



is the official publication of the American College of Chest Physicians (ACCP). Each month it features cutting edge original research in the multidisciplinary specialties of chest medicine, such as pulmonology, critical care, sleep medicine, thoracic surgery, transplantation, airways disease, and more.

CHEST also features Recent Advances, Topics in Practice Management, Contemporary Reviews, and more. Editorials and communications to the editor explore controversial issues and encourage further discussion by physicians dealing with chest medicine.

GENERAL INFORMATION

Frequency: Monthly.

Circulation: 20,261

Mail class: Periodicals postage.

Established: 1935

Editorial: Original manuscripts only (peer reviewed), dealing with the medical or surgical aspects of pulmonary, critical care and sleep medicine, as well as thoracic surgery. Emphasis is placed upon involvement among related disciplines such as: pulmonology, internal medicine, sleep medicine, surgery, as well as anesthesiology, physiology, and radiology.

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ESSENTIAL JOURNAL STUDY

Please list the names of the publications you regard as essential.

Publication	Percentage
CHEST	81%
The New England Journal of Medicine	55%
American Journal of Respiratory & Critical Care Medicine	44%
Annals of Internal Medicine	17%
Journal of the American Medical Association	10%
Sleep	10%
Critical Care Medicine	7%
Archives of Internal Medicine	5%
Journal of Clinical Sleep Medicine	3%
Mayo Clinic Proceedings	3%

*Source: Matalia Group Essential Journal Study II; Pulmonology, October 2011

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READERSHIP STUDY

Media CHECK	Readers	Exposures
CHEST	4,590 (1)	940 (3)
CHEST Physician	4,244	1,784
Other Newspaper	4,061	1,445
Other Journal	3,141	866

PROJECTED READERSHIP STUDY

FOCUS	Readers	Exposures
CHEST	4,132 (1)	2,616 (1)
CHEST Physician	3,387	2,311
Other Newspaper	3,234	2,195
Other Journal	2,694	1,615

*Source: Kantar Media (Perq/HCI) Medical/Surgical Readership Study, June 2011

RUN OF BOOK (ROB) B/W RATES

Freq.	1 Page	1/2 Page	1/4 Page
1x	\$2,460	\$1,640	\$1,085
3x	\$2,410	\$1,625	\$1,080
6x	\$2,290	\$1,585	\$1,045
12x	\$2,205	\$1,525	\$1,005
24x	\$2,150	\$1,450	—
36x	\$2,060	\$1,390	—
48x	\$2,020	\$1,365	—
60x	\$1,970	\$1,335	—
72x	\$1,925	\$1,280	—
84x	\$1,890	\$1,245	—

COLOR RATES (PER PAGE)

Standard	\$ 860
Matched	\$1,215
3/4 Color	\$2,040

INSERT RATES

Freq.	2 Page	4 Page
1x	\$7,380	\$12,300
3x	\$7,230	\$12,050
6x	\$6,870	\$11,450
12x	\$6,615	\$11,025
24x	\$6,450	\$10,750
36x	\$6,180	\$10,300
48x	\$6,060	\$10,100
60x	\$5,910	\$ 9,850
72x	\$5,775	\$ 9,625
84x	\$5,670	\$ 9,450

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

COVER/PREFERRED POSITION RATES*

Cover tip	\$15,000/month gross
2nd Cover	Earned rate plus 50%
3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
Facing First Text	Earned rate plus 25%
Table of Contents	Earned rate plus 15%

*Non-cancellable, 10% penalty applied

AGENCY COMMISSION: 15%

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/2	12/7	12/23
February	1/2	1/9	1/24
March	2/3	2/10	2/23
April	3/5	3/7	3/27
May	4/2	4/6	4/24
June	5/1	5/8	5/22
July	6/4	6/8	6/25
August	7/2	7/9	7/24
September	8/6	8/9	8/27
October	9/3	9/7	9/25
November	10/1	10/8	10/26
December	11/2	11/8	11/27

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space.

BONUS DISTRIBUTION*

Meetings	Location	Issue Date
Society of Critical Care Medicine	Houston, TX	February
American Thoracic Society	San Francisco, CA	May
ACCP Annual Meeting	Atlanta, GA	October

*100 Copies available for each meeting.



Cover tip example

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-1/4 x 11-1/16"
Full Page (non-bleed)	6-3/4 x 9-3/4"
1/2 Page (vertical)	3-1/4 x 9-3/4"
1/2 Page (horizontal)	6-3/4 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Publication trims at 8 x 10-3/4", keep live matter 1/2" from trim.

INSERT REQUIREMENTS

2-page insert: 8 x 10-3/4"

Trimming: Head 1/8"; Foot 1/8"; Outside 1/8"; Gutter 1/8". Inserts jog to the head.

Stock: 80 lb. coated or 80 lb. offset maximum. Minimum 60 lb. coated or 60 lb. offset. Samples of stock other than specified should be submitted for approval.

Quantity: 20,000 per issue

PAPER STOCK

40 lb Velocity Plus. Four-color process; 133 line screen, 150 maximum.

BINDING

Perfect.

ELECTRONIC AD SUBMISSION

CHEST is produced digitally and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Upload a high-res PDF to the Walchli Tauber Group FTP site at **ftp2.wt-group.com**; **user: wtgroupftp**, **password: send-files**. Be sure to use passive FTP if prompted.

Find the folder for *CHEST* and the issue date for the ad, and copy the high-res PDF into that file. Send an email to the Print Production Manager, Karen Burkhardt, at **karen.burkhardt@wt-group.com** indicating that the materials have been uploaded.

If the file size is less than 10 MB, the PDF can be sent to the above email address. Ads may be submitted on CD-ROM. WinZip and StuffIt are the only acceptable compression techniques.

SHIPPING INFORMATION**For inserts:**

Dartmouth Printing
Attn: Lisa George (*CHEST*, Month/Quantity)
69 Lyme Road
Hanover, NH 03755

For all other material:

Walchli Tauber Group, Inc.
Attn: Karen Burkhardt (*CHEST*)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

EARNED RATE DISCOUNT POLICY

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the attained frequency rate. Clients will be required to remit the difference within 30 days of receipt of invoice.

No cash rebates are paid if a greater frequency rate is attained over the contracted number. Future credit will be given on advertising placed.

CHEST WEB SITE RATES

Position	Cost
CHEST Web site	\$ 60.00 CPM
CHEST Web site domestic geotargeting	\$100.00 CPM

A minimum purchase of 10,000 impressions in required for all campaigns

Add \$10 net CPM for Full Text Article Pages which are password protected. ACCP impression reports will be used for billing.

BOARD REVIEW eBook WEB SITE RATES

Position	Cost
Board Review eBook Web site roadblock	\$ 75.00 CPM net

ACCP Critical Care Medicine Board Review: Featuring review chapters on all the major topic areas from the ACCP Critical Care Medicine Board Review course. Visit ccbr.chestpubs.org.

ACCP Pulmonary Medicine Board Review: Featuring review chapters on all the major topic areas from the ACCP Pulmonary Medicine Board Review course. Visit pbr.chestpubs.org.

ACCP Sleep Medicine Board Review: Featuring review chapters on all the major topic areas from the ACCP Sleep Medicine Board Review course. Visit smbrr.chestpubs.org.

ACCP/AAP Pediatric Pulmonary Board Review: Featuring review chapters on all the major topic areas from the ACCP/AAP Pediatric Pulmonary Medicine Board Review course. Visit ppbr.chestpubs.org.

MECHANICAL SPECIFICATIONS

Dimensions	File Size
728x90 pixels	60 KB limit
160x600 pixels	60 KB limit
120x600 pixels	60 KB limit

REQUIRED WEB SITE FILES

JPG, GIF, rich media, 3rd party tag, click-through URL. All rich media is accepted. Third party serving is allowed.

Limited to a maximum of three loops per 45 seconds for animated creatives. User-enabled media is allowed.

CREATIVE AND CANCELLATION APPROVAL

ACCP reserves the right to approve all ad creatives that will run on the CHEST Web site. ACCP reserves the right to reject any creative that does not follow ACCP's specifications.

All cancellations must be signed by a WTG representative in order to be considered valid.

Billing disputes must be brought to our attention within 30 days of receipt of invoice. Refunds will not be issued, any shortfalls will be made up with impressions.



CHEST Web Site Screenshot



Board Review eBooks Screenshots

DOMESTIC DISTRIBUTION (14,399 TOTAL)

Alabama	311	2.16%
Arizona	260	1.81
California	1,337	9.29
Colorado	195	1.35
Connecticut	268	1.86
Washington D.C.	65	0.45
Florida	856	5.94
Georgia	345	2.40
Illinois	717	4.98
Indiana	226	1.57
Iowa	114	0.79
Kansas	125	0.87
Kentucky	177	1.23
Louisiana	222	1.54
Maryland	330	2.29
Massachusetts	455	3.16
Michigan	440	3.06
Minnesota	249	1.73
Missouri	299	2.08
New Jersey	765	5.31
New York	1,371	9.52
North Carolina	373	2.59
Ohio	575	3.99
Oklahoma	120	0.83
Oregon	110	0.76
Pennsylvania	817	5.67
South Carolina	164	1.14
Tennessee	275	1.91
Texas	791	5.49
Virginia	364	2.53
Washington	232	1.61
Wisconsin	235	1.63
Other	949	6.59

INTERNATIONAL DISTRIBUTION (4,361 TOTAL)

Argentina	72	1.65%
Australia	147	3.37
Belgium	98	2.25
Brazil	90	2.06
Canada	568	13.02
Egypt	51	1.17
France	192	4.40
Germany	164	3.76
Greece	95	2.18
India	283	6.49
Ireland	50	1.15
Israel	50	1.15
Italy	258	5.92
Japan	696	15.96
Mexico	93	2.13
Netherlands	102	2.34
China	187	4.29
Philippines	100	2.29
Portugal	67	1.54
Romania	65	1.49
Saudi Arabia	94	2.16
South Africa	51	1.17
South Korea	112	2.57
Spain	95	2.18
Switzerland	98	2.25
Taiwan	95	2.18
United Kingdom	187	4.29
Other	762	17.47

EXECUTIVE SUMMARY

The principal objective of this research was to identify pulmonologists' high priority publications, and these publications' value to their readers. Secondly, the study also sought to profile readers' peer influence, practice demographics and the use of technology.

The study was distributed among a random sample of 1,000 pulmonologists selected from the roster of the American Medical Association (AMA). The results presented in this study are based on a completed sample of 154 returns received over six weeks.

SOCIETY MEMBERSHIP

To which professional societies do you belong?

American College of Chest Physicians	83.1%
American Thoracic Society	51.9
American College of Physicians	31.8
American Medical Association	22.1
American Osteopathic Association	10.4
Society of Critical Care Medicine	5.2
American Academy of Sleep Medicine	5.2
American Association of Cardiovascular & Pulmonary Rehabilitation	1.9
Other	10.4

PRIMARY SPECIALTY

What is your primary specialty?

Pulmonary diseases	53.9%
Internal medicine	26.6
Pulmonary/critical care medicine	11.0
Infectious diseases	1.3
Pulmonary/internal medicine	1.3
Pulmonary/sleep medicine	1.3
Sleep	1.3
Miscellaneous	2.6

PRACTICE SETTING

What is your primary practice setting?

Private Practice	58.4%
Hospital	22.1
Academic	13.6

TIME ALLOCATION

Approximately how is your professional time allocated?

Direct Patient Care	82.6%
Administrative	8.3
Teaching	5.2
Research	3.8

DEVICES USED

What types of computers do you use for professional needs?

Desktop	91.6%
Laptop	72.7
Smartphone	42.2
iPad	21.4
Other tablets	5.8
None	0.6

SOCIAL NETWORKS USED

Which social networks do you use for professional purposes?

Facebook	5.2%
Twitter	0.6
LinkedIn	6.5
MySpace	0.0
Other	1.3
None	82.5

PROJECTED EXPOSURES

How many times do you read the same issue before putting it away?

CHEST	15,832
The New England Journal of Medicine	9,104
American Journal of Respiratory & Critical Care Medicine	7,847
Annals of Internal Medicine	4,201
Journal of the American Medical Association	3,070

PROJECTED ONLINE VISITORS

How often do you access the publication online?

CHEST	3,133
The New England Journal of Medicine	2,247
American Journal of Respiratory & Critical Care Medicine	1,771
Annals of Internal Medicine	354
Journal of the American Medical Association	534

*Source: Matalia Group Essential Journal Study II; Pulmonology, October 2011