

# PAINMEDICINE NEWS

THE INDEPENDENT NEWSPAPER FOR MANAGING PAIN

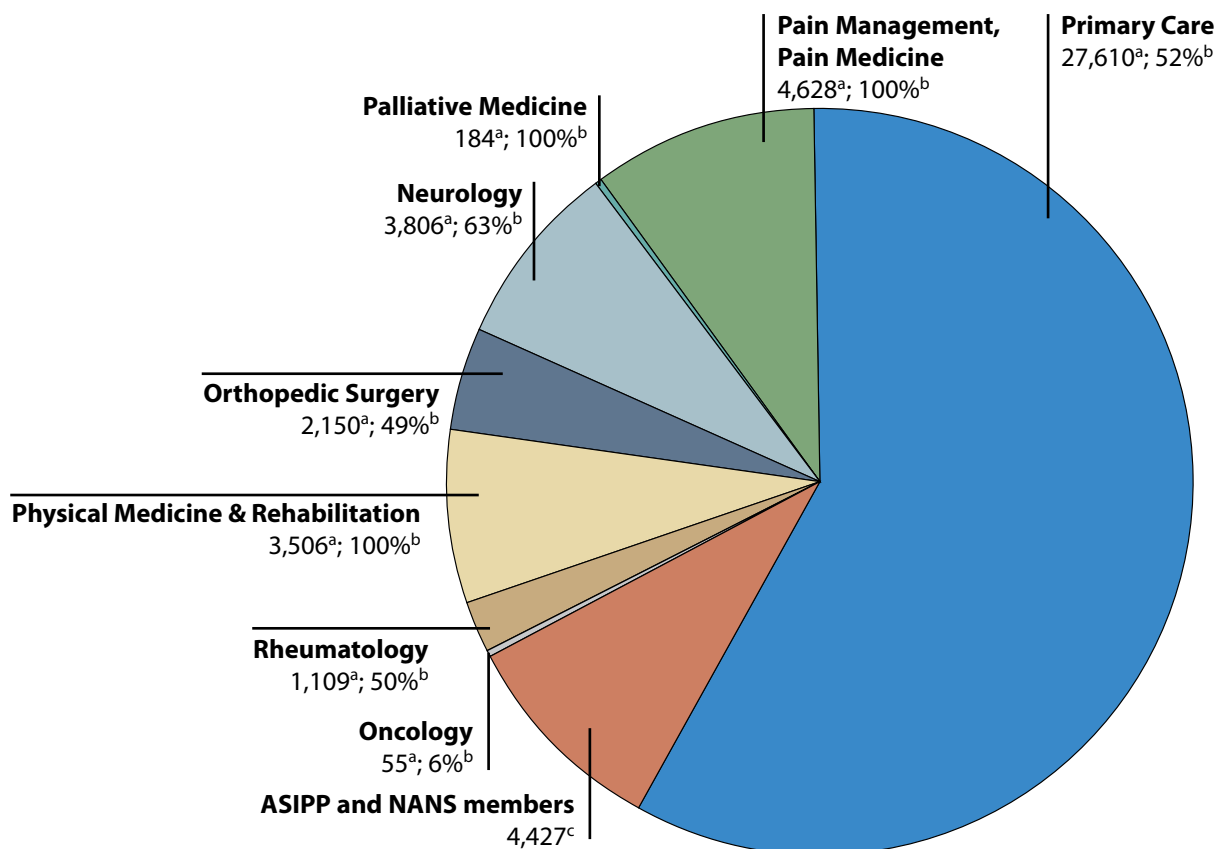
PainMedicineNews.com

## Ranked #1 By Kantar Media® in Readership and Exposure

(see page 2 for more details)

### Total Circulation: 47,475 Pain-Treating Physicians

- Every single Pain Medicine, Pain Management and Palliative Medicine physician in the United States. (The only publication to reach 100% of these specialty universes.)
- The Highest-Prescribers of pain medication in Primary Care, Neurology, Physical Medicine and Rehabilitation, Orthopedic Surgery, Rheumatology, Oncology, etc.
- Interventional Pain Specialists (the full U.S.-based membership of ASIPP & NANS)



a Number of physicians in this specialty group who receive *Pain Medicine News*.

b The percentage of every pain prescription written in the United States by physicians who receive *Pain Medicine News* in this particular specialty. These physicians are the highest prescribers of pain medication in their respective specialties. That is, the 27,610 primary care physicians (PCPs) who receive *Pain Medicine News*, write 52% of all of the pain prescriptions written by PCPs in the United States.

c All ASIPP and NANS members not already receiving the publication from the other specialties included in the circulation.



ANESTHESIOLOGY NEWS

ClinicalOncology  
News

Gastroenterology  
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GENERAL SURGERY NEWS

PAINMEDICINE NEWS

PHARMACY PRACTICE NEWS

Specialty Pharmacy  
Continuum

IDSE Infectious Disease  
SPECIAL EDITION

Syndicated (i.e., independent, third party, available to any subscriber) media measurement data.  
An unbiased evaluation of publication readership among this important audience.

# Average Issue Readers

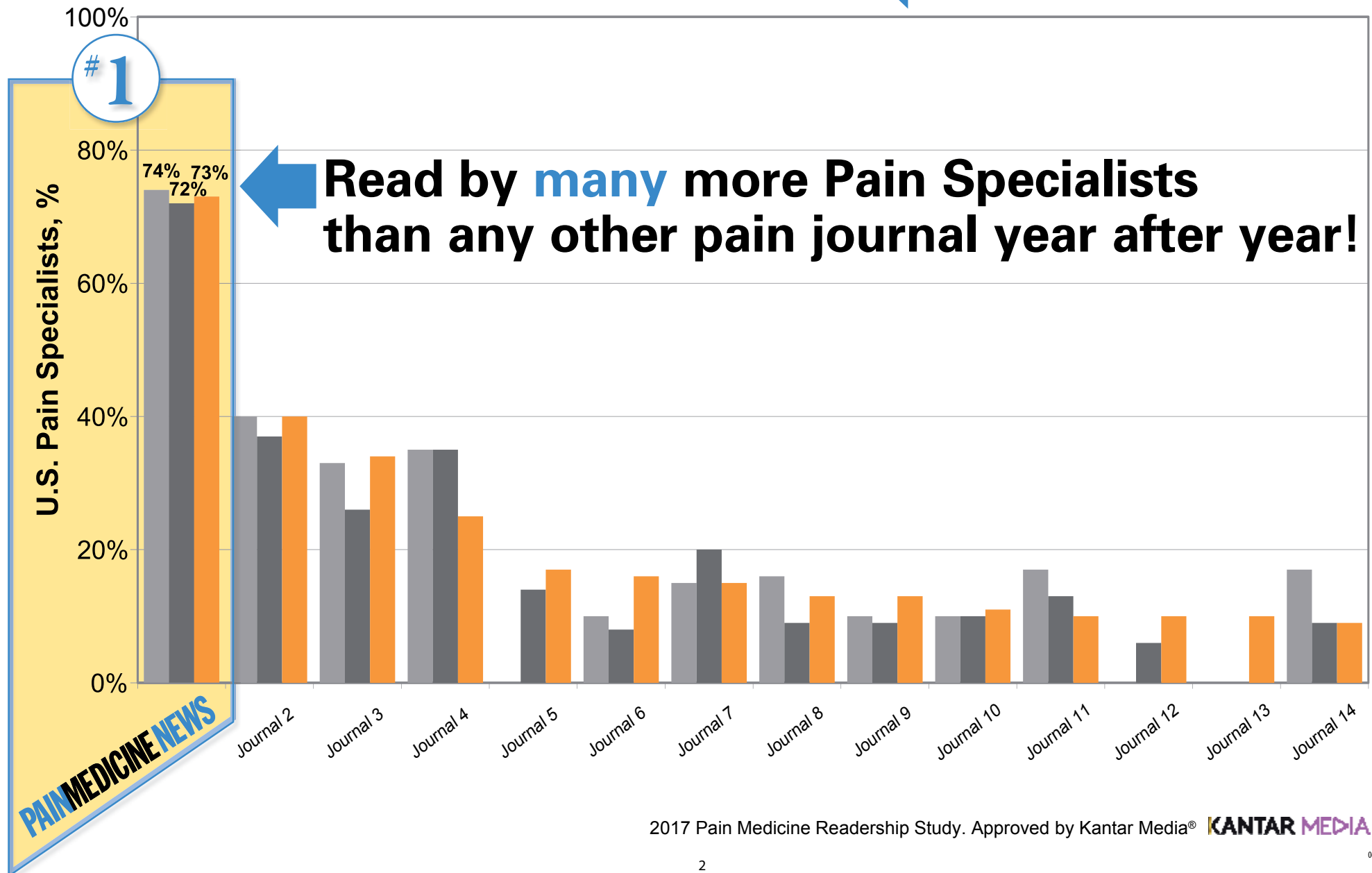
Leading Publications

# Pain Medicine

Total Sample

■ 2015 ■ 2016 ■ 2017

**New**





Primary Care (Family Practice, General Practice, Internal Medicine) .....	27,610
Pain Management and Pain Medicine (every physician in these specialties in the U.S.) .....	4,628
Neurology .....	3,806
Physical Medicine and Rehabilitation .....	3,506
Orthopedic Surgery .....	2,150
Rheumatology .....	1,109
Palliative Medicine .....	184
Oncology .....	55
American Society of Interventional Pain Physicians and North American Neuromodulation Society members .....	4,427
<b>Total</b> .....	<b>47,475</b>

## Bonus Distribution and Meeting Coverage\*

### February

**MEETING COVERAGE:** CRA, ASRA Fall, NANS

### March

#### BONUS DISTRIBUTION

- **American Academy of Pain Medicine (AAPM)**  
March 16-17, Orlando, FL
- **New York State Pain Society (NYSPS)**
- **American Society of Regional Anesthesia and Pain Medicine (ASRA) Spring Meeting**  
April 6-8, San Francisco, CA

### April

**MEETING COVERAGE:** AAPM, ASRA Spring, AAN

#### BONUS DISTRIBUTION

- **American Society of Interventional Pain Physicians (ASIPP)**  
April 20-22, Las Vegas, NV

### May

**MEETING COVERAGE:** ASIPP, CPS

#### BONUS DISTRIBUTION

- **American Pain Society (APS)**  
May 17-20, Pittsburgh, PA

### July

**MEETING COVERAGE:** AHS, APS, EULAR

#### BONUS DISTRIBUTION

- **Pain Care for Primary Care (PCPC) East**  
August 3-5, Orlando, FL

### August

#### BONUS DISTRIBUTION

- **PAINWeek**  
September 5-9, Las Vegas, NV

### September

**MEETING COVERAGE:** AHS, APS

### October

**MEETING COVERAGE:** ANS, PAINWeek

#### BONUS DISTRIBUTION

- **American Academy of Physical Medicine and Rehabilitation (AAPM&R)**  
October 12-15, Denver

### November

**MEETING COVERAGE:** ACR, PAINWeek

#### BONUS DISTRIBUTION

- **American Society of Regional Anesthesia and Pain Medicine (ASRA) Fall Meeting**  
November 16-18, Lake Buena Vista, FL
- **Pain Care for Primary Care (PCPC) West**  
November 17-19, San Francisco CA

### December

**MEETING COVERAGE:** ASRA Fall, AAPM&R

#### BONUS DISTRIBUTION

- **North American Neuromodulation Society (NANS)**

## NP/PA EDITION

### June 2017

#### BONUS DISTRIBUTION

- **American Association of Nurse Practitioners (AANP)**  
June 22-24, Philadelphia

\*Subject to change, and not an exhaustive list.

# PAIN MEDICINE NEWS

## NP/PA EDITION

THE INDEPENDENT NEWSPAPER FOR MANAGING PAIN  
PainMedicineNews.com • JUNE 2017

### INAUGURAL ISSUE

#### PRIMARY CARE

##### Researchers: NPs in Primary Care Must Make Better Use of Opioid REMS

When it comes to prescribing and monitoring opioid use in patients suffering from chronic, nonmalignant pain, family nurse practitioners need to be more vigilant, according to a pair of researchers at Georgetown University School of Nursing & Health Studies, in Washington, D.C. Their survey found that these clinicians do not consistently implement recommended Risk Evaluation and Mitigation Strategies (REMS), a practice they believe may contribute to the country's burgeoning opioid epidemic.

see REMS page 21

##### NPs, PAs Thrive in 'Big Picture' Home Health Care Setting

According to an article in the *Journal of the American Geriatrics Society* published online last year and in print earlier this year, nurse practitioners (NPs) provide most home-based medical care, a trend that some experts in the field attribute to the good match between the home clinical environment and the skill set of these providers (2017;65:847-852).

The article found that 3,300 NPs delivered more than 1 million home and domiciliary care visits in 2013, accounting for 22% of all residential visits to Medicare fee-for-service beneficiaries.

see HOME page 15



##### When Managing Pain Becomes a Criminal Offense: Advice for Health Care Professionals

When does your patient care turn into your criminal trial?

That's the question many physicians, nurse practitioners (NPs), certified registered nurse anesthetists (CRNAs) and physician assistants (PAs) are asking in the wake of a tidal wave of prosecutions related to pain medicine. This has been partly spurred



Jack Sharman

on by the "opioid epidemic." There has been a sharp spike in convictions—either by guilty plea or by conviction after a trial—of health care professionals involved in pain medicine.

The facts of each case are different, but the gist of each charge is that health care providers are operating a "pill mill," where prescriptions are being provided

see ADVICE page 20

#### CLINICAL PAIN MEDICINE

14 | Chronic Wounds Heal Faster in Opioid-Naïve Patients

#### COMPLEMENTARY & ALTERNATIVE

17 | Study Shows Yoga Has Modest Benefits In Treating Chronic Nonspecific LBP

#### POLICY & MANAGEMENT

19 | Communication, Understanding at Discharge Key in Raising Health Literacy Among Chronic Pain Patients

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# INAUGURAL ISSUE

# NP/PA EDITION

## JUNE 2017

**Reserve your space today!**

## TOTAL CIRCULATION: 46,761

All 46,761 are prescribers of a variety of classes of pain medication.

### 22,087 Nurse Practitioners

### 24,674 Physician Assistants

Reservation Deadline: **May 1**

Material Deadline: **May 10**

# Bonus Conference Distribution

## American Association of Nurse Practitioners (AANP) National Conference

### June 22-24, Philadelphia

For more information, or to reserve advertising space, please contact:

Richard Tuorto • Senior Group Publication Director  
212-957-5300, ext. 916 • richardt@mcmahonmed.com

# 2017 Advertising Rates

4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island)	\$9,025	\$8,835	\$8,570	\$8,430	\$8,295	\$8,055	\$8,030	\$8,005	\$7,980
King page (Tabloid)	12,180	11,860	11,455	11,245	10,925	10,765	10,735	10,710	10,680
¾ King page	11,460	11,245	10,925	10,765	10,495	10,255	10,170	10,145	10,120
½ King page	8,810	8,535	8,430	8,245	8,085	7,920	7,895	7,870	7,845
¼ King page	8,325	8,030	7,840	7,685	7,550	7,360	7,310	7,285	7,250
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island)	\$5,925	\$5,735	\$5,470	\$5,330	\$5,195	\$4,955	\$4,930	\$4,905	\$4,880
King page (Tabloid)	9,080	8,760	8,355	8,145	7,825	7,665	7,635	7,610	7,580
¾ King page	8,360	8,145	7,825	7,665	7,395	7,155	7,070	7,045	7,020
½ King page	5,710	5,435	5,330	5,145	4,985	4,820	4,795	4,770	4,745
¼ King page	5,225	4,930	4,740	4,585	4,450	4,260	4,210	4,185	4,150
Insert/Outsert Rates*	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page insert	\$17,890	\$17,225	\$16,370	\$15,885	\$15,400	\$14,920	\$14,840	\$14,705	\$14,570
4-page insert	26,755	25,875	24,615	23,835	23,090	22,285	22,260	22,150	22,045
6-page insert	-	34,230	32,730	31,735	30,780	29,835	29,650	29,460	29,300
8-page insert	-	39,850	38,165	37,015	35,915	34,740	34,520	34,280	34,095

\* King insert/outsert rates: add \$1,000 per page to above pricing. Outserts are subject to additional fees for ride-along postage and polybagging.

## Color Rates:

2-Color—\$1,975;  
3-Color—\$2,000;  
5-Color—\$5,000;  
Matched/Metallic—\$2,000

**Bleed:** No charge

## Premium Positions:

Front Cover Belly Tip (quantity: 50,000)—\$25,000  
(\$3,000 premium for conference issues);  
4th Cover—50% of earned B/W rate;  
2nd Cover and 3rd Cover—25% of earned B/W rate;  
Other guaranteed positions—\$1,500

**Commission:** 15% agency discount allowed only if bill paid within 30 days

## DEADLINES:

**Space Reservation:** 1st of prior month

**Materials Due:** 10th of prior month

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# Production Specifications

## PAINMEDICINE NEWS

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area: .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" spread	15.25	9.375	14.75	8.875	15.5	9.625
King page (Tabloid)	10.5	13	10	12.5	10.75	13.25
King spread	21	13	20.5	12.5	21.25	13.25
¾ King page (vertical)	7.625	13	7.125	12.5	7.875	13.25
¾ King page (horizontal)	10.5	9.375	10	8.875	10.75	9.625
½ King page (vertical)	5.25	13	4.75	12.5	5.5	13.25
½ King page (horizontal)	10.5	6.5	10	6	10.75	6.75
¼ King page (vertical)	5.25	6.5	4.75	6	5.5	6.75
¼ King page (horizontal)	7.625	4.5	7.125	4	7.875	4.75

**Publication Trim Size:** 10.5" × 13"

**Printing Process:** Web offset

**Type of Binding:** Saddle-stapled

**Inserts:** King- and journal-size accepted. Tabloid-size inserts: Allow 1/8" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a 1/8" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a 1/8" head trim. For all inserts, to allow for tipping, no live text should appear within 5/8" of the gutter.

**Insert and Belly Tip Quantity:** 50,000

**Paperstock:** From 60# text to 80# text maximum.

### PRODUCTION REQUIREMENTS

#### Acceptable ad formats:

Adobe Acrobat PDF files: Basic Distiller settings; no OPI; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines

#### FTP Information:

FTP Site: ftp://66.147.219.4  
Username: mcmahon  
Password: l3tm31n

**Ad Reproduction Guarantee:** Accurate color reproduction cannot be guaranteed without a ripped proof.

**RIPPED, RULED PROOFS MUST BE SUPPLIED FOR ALL ADS**

### SHIPPING INSTRUCTIONS

#### Insertion Orders and Production Materials:

McMahon Publishing  
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545 West 45th St., 8th Fl.  
New York, NY 10036  
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Fax: (815) 927-0494  
rredfern@mcmahonmed.com

#### Inserts to:

Democrat Printing Co.  
6401 Lindsey Rd.  
Little Rock, AR 72206  
Attn: Steve Hodges  
Tel: (501) 907-7942

#### Receivables:

McMahon Publishing  
545 W. 45th St., 8th Fl.  
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msindoni@mcmahonmed.com

## Belly Tip Specifications



### For supplied belly tips

King-Size	Trim Sizes	
	Width	Height
Minimum size	10.375"	4"
Maximum size	10.375"	6"

**Paperstock:** From 60# text to 100# text maximum. Additional production specifications such as wafer seals may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket, or is folded closed).

### For PDFs to be printed

King-Size	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Minimum size	10.375"	4"	10.125"	3.75"	10.625"	4.25"
Maximum size	10.375"	6"	10.125"	5.75"	10.625"	6.25"

### Bonus Conference Distribution\*

#### March:

American Academy of Pain Medicine (AAPM)  
American Society of Regional Anesthesia and Pain Medicine (ASRA) Spring Meeting  
New York State Pain Society (NYSPS)

#### April:

American Society of Interventional Pain Physicians (ASIPP)

#### May:

American Pain Society (APS)

#### June/July:

Pain Care for Primary Care

#### August:

PAINWeek

#### September:

American Academy of Pain Management (AAPM)

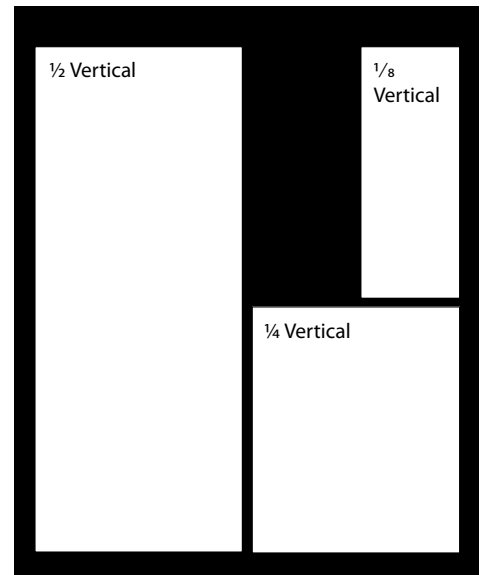
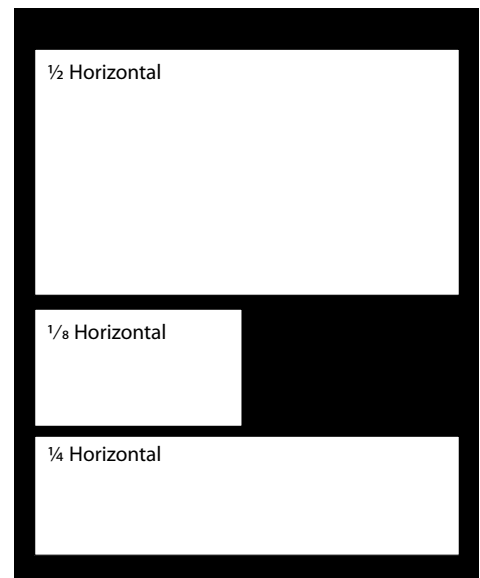
#### November:

American Society of Regional Anesthesia and Pain Medicine (ASRA) Fall Meeting

#### December:

North American Neuromodulation Society (NANS)

### Sample Ad Sizes



### Advertising Rates

4-Color Rates	1x	6x	12x
<b>King page (Tabloid)</b>	\$4,600	\$4,490	\$4,325
<b>1/2 King page</b>	2,945	2,860	2,815
<b>1/4 King page</b>	1,805	1,725	1,680
<b>1/8 King page</b>	1,540	1,470	1,425
Black and White Rates	1x	6x	12x
<b>King page (Tabloid)</b>	\$3,435	\$3,330	\$3,170
<b>1/2 King page</b>	2,195	2,110	2,070
<b>1/4 King page</b>	1,350	1,270	1,225
<b>1/8 King page</b>	1,150	1,080	1,040

### Online Classifieds [PainMedicineNews.com/classifieds](http://PainMedicineNews.com/classifieds)

**30 days:** \$250    **60 days:** \$400    **90 days:** \$525    Half rate with all print ad programs

### Ad Unit Dimensions

Ad Unit	Trim Size	
	Width	Height
<b>King page (Tabloid)</b>	9.667"	11.5"
<b>1/2 King page (horizontal)</b>	9.667"	5.667"
<b>1/2 King page (vertical)</b>	4.75"	11.5"
<b>1/4 King page (horizontal)</b>	9.667"	2.75"
<b>1/4 King page (vertical)</b>	4.75"	5.667"
<b>1/8 King page (horizontal)</b>	4.75"	2.75"
<b>1/8 King page (vertical)</b>	2.292"	5.667"

**Format:** Tabloid size

**Publication Trim Size:** 10.5" x 13"

**Printing Process:** Web offset

**Type of Binding:** Saddle-stapled

**Commitment Deadline:** 1st of prior month

**Material Due:** 10th of prior month

**Issuance Date:** 15th of each month

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\*Subject to change