



38,000
Total Subscribers

213,000
Average Monthly Visits

Formats



The Journal of Bone & Joint Surgery

Website URL: jbjs.org

Content Focus: For more than 125 years, *The Journal of Bone & Joint Surgery* has published only the highest quality clinical and scientific research by the most innovative thinkers in the orthopaedic field. To be published in *JBJS*, an original paper must be deemed clinically relevant and/or likely to influence essential thinking and perceptions among orthopaedic surgeons.

Editor-in-Chief: Marc F. Swiontkowski, MD

Frequency: 24 issues/year

Impact Factor: 5.163 - Ranked #1 among all general orthopaedic journals

JBJS Reviews

Website URL: reviews.jbjs.org

Content Focus: A new online journal launched in 2013, *JBJS Reviews* continuously publishes thorough and critical online reviews of all other clinical and scientific research and topics of interest and importance to orthopaedic surgeons. *JBJS Reviews* only features authors who are practicing surgeons and/or faculty members recognized as experts in their field. *JBJS Reviews*' editors meticulously edit and publish research reviews achieving highest levels of quality, accuracy and clarity.

Editor: Thomas A. Einhorn, MD

Frequency: 12 issues/year (articles published weekly, batched into monthly issues)

JBJS Essential Surgical Techniques

Website URL: surgicaltechniques.jbjs.org

Content Focus: Seeing is vital to learning and perfecting surgical techniques. Leveraging digital media's visual and interactive capabilities, each procedure in *JBJS Essential Surgical Techniques* is described in step-by-step presentations and illustrated extensively with images to encourage greater understanding of the procedure and concepts. Video excerpts are frequent features. Indications, contraindications, pitfalls and challenges are clearly highlighted.

Editor: Edward Y. Cheng, MD

Frequency: 4 issues/year (articles published twice a month, batched into quarterly issues)

JBJS Case Connector

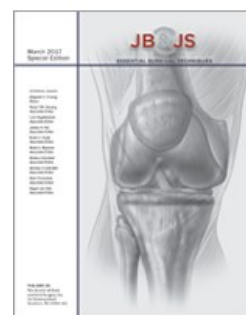
Website URL: caseconnector.jbjs.org

Content Focus: Cross-referenced for rapid search and connectivity, *JBJS Case Connector* is composed of more than 3,000 orthopaedic case reports. It compiles symptoms, conditions and demographic details to empower surgeons to find cases similar to theirs and to mine the database to reveal emerging trends and identify patterns, distinguishing between truly rare cases and repeated, related single instances of larger problems.

Editor-in-Chief: Mark F. Swiontkowski, MD

Co-Editors: Thomas W. Bauer, MD, PhD, and Ronald W. Lindsey, MD

Frequency: 4 issues/year (articles published twice a month, batched into quarterly issues)



JBJS Open Access

Content Focus: An international, peer-reviewed, online-only journal that publishes basic-science and clinical studies that have the potential to impact orthopaedic care worldwide. *JBJS Open Access* expands the capacity of *JBJS* to meet the evolving needs of the orthopaedic community by disseminating knowledge on an open-access platform that is free of charge for all readers.



Editor-in-Chief: Mark F. Swiontkowski, MD

Co-Editors: Eng Hin Lee, MD, FRCSC, and Dr. Robin R. Richards, MD, FRCSC

Frequency: continuous publication batched into monthly issues

JBJS Journal of Orthopaedics for Physician Assistants

Website URL: jopa.jbjs.org

Content Focus: An academic resource that delivers ongoing orthopaedic education for physician assistants (PAs) and nurse practitioners (NPs) by providing them with a unique forum to share their knowledge and experiences. *JOPA* publishes clinically relevant content across all orthopaedic subspecialties to advance the knowledge of orthopaedic PAs and NPs.

Editor-in-Chief: Mark F. Swiontkowski, MD

Co-Editor: Dagan Cloutier, PA-C

Frequency: 4 issues/year (articles published twice a month, batched into quarterly issues)

JBJS Jobs Orthopaedic Career Center

Website URL: jbjsjobs.org

Content Focus: JBJS Jobs connects the most highly qualified candidates with the best opportunities in the orthopaedics surgical profession.

Advertising Guidelines

Subject to approval by the Editor. [JBJS Advertising Policies](#) apply. New copy must be received by the Publisher two weeks before closing date.

Distribution

[Additional Audience Data](#)

Print Circulation:	25,000
Electronic-Only Circulation:	13,000
Total Subscribers:	38,000

Website Engagement

Average Monthly Visits:	213,000
Average Monthly Page Views:	521,000
jbjsjobs.org Average Monthly Visits:	3,150
jbjsjobs.org Average Monthly Page Views:	11,700

Email Engagement

JBJS eTOC Subscribers:	22,700
JBJS Average Open Rate:	24%
JBJS Reviews eTOC Subscribers:	10,000
JBJS Reviews Average Open Rate:	28%
OrthoBuzz Subscribers:	27,700
OrthoBuzz Average Open Rate:	35%
JBJS Jobs Orthopaedic Practice Tips and Trends Subscribers:	1,500
JBJS Jobs Orthopaedic Practice Tips and Trends Open Rate:	30%

Run Of Journal Rates

Page rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)	1/4 Page Color	1/4 Page B/W (PI)
1x	\$6,205	\$3,760	\$4,610	\$2,165	\$3,525	\$1,080
3x	\$6,110	\$3,665	\$4,485	\$2,040	\$3,495	\$1,050
6x	\$6,045	\$3,600	\$4,350	\$1,905	\$3,425	\$980
9x	\$5,875	\$3,430	\$4,225	\$1,780	\$3,375	\$930
12x	\$5,755	\$3,310	\$4,100	\$1,655	\$3,295	\$850
18x	\$5,625	\$3,180	\$4,000	\$1,555	\$3,250	\$805
24x	\$5,530	\$3,085	\$3,875	\$1,430	\$3,185	\$740
36x	\$5,300	\$2,855	\$3,755	\$1,310	\$3,125	\$680
48x	\$5,110	\$2,665	\$3,645	\$1,200	\$3,125	\$680
60x	\$5,050	\$2,605	\$3,645	\$1,200	\$3,125	\$680

Cover and Preferred Position Rates

Cover 2: 100% of earned B/W (PI) page rate

Cover 3: 50% of earned B/W (PI) page rate

Cover 4: 100% of earned B/W (PI) page rate

Opposite TOC: 25% of earned B/W (PI) page rate

Opposite First Editorial: 25% of earned B/W (PI) page rate

First Spread: 25% of earned B/W (PI) page rate

Insert Rates

2-Page: 3 times earned B/W (PI) page rate

4-Page: 5 times earned B/W (PI) page rate

BRCs: Full page print rates apply. Must be accompanied by a full-page ad.

Custom Projects

Supplements, cover tips/belly bands, outserts, webinars, learning centers and more. Contact your Sales Representative for details.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Print & Online - Two Packages Available

Ad runs in print and online targeted to subspecialty content throughout the JBJS network of websites. Package pricing starts at the below rates. Contact Recruiting Representative for more information.

Full Page	1/2 Page	1/4 Page	1/8 Page
\$3,435	\$1,980	\$1,105	\$690

Additional Packages and Recruitment Tools Available

Contact Recruiting Representative for more information.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

The JBJS Online Interactive Network (JOIN) has many options for engaging with the JBJS audience of orthopaedic surgeons and residents.

Contact your Sales Representative for more information.

Display Advertising

- Standard run-of-network (RON) and mobile-optimized display
- Interstitial
- High share-of-voice (SOV) subspecialty targeting
- Homepage roadblocks (100% SOV)

Video

Video is one of the fastest growing means of media consumption in the medical surgical profession. Distribute your product videos widely on home pages and display in close proximity to relevant content on JOIN sites.

Audio Podcast

Reach surgeons on the move with 30-60 second audio advertising spots at the beginning and end of JBJS podcasts.

Email

JBJS eTOC: A twice-monthly email alerting *JBJS* subscribers to new content.

JBJS Reviews eTOC: A monthly email alerting subscribers to new *JBJS Reviews* content.

OrthoBuzz: A monthly email compiling news briefs on topics related to: clinical orthopaedics, business and economics, practice administration and medical policy.

Webinar

JBJS offers interactive surgeon-to-surgeon webinars addressing top-of-mind topics in orthopaedic surgery. JBJS editors moderate these one-hour web-streamed events in which authors present original research, experts offer commentary and all panelists respond to questions submitted by the audience. Webinars are on-demand for six months. JBJS webinar sponsors receive promotional credit for helping to make these popular, complimentary events possible. Platinum sponsors may also choose to conduct opt-in lead generation and provide handouts for the viewing audience.

Mobile

Multi-Journal App: Offers a continuous flow of content from all four JOIN sites for orthopaedic surgeons on the go. Mobile advertising options include standard mobile banners as well as a launch interstitial position for all tablets.

Image Quiz App: This popular App featuring cases from *JBJS Case Connector* draws more than 3,000 surgeons each month to test their clinical diagnostic skills on a regular basis. Monthly sponsorship is exclusive and includes sponsor branding on all App promotion by JBJS.

The minimum net buy is \$2,500 per online campaign.

Closing Dates

Issue	Run of Journal Space	eTOC Banner Materials	Career & Events Section Space and Materials	Run of Journal Multi-Media App Materials	Run of Journal Print and PDF App Materials	Insert Materials	Approximate Mail Date
January 4th	11/30/2016	11/30/2016	12/8/2016	11/23/2016	12/9/2016	12/1/2016	12/29/2016
January 18th	12/14/2016	12/14/2016	12/22/2016	12/7/2016	12/23/2016	12/19/2016	1/12/2017
February 1st	12/29/2016	12/29/2016	1/9/2017	12/21/2016	1/10/2017	1/4/2017	1/26/2017
February 15th	1/13/2017	1/13/2017	1/23/2017	1/6/2017	1/24/2017	1/18/2017	2/9/2017
March 1st	1/26/2017	1/26/2017	2/3/2017	1/19/2017	2/6/2017	1/31/2017	2/23/2017
March 15th	2/9/2017	2/9/2017	2/17/2017	2/2/2017	2/21/2017	2/14/2017	3/9/2017
April 5th	3/3/2017	3/3/2017	3/13/2017	2/24/2017	3/14/2017	3/8/2017	3/30/2017
April 19th	3/17/2017	3/17/2017	3/27/2017	3/10/2017	3/28/2017	3/22/2017	4/13/2017
May 3rd	3/31/2017	3/31/2017	4/10/2017	3/24/2017	4/11/2017	4/5/2017	4/27/2017
May 17th	4/14/2017	4/14/2017	4/24/2017	4/7/2017	4/25/2017	4/19/2017	5/11/2017
June 7th	5/4/2017	5/4/2017	5/12/2017	4/27/2017	5/15/2017	5/9/2017	6/1/2017
June 21st	5/18/2017	5/18/2017	5/26/2017	5/11/2017	5/30/2017	5/23/2017	6/15/2017
July 5th	5/31/2017	5/31/2017	6/8/2017	5/23/2017	6/9/2017	6/5/2017	6/27/2017
July 19th	6/14/2017	6/14/2017	6/22/2017	6/7/2017	6/23/2017	6/19/2017	7/13/2017
August 2nd	6/28/2017	6/28/2017	7/10/2017	6/21/2017	7/11/2017	7/5/2017	7/27/2017
August 16th	7/14/2017	7/14/2017	7/18/2017	7/7/2017	7/25/2017	7/19/2017	8/10/2017
September 6th	8/3/2017	8/3/2017	8/7/2017	7/27/2017	8/14/2017	8/8/2017	8/30/2017
September 20th	8/17/2017	8/17/2017	8/21/2017	8/10/2017	8/28/2017	8/22/2017	9/14/2017
October 4th	8/31/2017	8/31/2017	9/5/2017	8/24/2017	9/12/2017	9/6/2017	9/28/2017
October 18th	9/15/2017	9/15/2017	9/19/2017	9/8/2017	9/26/2017	9/20/2017	10/12/2017
November 1st	9/29/2017	9/29/2017	10/3/2017	9/22/2017	10/10/2017	10/4/2017	10/26/2017
November 15th	10/13/2017	10/13/2017	10/17/2017	10/6/2017	10/24/2017	10/18/2017	11/9/2017
December 6th	11/1/2017	11/1/2017	11/3/2017	10/25/2017	11/10/2017	11/6/2017	11/30/2017
December 20th	11/15/2017	11/15/2017	11/17/2017	11/8/2017	11/28/2017	11/20/2017	12/14/2017

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 5/16" x 10 7/8"

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	16 5/8"	x	10 7/8"	16 7/8"	x	11 1/8"
Full page:	8 5/16"	x	10 7/8"	8 9/16"	x	11 1/8"
1/2 page horizontal:	7 1/8"	x	4 1/2"	8 5/16"	x	4 1/2"
1/2 page vertical:	3 7/16"	x	9 1/4"	4 5/32"	x	11 1/8"
1/4 page:	3 7/16"	x	4 1/2"		x	

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/8"	x	9 1/4"
1/2 page horizontal:	7 1/8"	x	4 1/2"
1/2 page vertical:	3 7/16"	x	9 1/4"
1/4 page:	3 7/16"	x	4 1/2"
1/8 page:	3 7/16"	x	2 7/16"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: All inserts subject to approval by Editor. Sample must be sent to Sales Representative for approval. Allow three weeks for approval.

Specs and Quantity: Contact the Production Associate.

BRCs: Minimum Size: 5" x 4 1/2"; Maximum Size: 6" x 4 1/4". Stock Weight: .007-inch thick

Packing Instructions: Carton packing preferred with quantity, publication and issue clearly indicated.

Shipping Address: Michael Murphy, Quad Graphics, 1700 James Savage Road, Midland, MI 48642

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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