAREGIVERS
AD SPACE RESERVATION	12/20/20	1/27/21	2/26/21	3/24/21
AD MATERIALS DUE	1/6/21	2/10/21	3/3/21	4/1/21
	MAY	JUNE	JULY	AUGUST
EDITORIAL ASSIGNED BY	2/5/21	3/2/21/	4/2/21	5/3/21
EDITORIAL DUE BY	3/31/21	4/22/21	5/20/21	6/24/21
PROFESSIONAL UPDATE	Women's Health	Surgery	Neurology	Family Practice
SPECIAL FOCUS	Medical Research	 HONOR ROLL 2020	 Highlights from April Conference	Care Teams
AD SPACE RESERVATION	4/28/21	5/26/21	6/23/21	7/28/21
AD MATERIALS DUE	5/5/21	6/2/21	7/1/21	8/11/21
	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
EDITORIAL ASSIGNED BY	6/4/21	6/30/21	7/22/21	8/19/21
EDITORIAL DUE BY	7/30/21	8/19/21	9/16/21	10/14/21
PROFESSIONAL UPDATE	Pain Medicine	Orthopedics	Oncology	Emergency Medicine
SPECIAL FOCUS	Health care Administration	Behavioral Health	Rural Health	Senior and Long-Term Care
AD SPACE RESERVATION	8/26/21	9/22/21	10/27/21	11/24/21
AD MATERIALS DUE	9/1/21	10/6/21	11/3/21	12/1/21

Dates and topics are subject to change.

We've helped businesses successfully reach physicians for over 30 years

Created as a marketing vehicle, our original research and editorial content is required industry reading. Advertising in *Minnesota Physician* is one of the most cost-effective methods of communicating with doctors in Minnesota.



- 17,000 monthly physician readers—by far the most widely circulated journal in the state—every physician licensed to practice plus hospital and clinic administrators.
- Written by doctors for doctors—all original commentary with the highest standards of journalistic integrity and a keen emphasis on provider advocacy.
- High-quality print production values with a heat set format and outstanding color reproduction.
- Influences and enhances referrals, both professional and patient.
- Independent business-focused content—not affiliated with any state, county, specialty society or association. Provides unbiased coverage of sensitive issues without a mission of maintaining membership.
- Advertising reaches a demanding, hard-to-reach readership that understands your support of their forum for professional communication.