THE NEW PHYSICIAN – MEMBERSHIP • OVERVIEW • READERSHIP

> **As a physician, you have a responsibility to be a leader in your community** in all aspects to advocate for the health of the people. I feel AMSA invests in students, provides good examples, and provides a road to help make health care better.

AMSA Membership

36,000

- Premedical Students
- Medical Students
- Intern Physicians
- Resident Physicians
- International Medical students

Osteopathic medical students

make up about 11% of the total medical student membership

AMSA Overview

- The American Medical Student Association (AMSA), with more than a half-century history of medical student activism, is the oldest and largest independent association of physicians-in-training in the United States. Founded in 1950, AMSA, a student-governed, nonprofit organization with more than 36,000 members, is committed to representing the concerns of physicians in-training.
- AMSA is committed to improving medical training as well as advancing the profession of medicine and focuses on four strategic priorities:
  - Quality, Affordable Heath Care for All
  - Global Health Equity
  - Enriching Medicine Through Diversity
  - Professional Integrity, Development and Student Well-Being.

The New Physician

Total Readership:

42,000

- *The New Physician (TNP)* is AMSA's 4-color, award-winning magazine published 6 times per year. *TNP* provides AMSA's 42,000 readers with the information they want and need to know. The brand loyalty established with AMSA members will last their entire professional career.
- *The New Physician*, with a print circulation of 28,000, is the only magazine focused exclusively on the needs and interests of future physicians.
- A digital edition of each issue is available on AMSA's website and viewed by thousands each week.
- More than 96% of *The New Physician* readers agree that *TNP* is an informative and entertaining read for future physicians.
- More than 70% of AMSA readers say they save at least one copy of *The New Physician*, and more than 20% say they have more than a full year's worth of *TNP*.
- Almost 1/3 of *TNP* readers report they have taken some type of action after seeing an advertisement in *TNP*.

Readers rely on *The New Physician* to cover key topics including:

- The latest medical technology
- Financial services
- Internships
- Medical instruments
- Residency programs
- Student loans
- Test prep and study aids
- Travel

> ***The New Physician* is an excellent source** of information for med students, premed students and physicians alike.... Its scope is varied and tackles issues affecting students and medicine as a whole....

Contact Sandy Fridy ● sfridy@amsa.org ● (703) 665-4811

The New Physician Editorial Calendar

January-February
Contract Deadline: 11/8/13
Art Deadline: 11/15/13

Policy & Politics

- The politics of organized medicine
- How will the ACA change medical student service and training?
- Should premeds steer clear of political action?

March-April
Contract Deadline: 1/10/14
Art Deadline: 1/17/14

Public Health

- Disaster Preparation
- Is the practice of medicine conducive to a healthy lifestyle?

Summer
Contract Deadline: 3/14/14
Art Deadline: 3/21/14

Art & Medicine

- The 20th annual Creative Arts Contest
- Keeping up your passions in medical school
- Survival Guide for your third year

September
Contract Deadline: 7/10/14
Art Deadline: 7/17/14

Technology

- Robotics: Do they really improve outcomes?
- Performance enchancing drugs for med students

October
Contract Deadline: 8/8/14
Art Deadline: 8/15/14

The Equity Issue

- The landscape of LGBT health: What will change take?
- The first doctor in the family

November-December
Contract Deadline: 9/12/14
Art Deadline: 9/19/14

Global Health & Economics

- Doctoring economics: Physician-economists on the universal relationship between health and money
- Are global health experiences a distraction?

“I think it is a great magazine for the people within the medical field.
As a premed student, it is always inspiring and motivating to read about medical students’ stories and their accomplishments around the world.”

Contact AMSA

Web
www.amsa.org/tnp

E-mail
sfridy@amsa.org

Phone
(703) 665-4811

Fax
(703) 620-6445

Connect
www.facebook.com/AMSANational
www.twitter.com/AMSANational
www.youtube.com/user/AMSANational

Mail
American Medical Student Association
45610 Woodland Road, Suite 300
Sterling, VA 20166

“[*TNP* is] a great way to keep up to-date
on new products and available resources”

THE NEW PHYSICIAN – 2014 SPECIFICATIONS & RATES

> *TNP* is one of the few magazines I really look forward to reading. It has kept me tied in to physician activism and public health and reminded me of the wider world of health care, which is easy to lose sight of in the midst of medical school.

Rates

Premium Covers	1x	3x	6x
Cover 4	$5,500	$5,000	$4,600
Cover 3	$4,800	$4,375	$4,025
Cover 2	$4,800	$4,375	$4,025

Pages (4-Color)	1x	3x	6x
Full	$3,450	$3,125	$2,875
2/3	$2,750	$2,500	$2,300
1/2	$2,075	$1,875	$1,725
1/3	$1,500	$1,375	$1,265
Spread	$6,850	$6,200	$5,700

Classified Ads (black & white only)			
1/6	$800	$700	$635
1/12	$450	$375	$325
1/6 Page Horizontal	2 1/4" x 4 3/4"		
1/12 Page Horizontal	2 1/4" x 2 3/8"		

Ad Sizes

Full Page	
Bleed	8 1/4" × 11 1/8"*
Non-Bleed	7" x 9 7/8"

*NOTE: Trim size of publication is 8" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.

Spread	
Bleed	16 1/4" × 11 1/8"**
Non-Bleed	15 1/2" x 10 3/8"

**NOTE: Spread trim size is 16" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges and 3/8" from gutter on each side.

Fractional	
2/3 Page Vertical	4 1/2" × 9 5/8"
1/2 Page Horizontal	7" x 4 3/4"
1/3 Page Vertical	2 1/8" x 9 5/8"
1/3 Page Square	4 1/2" x 4 3/4"

Digital Upgrade Options

Additional advertising exposure is available online exclusively to *TNP* advertisers in the digital edition of *The New Physician*. For advertisers who want to increase their level of exposure with a specific *TNP* issue, a digital bellyband and side-rails (left and right) are available to two advertisers per issue. Multi-link ads are also available options. Contact Sandy Fridy at sfridy@amsa.org, (703) 665-4811 for more information and ad specifications.

Digital Type	1x	3x	6x
Bellyband*	$6,500	$6,000	$5,600
Side-Rails*	$6,000	$5,500	$5,100
Multi-Links	$500 (up to 3 total links allowed in one ad)		

*One advertiser per issue.

Unique Insert Ad Options

Unique insert ad options are available in *The New Physician* including bellybands, tip-ins and blow-ins. For pricing and availability, please contact **Sandy Fridy** (703) 665-4811; sfridy@amsa.org.

File Requirements & Payment Terms

Refer to the AMSA Advertising Contract Terms and Conditions for the File Requirements and Payment Terms.

Submit all ads to the following ftp server by uploading PDF file to:
Ftp server= ftp.thenewphysician.com
Username = adv@thenewphysician.com
Password = HH1AxE2c

All rates given above are gross rates.

> I love *The New Physician*. I think it really addresses some of the important issues facing medicine today and does not just focus on the science and clinical side of medicine.

Contact Sandy Fridy ● sfridy@amsa.org ● (703) 665-4811