

PAIN MEDICINE NEWS

THE INDEPENDENT NEWSPAPER FOR MANAGING PAIN

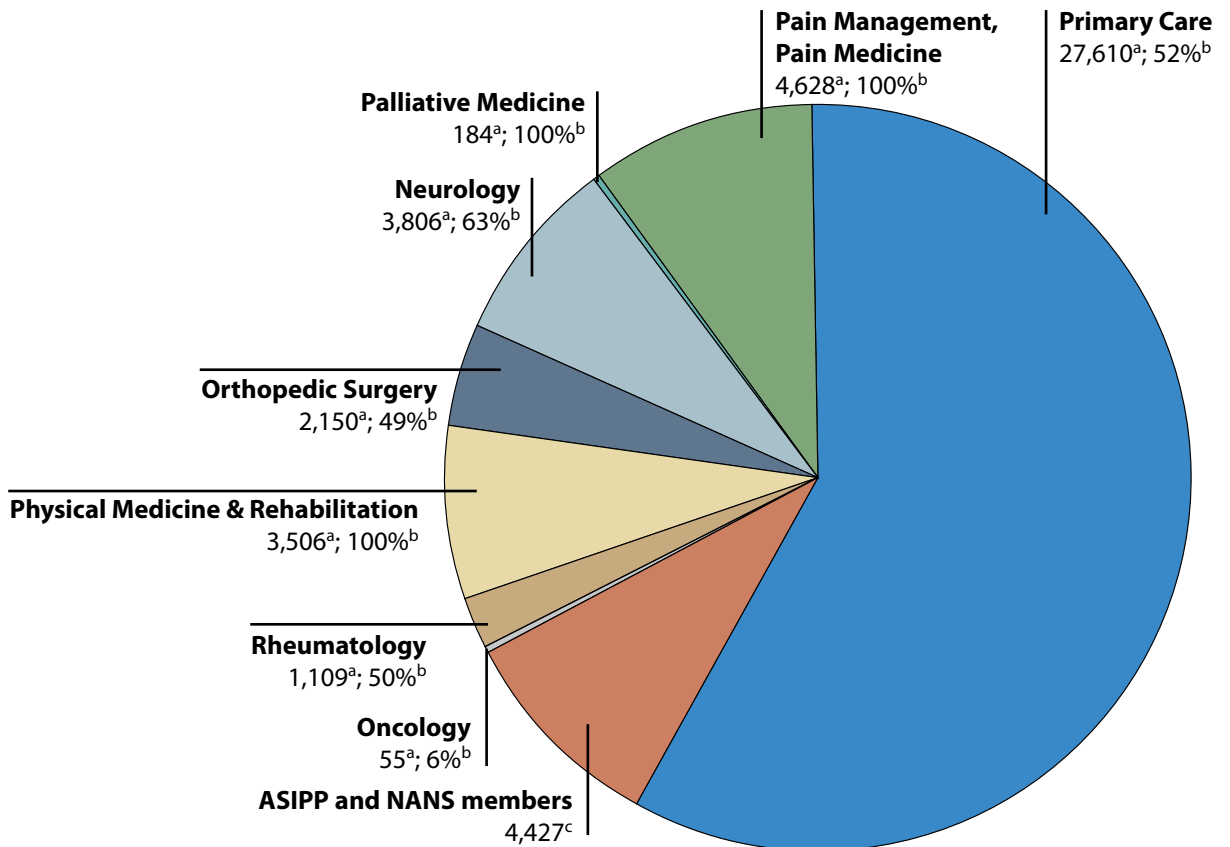
PainMedicineNews.com

Ranked #1 By Kantar Media™ in Readership and Ad Page Exposures

(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 & Endoscopy News

GENERAL SURGERY NEWS

PAIN MEDICINE NEWS

PHARMACY PRACTICE NEWS

Specialty Pharmacy Continuum

IDSE Infectious Disease SPECIAL EDITION

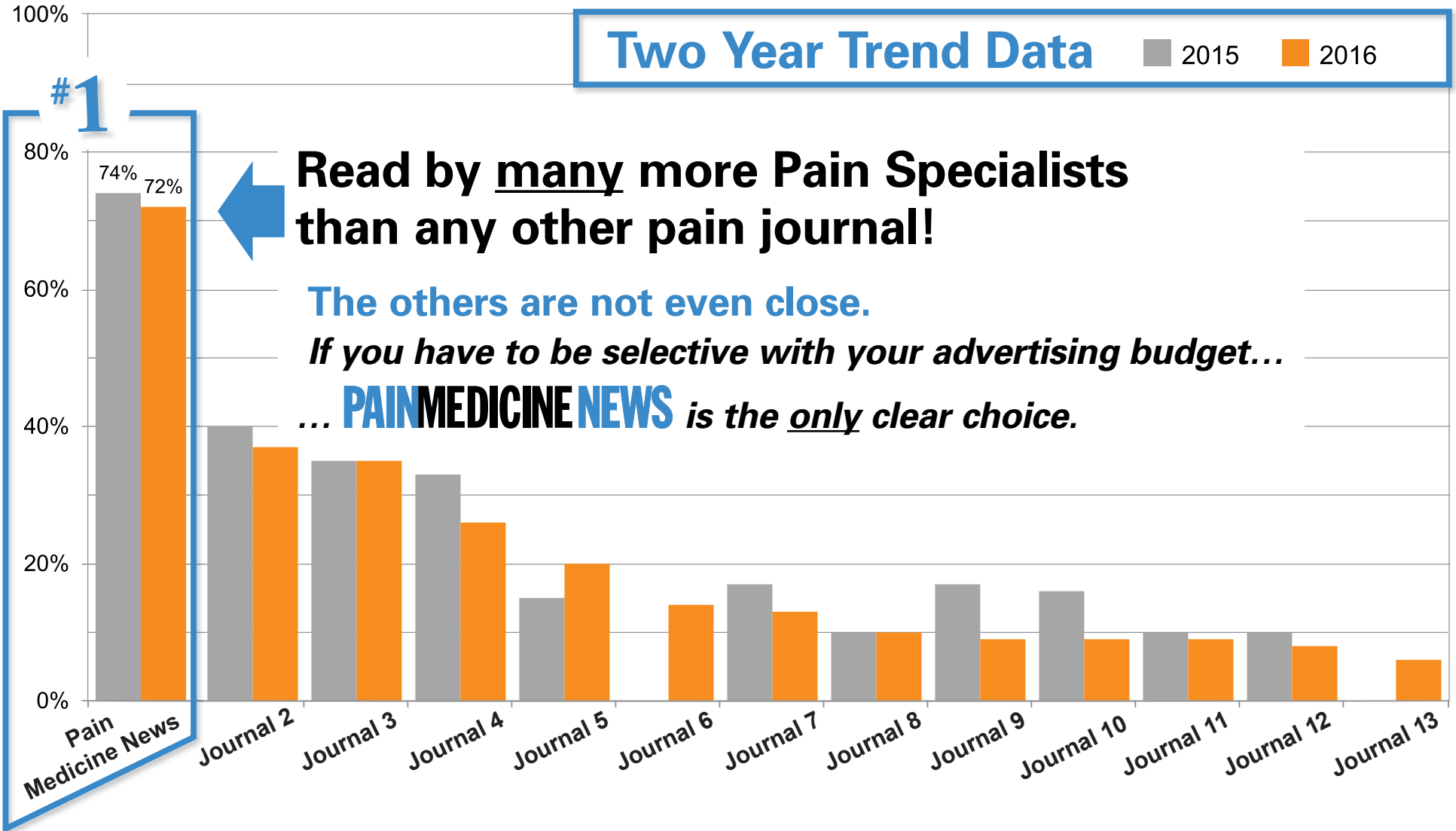
Syndicated (i.e., independent, third party, available to any subscriber) media measurement data.
An unbiased evaluation of publication readership among this important audience.

Average Issue Readers

Leading Publications

Pain Medicine

Total Sample



#1

Read by many more Pain Specialists than any other pain journal!

The others are not even close.

If you have to be selective with your advertising budget...

... **PAINMEDICINE NEWS** is the only clear choice.



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
Total	47,475

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**

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

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

painmedicinenews
for iPad App Store

THE INDEPENDENT NEWSPAPER FOR MANAGING PAIN

@painmednews
+painmedicinenews

NP/PA EDITION

PRIMARY CARE

DEA Ratchets Down Opioid Production

The supply of almost every Schedule II opioid manufactured in the United States will be reduced 25% or more in 2017, as required by the Drug Enforcement Administration (DEA).

The new quota will be sufficient to meet the estimated medical, scientific, research, industrial and export needs for the year, and for the maintenance of reserve stocks, said Demetra Ashley, associate deputy administrator of the DEA Diversion Control Division. Affected drugs include oxycodone, hydrocodone (reduced to see **DEA** page 2

Many Pain Patients Using Complementary Health Approaches—but Not Necessarily for Pain



Twice as many adults with musculoskeletal pain disorders were found to use complementary health approaches for any reason as those without such pain conditions, according to a report issued by the CDC. The data

also indicate, however, that relatively few adults applied these health remedies to specifically treat the pain disorder.

The report from the National Center for Health see **APPROACHES** page 2

Leading the 'Neuromodulation Revolution'

Medical Technology a Driving Force Behind Efforts To Reduce Opioid Use

Recent advances in neuromodulation and other innovative technologies have created viable alternatives to opioids for chronic pain, according to experts at a recent panel discussion.

The panel, titled "America's Opioid Dilemma:

Medical Technology is Part of the Solution," highlighted several recently approved and pending treatment systems. The event was held at the recent AdvaMed 2016 (billed as the "MedTech Conference") in Minneapolis and see **NEUROMODULATION** page 2

COMMENTARY

6 | The Fallacy of the Gateway Drug Theory

INTERVENTIONAL

12 | Use of At-Home Continuous Peripheral Nerve Blocks: For and Against

CLINICAL PAIN MEDICINE

17 | Higher Levels of Certain Oral Microbes Correlated With Migraines

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Get the latest news from the best-read pain publication in the country, including multimedia and web-only content delivered directly to your inbox!



INAUGURAL ISSUE

NP/PA EDITION

JUNE 2017

TOTAL CIRCULATION: 47,285

All 47,285 are prescribers of a variety of classes of pain medication.

21,871 Nurse Practitioners

25,414 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:
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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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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. Allow 1/8-inch head trim for all inserts. On tabloid-size inserts, any excess will trim from face and foot. Smaller inserts, such as island size, should be delivered with clean trim except for the 1/8-inch head trim. For all inserts, to allow for tipping, no live text should appear within 5/8 inch 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

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Insertion Orders and Production Materials:

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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)

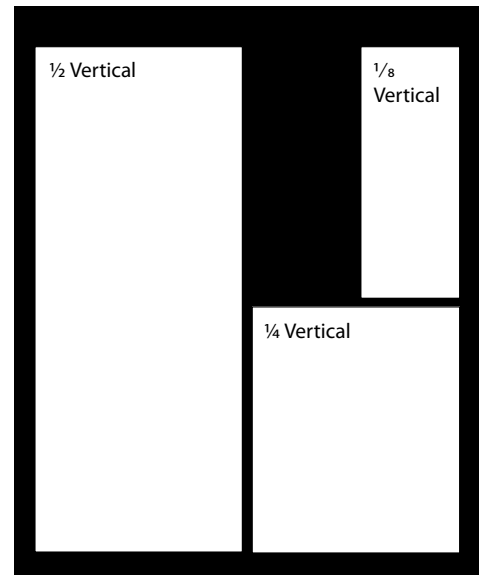
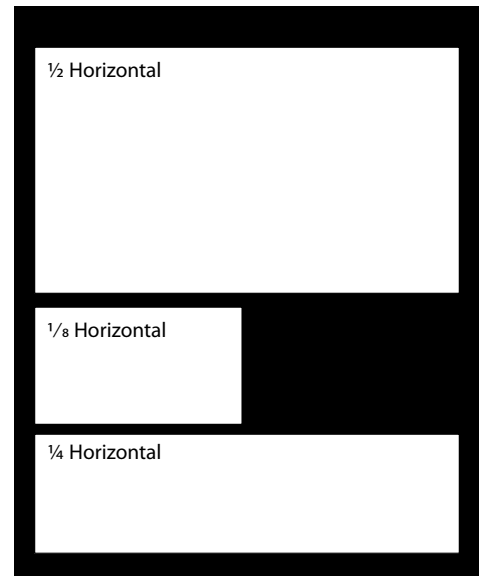
November:

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

Online Classifieds 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
King page (Tabloid)	9.667"	11.5"
1/2 King page (horizontal)	9.667"	5.667"
1/2 King page (vertical)	4.75"	11.5"
1/4 King page (horizontal)	9.667"	2.75"
1/4 King page (vertical)	4.75"	5.667"
1/8 King page (horizontal)	4.75"	2.75"
1/8 King page (vertical)	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

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