



EMERGENCY
PHYSICIANS
MONTHLY

2022

MEDIA KIT

Celebrating

25

years

*The Independent Voice
for Emergency Medicine*

M. L. PLASTER PUBLISHING CO.

MEDIA

KIT

EMERGENCY PHYSICIANS MONTHLY

Authenticity + Engagement

For 25 years, Emergency Physicians Monthly (EPM) has been the independent voice for emergency medicine. Founded by practicing physician Mark Plaster, EPM is now led by editor-in-chief Dr. Salim Rezaie, and senior editors Judith Tintinalli, MD, William Sullivan, DO, JD, and Michael Silverman, MD. The editorial board parses the issues and ask the hard questions in editorial that speaks to docs in the trenches. For that reason, Emergency Physicians Monthly has frequently ranked the highest in the market for cover-to-cover readership.

Independence Matters

In an age when skepticism about establishment news has never been higher, Emergency Physicians Monthly represents that independent dialogue that readers long for. Wholly separate from medical societies and big corporate publishers, Emergency Physicians Monthly is able to put lobbyists in the hot seat and challenge big business interests.

Multi-Channel, Multi-Media

EPM offers a range of digital vehicles for reaching the publication's engaged audience online, from web banners to email newsletters to social media advertising to podcasts. Boost your brand in Telemedicine Magazine, EPM's new special interest digital publication, dedicated to innovations in healthcare. For those companies seeking face-to-face events, EPM has multiple ways to put you in front of potential buyers.

Design Forward

Let's face it, most trade publications have a certain look. It's more 1999 than 2021. At EPM we think readers shouldn't have to suffer bad design just because they're reading about healthcare. You've put hundreds of hours and thousands of dollars into your product and brand development. Pair it with EPM's modern design aesthetic which will complement your brand, not drag it down.



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"HCQ does not seem to have stood up to rigorous testing." ▲10

NIGHT SHIFT



The Right Kind of Distance

BY MARK PLASTER, MD

Once knew an emergency physician who would do anything he could to avoid touching his patients. In today's environment of contagious disease he might be considered ahead of his time. But it wasn't that he was afraid of getting or giving an infectious disease or even being afraid of touching a patient so much as he was afraid of being touched. ▲23

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ER visits down 42% since COVID. **CRASH CART** ▲3

Handling sudden onset chest pain.
EM MONTHLY QUIZ ▲6

Is your team following these three basic steps of inclusion? ▲11

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A vulnerable health care system during a pandemic-induced recession.

THE HIDDEN COST OF COVID-19



The New Hope?

Convalescent Plasma Therapy might be able to tackle COVID-19. ▲5



A Non-Invasive Approach

Exploring a controversial treatment procedure. ▲12



No, it's not a Migraine

The head pain of Occipital Neuralgia. ▲15

DIRECTOR'S CORNER ▲6

Emerging from Email Overload.



PRINT

EMERGENCY
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MONTHLY

ADVERTISING

EPM parses the issues and ask the hard questions in editorial that speaks to docs in the trenches and represents the independent dialogue that readers long for. Wholly separate from medical societies and big corporate publishers, EPM is able to put lobbyists in the hot seat and challenge big business interests.

Superior Quality, Disruptive Pricing

As print physicians, we've decided to lower the barrier to entry so more hospitals can recruit in the best way possible.

	1x	3x	6x	12x
King Page	8871	8595	8279	7800
Island Page	8871	8595	8279	7800
3/4 Page	7795	7554	7281	6905
Half Page	6374	6249	6107	5911
1/4 Page	4978	4853	4711	4515
1/8 Page	3000	2908	2804	2660
1/16 Page	1777	1728	1674	1601

15%
reduction
year over
year

SUBMISSION OF ADS

**Ads must be submitted
as a high-resolution PDF.**

COVERS AND SPECIAL POSITIONS

(in addition to 4-color rate)

Cover II 25%
Cover IV 50%
Center Spread 25%
Guaranteed Position 10%

CLOSING DEADLINES

Ad space insertion orders due the first day of the month preceding the month of issue.

Ad materials due the 10th day of the preceding month.

Cancellations cannot be accepted after the 7th of the month for the next month's issue.

AD DIMENSIONS (WXH)

King Page (No Bleed)	10-3/8 x 14-1/2
King Page (Full Bleed)	11-1/8 x 15-1/2
3/4 Page Horizontal	10 x 10
3/4 Page Vertical	7-1/2 x 13
1/2 Page Horizontal	10 x 6-3/4
1/2 Page Vertical	4-7/8 x 13-1/2
1/4 Page Horizontal	10 x 3-3/8
1/4 Page Vertical	4-7/8 x 6-7/8
1/8 Page Horizontal	5 x 3-3/8
1/8 Page Vertical	2-3/8 x 6-7/8
1/16 Page (Vert. Only)	2-3/8 x 3-1/2

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**Mark all boxes with publication title,
issue and quantity.**

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EMAIL

ADVERTISING

**EMERGENCY
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Get your brand into the inboxes of more than 22,000 qualified emergency physicians every week through EPM's mobile responsive email newsletter.

**EMERGENCY
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- A weekly briefing from the independent voice for emergency medicine -

POSITION #1



Start Collecting More Today
with
DUVA-SAWKO
EM Billing & Management Solutions

EM Coach: Sicker than Sick

A 75-year-old female with multiple comorbidities - stage IV lung cancer, hypertension, coronary artery disease and diabetes mellitus type 2 - presents with confusion and septic shock. She is febrile, tachycardic and hypotensive.

Her urinalysis is consistent with a significant urinary tract infection. Her serum labs also show leukocytosis, a normal hemoglobin with thrombocytopenia, normal creatinine, an

elevated INR and decreased fibrinogen. Purpuric lesions are noted on the lower extremities. She starts to ooze from her IV sites. Which of the following medical conditions is most likely causing the external bleeding?

[Read More](#)

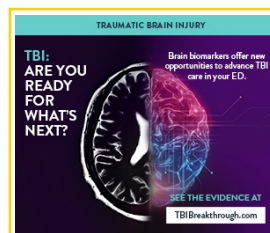
First CorePendium winners revealed

Linda Jenks and Jeffrey Yablong were the first two recipients to receive their free one-year subscription to EM: RAP and CorePendium. There's still time to be the next winner.

Renew your EPM subscription today.

[Read More](#)

POSITION #2



TRAUMATIC BRAIN INJURY

TBI: ARE YOU READY FOR WHAT'S NEXT?

Brain biomarkers offer new opportunities to advance TBI care in your ED.

SEE THE EVIDENCE AT
TBIBreakthrough.com

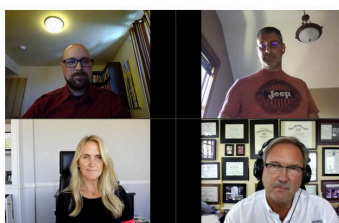
EPM

EPM Talk Ep. 34 - Putting it Together with Pulsara

Ever had a phone to both ears talking to two different parties about the same case trying to coordinate care? I have and it's maddening.

Listen in to this conversation with Dr. James Woodson, founder of Pulsara, and learn about a new platform that connects everyone on the team in a smooth seamless manner. It's truly a breakthrough.

[Listen to the Episode Now](#)



EMAIL STATS

Circulation: **22,000**

Open Rate: ~ **24%**

Includes web-exclusive content

Low bounce rate

Emailed weekly

POSITION #1

300x250 **\$2700 (net)** 4 week cycle

POSITION #2

300x250 **\$2200 (net)** 4 week cycle

POSITION #3

300x250 **\$1500 (net)** 4 week cycle

DEDICATED EMAIL BLAST

\$2500/EMAIL

Each week one Dedicated eBlast email is sent out by Plaster Publishing to an opt-in subscriber database on behalf of the advertising sponsor. Each email will promote the advertisers' brand to our exclusive email list of medical professionals.

- Avg open rate: 20%

- Files: Email-ready HTML file

- HTML design services

available for an additional fee

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ONLINE

ADVERTISING

**EMERGENCY
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Reach more than 114,000 visitors a month on the redesigned, mobile responsive epmonthly.com, the leading web site for independent commentary and clinical updates in emergency medicine.

ONLINE STATS

Unique users per month: **114,000**

New content daily

Ads appear above the scroll

POSITION #1

728 x 90 and 320 x 50
**\$1200 minimum for each
block of 12,000 impressions.**

POSITION #2

300 x 250
**\$1000 minimum for each
block of 10,000 impressions.**

IN-ARTICLE ADVERTISING

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The screenshot displays the homepage of the Emergency Physicians Monthly website. At the top, there is a 'LEADERBOARD' section with a red banner for 'Ready to Advance Your EM Career? We Have the Perfect Fit.' and a logo for 'American Physician Partners'. Below this is a navigation bar with links: HOME, PREVIOUS ISSUES, EPM TALK PODCASTS, TOPICS, COLUMNS, ADVERTISE, and CAREER CENTER. The main content area features a large image of a hand holding a syringe, with the text 'Night Shift: Fast Track' below it. To the right of this image is a 'POSITION #2' ad for 'TRAUMATIC BRAIN INJURY' with a brain diagram. Below the syringe image is a 'POSITION #3' ad for 'ACHIEVE work/life balance Scribe Services for Physicians' by iScribeMD. Further down is a 'POSITION #4' ad for 'SOUND EMERGENCY MEDICINE' with the text 'MAINTAIN YOUR INCOME AND BUILD A CAREER WITH A LEADER IN VALUE-BASED CARE'. At the bottom is a 'POSITION #5' ad for 'INTRODUCING THE ONLY FULLY ADJUSTABLE MOBILE SHIELD' by PRO-TECT. On the right side of the page, there are several video thumbnails: 'EPM Talk Ep. 34 - Putting it Together w...', 'EPM Talk Ep. 33 - Aerosolize Helmet', 'EPM September 202...', 'NIGHT SHIFT Stories from the Life of an ER Doc MARK PLASTER, MD', 'Director's Corner LESSONS IN EMERGENCY MEDICINE LEADERSHIP & MANAGEMENT Michael Silverman, MD', and a keyboard image.

PODCAST

ADVERTISING

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Emergency Physicians Monthly is proud to announce since 2020 we have been providing another advertising opportunity via the EP-Talk podcast. Mark Plaster interviews luminaries in the EM industry to discuss innovations, their path to success as well as providing readings from his popular Night Shift series.

The podcast is shared among standard platforms such as Apple Podcasts and Google Play and is also distributed on our Facebook page with over **10,000 followers** and the EPM Twitter account with over **16,000 followers**.

Ad spots are available throughout the weekly EP-Talk podcast in 15-, 30- and 60-second blocks. Prime spots are in the opening sequence and the midway point of the episode (typically the 15 minute mark).

Need a more affordable option? The spot can be placed after the episode as well.

**EPM FACEBOOK
AND EPM TWITTER
SOCIAL MEDIA
ADVERTISING**
\$500/month

**VIDEO/AUDIO
PODCAST 30-MIN TO
POST ON EPM WEBSITE**
\$500
(EPM Clients: Link to Outgoing
e-Blasts or e-Newsletters)

**PODCAST
ADVERTISING
SPOTS**
\$50, \$75,
\$100/month

EP TALK

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<https://epmonthly.com>

<https://epmonthly.com/topic/ep-talk/>

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THE INDEPENDENT VOICE.
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MONTH May 2020
WEBSITE www.epmonthly.com

VOLUME 27
ISSUE 5

*"Clinicians
need to be
cognizant of
the potential
for significant
toxicity."* ▲ 10

NIGHT SHIFT



Shared Decision Making

BY MARK PLASTER, MD

"Please don't make me do this," the young woman standing in the hallway wailed with her hands over her face surrounded by nurses and paramedics. I was on my way out the door after a long shift and I was ready to be done. ▲ 23

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The intervention key to improve patient outcomes. ▲ 5

Not Just Another
COVID-19 Patient.
EM MONTHLY QUIZ ▲ 7

Four new game changing
solutions to emergency
room problems. ▲ 15



Similarities of the Spanish
Influenza and Coronavirus.

DEJA Flu

PAGE 12

ABEM Announces Sweeping ConCert Exam Changes



According to a statement from ABEM President Jill Baren, ConCert Exams will now be in an online, open-book format. Those whose certification expires in 2020, will be able to take the online test in two three-week windows during 2020. Examinees will have 5.25 hours to complete 190 multiple choice questions, using whatever resources that the examinee wishes. Testing fees will remain the same – a whopping \$1,950. All 2020 certification deadlines will be extended to June 2021, and beginning in 2022, participation in MyEMCert will be required for all certification renewals.

Please contact ABEM (at 1.517.332.4800 or abem@abem.org)
with questions related to your individual circumstances.

DIRECTOR'S CORNER ▲ 6

Staffing During COVID-19

