MEDIA KIT
Effective January 2012

- Print Advertising
- Online Advertising
- Mobile Advertising
- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions
MARKETING TIPS AND STATISTICS

DYNAMIC LOGIC, ASSESSING AD IMPACT 2009
http://www.magazine.org/advertising/accountability/assessing-ad-impact.aspx
- Print publications provide the highest ROI of any individual medium
- The most effective combination of media always includes print
- If choosing only one medium, print provides the best return
- Adding online increases overall media buy impact by as much as 33%
- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%

PERQ HCI, INSIGHTS INTO PHYSICIAN MEDIA USAGE, 2009
- Physicians ranked print medical journals as their #1 source of information and Journals accessed online as their #6 source of information
- Physicians ranked online journals as their #2 reason to access the Internet (behind searching for info on prescriptions)

READEX RESEARCH®, SUMMARY OF AD EFFECTIVENESS STUDIES, 2010
- Ads in print publications seen and read more frequently than ever
  - In 2010, 69% of readers reported that they saw a 1 pg/4C ad, up from 65% in 2006
  - In 2010, 25% of readers actually read the ad, up from 23% in 2006
- Print ads still prompting reader action as often or more often than in previous years
  - In 2010, 34% of readers responded to ads or plan to respond, up from 27% in 2006
- Ad location in publications has no discernible effect on readership of ad
- Larger and color ads increase readership
  - 30% more respondents read 1 page ads than ½ page ads
  - 28% more respondents read 4/C ads vs. B/W ads
- Content of ad more important than position

INCENTIVE DISCOUNT
Advertisers reserving print and online together may take a 5% discount across the entire campaign.
**DESCRIPTION OF JOURNAL:**
*Aesthetic Surgery Journal (ASJ)* is a peer-reviewed international journal focusing on scientific developments and clinical techniques in aesthetic surgery. ASJ includes original research and review articles on topics relevant to the safe and effective practice of aesthetic surgery. It also offers articles outlining technical details of established and developing aesthetic surgical and nonsurgical treatments for enhancement of the face, body, and skin. The Journal also includes Continuing Medical Education (CME) articles and exams.

**OTHER ORGANIZATIONAL AFFILIATIONS:**
- American Society for Aesthetic Plastic Surgery
- Argentine Society for Plastic Surgery
- Brazilian Society of Plastic Surgery
- Canadian Society for Aesthetic Plastic Surgery
- Colombian Society of Plastic, Aesthetic, Maxillofacial and Hand Surgery
- Costa Rican Association of Plastic, Reconstructive and Aesthetic Surgery
- Dutch Society for Aesthetic Plastic Surgery
- Indian Association of Aesthetic Plastic Surgery
- Israel Society for Plastic Surgeons
- Japan Society of Aesthetic Plastic Surgery
- Korean Society for Aesthetic Plastic Surgery
- Mexican Association of Plastic, Aesthetic and Reconstructive Surgery
- Society of Aesthetic Plastic Surgeons of Thailand
- Society of Plastic and Reconstructive Surgeons of Thailand
- The Rhinoplasty Society
- Turkish Society of Aesthetic Plastic Surgery

**GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:**
All advertising is subject to the publisher’s and society’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

**SPECIAL ISSUES AND BONUS DISTRIBUTION CALENDAR – 2012**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONFERENCE DISTRIBUTION</th>
<th>DATES - 2012</th>
<th>LOCATION</th>
<th>VALUE-ADDED MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td></td>
<td></td>
<td></td>
<td>Free Ad Perception Reader Survey for all 1/2 page and larger advertisers</td>
</tr>
<tr>
<td>May</td>
<td>American Society of Aesthetic Plastic Surgery (ASAPS)</td>
<td>May 3-8</td>
<td>Vancouver, BC</td>
<td>Free Counter Cards to advertisers (1/2 pg and larger)</td>
</tr>
<tr>
<td>August</td>
<td>International Society of Aesthetic Plastic Surgery (ISAPS)</td>
<td>September 4-7</td>
<td>Geneva, Switzerland</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>American Society of Plastic Surgeons (ASPS)</td>
<td>October 26-30</td>
<td>New Orleans, LA</td>
<td>Free Counter Cards to advertisers (1/2 pg and larger)</td>
</tr>
</tbody>
</table>

*Bonus distribution at these conferences is not guaranteed. SAGE will make every effort to distribute the issues as scheduled but is not responsible for compensation to advertisers if journals do not make shipments as planned.*
Although the readership of *ASJ* consists primarily of board-certified plastic surgeons specializing in aesthetic procedures, it is also read by facial plastic surgeons, oculoplastic surgeons, and dermatologists. All ASAPS members receive the publication, plus members of international affiliate plastic surgery societies.

In addition, other physicians outside of the specialty receive the publication through individual subscriptions.

### Number of Patients Seen per Week

- 10 to 19: 5%
- 20 to 34: 20%
- 35 to 49: 30%
- 50 or more: 43%
- 1 to 9: 2%

### Procedures Performed

- Aesthetic: 68%
- Reconstructive: 22%
- Non-invasive: 9%
- Other: 1%

*Provided by Readex Research © Ad Survey*
## ADVERTISING RATES – 2012

### DISPLAY AND CLASSIFIED:

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 page</td>
<td>$2,280</td>
<td>$2,235</td>
<td>$2,185</td>
<td>$2,130</td>
<td>$2,040</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,815</td>
<td>$1,785</td>
<td>$1,750</td>
<td>$1,695</td>
<td>$1,655</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,300</td>
<td>$1,275</td>
<td>$1,240</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

### COLOR RATES:

4-Color charge (in addition to B&W rate above)...............................$1,305

### AGENCY COMMISSION:

15%

### COVER AND PREFERRED POSITION RATES

- Inside Front Cover ............................................... Earned B&W rate + 35%
- Inside Back Cover ................................................ Earned B&W rate + 25%
- Back Cover .................................................................. Earned B&W rate + 50%
- Facing Table of Contents ............................................. Earned B&W rate + 30%
- Facing First Text Page................................................. Earned B&W rate + 15%
- Other specified positions ............................................. Earned B&W rate + 15%

### INSERTS (BOUND):

#### RATES FOR FURNISHED INSERTS

- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

### PAYMENT TERMS:

Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

## CLOSING DATES – 2012

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIALS DUE</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>1/20/2012</td>
<td>1/25/2012</td>
<td>2/1/2012</td>
</tr>
<tr>
<td>August</td>
<td>6/22/2012</td>
<td>6/27/2012</td>
<td>7/3/2012</td>
</tr>
<tr>
<td>September</td>
<td>7/27/2012</td>
<td>8/1/2012</td>
<td>8/8/2012</td>
</tr>
<tr>
<td>November</td>
<td>9/24/2012</td>
<td>9/28/2012</td>
<td>10/5/2012</td>
</tr>
</tbody>
</table>

Cancellations are not accepted after closing dates for reservations and must be submitted in writing.

Cancellations for reservations with premium positions (including but not limited to all covers and TOC positions) are not permitted during the term of the agreement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## HIGH-IMPACT PRINT ADVERTISING

- **Cover Tips** - An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** - Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** - Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.
ONLINE ADVERTISING RATES

- Skyscraper (160 x 600) ......................................................... $75 CPM
  Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.

- Please note that some locations may not be available for all sites.

- Banner advertising may be available across multiple publications. Please contact your representative.

- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF

- Maximum size on banners: 40K

- All artwork is subject to review/acceptance by publisher prior to placement.

- Third party ad tags accepted.

HIGH-IMPACT ONLINE ADS

Expandable ads, roadblocks, and other rich media ads may be available. Please contact us for availability.
MOBILE WEBSITE
Each SAGE journal's website has a complementary mobile website, optimized for smaller mobile screens.

Please contact your sales representative for more information about advertising opportunities.

MOBILE APPLICATION
Only available for certain journals.

Please contact your sales representative for more information about advertising opportunities.

MICROSITES
SAGE offers our industry partners the opportunity to collaborate with us in the development of microsites on specific topics pertinent to their businesses and product lines.

These sites will become destination sites for any practitioners seeking information on the specific topic.

Information included on the microsites:
- The most relevant journal content from all of SAGE’s journals
- Feature article highlighted
- Links and related content provide by the sponsor
- “About the Sponsor” section
- Leaderboard banner for the sponsor

SAGE will host and update the site, which will be fully linkable to the sponsor’s site and the related SAGE journal sites.

This is an excellent opportunity to drive traffic to your own corporate or product sites while branding your company as the leader in that specific topic.

Please contact your sales representative for more information.

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

TRANSLATED REGIONAL EDITIONS
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS
Target the mailing list of your choice by sponsoring subscriptions to the journal.

SUPPLEMENTS
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.
E-MAIL MARKETING

E-TOC ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.
**ARTWORK SPECIFICATIONS**

Trim Size: 8 3/8" w x 10 7/8” h

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7&quot; w x 10&quot; h</td>
<td>8-1/8&quot; w x 11-1/8&quot; h</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7&quot; w x 4 7/8&quot; h</td>
<td>8-1/8&quot; w x 11-1/8&quot; h</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3 3/4&quot; w x 10&quot; h</td>
<td>8-1/8&quot; w x 11-1/8&quot; h</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3 3/4&quot; w x 4 7/8&quot; h</td>
<td>8-1/8&quot; w x 11-1/8&quot; h</td>
</tr>
</tbody>
</table>

Live matter: ¼” from trim
Linescreen: 133-150

**REQUIREMENTS FOR ELECTRONIC DELIVERY:**

**General Instructions:**
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

**Image Size/Crop:**
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

**Proof Instructions:**

- **Color Ads:** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

**File Submission Instructions:**
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

**BIND-IN CARDS AND INSERTS:**
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter.

All live copy should be no closer than ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

**POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:**
Final size of all BRCs must be 5"x7".
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

**CONTACT INFORMATION**

**FOR DISPLAY AND CLASSIFIED ADVERTISING:**
Amanda Mihalsky
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7345
Fax: (805) 375-5282
E-mail: amanda.mihalsky@sagepub.com

**FOR ARTWORK DELIVERY:**
Kirsten Beaulieu
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

**PRE-PRINTED INSERTS:**
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

**FOR REPRINT AND SUPPLEMENT SALES:**
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

**FOR RENTAL LIST SERVICE:**
asjlistrental@surgery.org