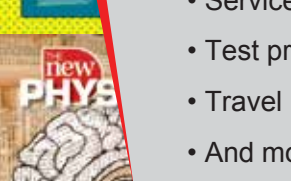
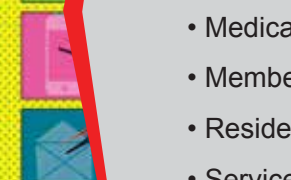
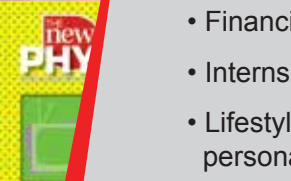


THE new PHYSICIAN

AMERICAN MEDICAL STUDENT ASSOCIATION

MEDIA KIT



OVERVIEW, READERS & CIRCULATION

The New Physician (TNP) is the award-winning magazine of the American Medical Student Association (AMSA).

- ▶ *TNP* is published four times a year in print and digitally formatted six times a year for 24/7 access on all mobile devices.
- ▶ Nearly 30,000 copies of each issue are distributed to readers who are medical and premedical students and other physicians-in-training worldwide, plus libraries and institutions.
- ▶ *TNP*'s goal is to provide future doctors and other health care providers with the tools they need for success in their classrooms, labs, and on the wards. This includes product messaging for readers to learn about the resources available to them.
- ▶ *TNP*'s readers have been known to keep their print issues permanently for their personal resource libraries.
- ▶ *TNP* digital issues are mobile-friendly, interactive, and adaptable for all devices providing readers immediate access to the information they want and need to know.
- ▶ More than 96% of the publication's readers agree that *TNP* is an informative and entertaining read for future health care providers.

KEY TOPICS

readers expect in *The New Physician* include:

- Financial services
- Internships
- Lifestyle and personal wellness
- Medical technology
- Member perspectives
- Residency programs
- Service
- Test prep and study aids
- Travel
- And more!



The American Medical Student Association, with 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, non-profit national organization with more than 30,000 members, is committed to improving health care and health care delivery to all people; promoting active improvement in medical education; involving its members in the social, moral and ethical obligations of the profession of medicine; assisting in the improvement and understanding of world health problems; contributing to the welfare of physicians-in-training and advancing the profession of medicine.

***The New Physician* has fun, interesting articles that are relevant to future physicians of all levels of training.**

THE new
PHYSICIAN
AMERICAN MEDICAL STUDENT ASSOCIATION
MEDIA KIT



TNP READERS
are...

- Medical students
- Premedical students
- Residents
- Practicing physicians



“*The New Physician* is a **valuable source** for coverage of issues affecting medical education at the premed and the medical level. The **comprehensive scope** is relevant for variety of health professionals and students.”

Editorial Calendar

SUMMER 2019
(print & digital formats)
Cover Date: July

Deadlines:
Ad Reservation: May 24, 2019
Print Art: May 31, 2019
Digital Content: June 14, 2019

SEPTEMBER 2019
(print & digital formats)
Cover Date: September

Deadlines:
Ad Reservation: July 12, 2019
Print Art: July 19, 2019
Digital Content: August 16, 2019

OCTOBER 2019
(digital format only)
Cover Date: October

Deadlines:
Ad Reservation: September 9, 2019
Digital Content: September 16, 2019

NOVEMBER-DECEMBER 2019
(print & digital formats)
Cover Date: November

Deadlines:
Ad Reservation: September 12, 2019
Print Art: September 19, 2019
Digital Content: October 17, 2019

JANUARY-FEBRUARY 2020
(digital format only)
Cover Date: January

Deadlines:
Ad Reservation: December 10, 2019
Digital Content: December 17, 2019

MARCH-APRIL 2020
(print & digital formats)
Cover Date: November

Deadlines:
Ad Reservation: January 10, 2020
Print Art: January 17, 2020
Digital Content: February 14, 2020

“*TNP* is a **great magazine** for **everyone** in the **medical field**. As a premed student, I am **inspired** by the stories I read about medical students and their accomplishments.”

Deliver your message electronically to thousands of future physicians!

The New Physician – ELECTRONIC TABLE OF CONTENTS

B

SKYSCRAPER

Premium ad positioned vertically in right column.
Image Dimensions: 120 pixels wide x 600 pixels tall

C

PRODUCT SHOWCASE

Featured ad integrated within the contents listing.
Image Dimensions: 395 pixels wide x 100 pixels tall

C1 Above the fold **C2** Below the fold

E

SIDE MESSAGE

Ad positioned under the Skyscraper banner with an image, headline, and description.

Image Dimensions: 120 pixels wide x 50 pixels tall
Text (max.): 20-character headline, 80-character description

FIVE banner positions ideally placed and linked to your site.

Rates			
<i>(amounts given are per issue)</i>			
	1x	3x	6x
Skyscraper	\$1,500	\$1,375	\$1,250
Product			
Showcase C1	\$1,450	\$1,325	\$1,200
C2	\$1250	\$1125	\$1000
Side Message	\$500	\$475	\$450
Submission Deadlines			
	Reservation	Art	
Summer	5/24/2019	6/14/2019	
Sept	7/12/2019	8/16/2019	
Oct	9/9/2019	9/16/2019	
Nov-Dec	9/12/2019	10/17/2019	
Jan-Feb	12/10/2019	12/17/2019	
Mar-Apr	1/10/2020	2/14/2020	

To reserve digital ad space, visit amsa.org/workwithus and send a completed AMSA Advertising Space Reservation Form to adv@amsa.org.

Digital ads must be formatted as jpg, png or gif files (maximum file size: 40K). Files with rotating images to create animation are encouraged (optional) but should be no more than five (5) seconds.

All ad collateral must be submitted to the AMSA Advertising Submission Form by the dates indicated above for ad to appear as scheduled.



Issue name

Volume X, Number Y

Features

Feature headline 1

The article is described in one or two sentences, followed by a byline.
 by Jane Doe
[\[Read in our digital edition\]](#)

Feature headline 2

The article is described in one or two sentences, followed by a byline.
 by Another Author
[\[Read in our digital edition\]](#)



Departments

Staff Note

Brief department description
 by Staff Member
[\[Read in our digital edition\]](#)
[\[HTML\]](#)

Letters

Brief department description
[\[Read in our digital edition\]](#)

H&P

Brief department description
[\[Read in our digital edition\]](#)

President's Column

Brief department description
 by Current President
[\[Read in our digital edition\]](#)



Premed Adviser

Brief department description
[\[Read in our digital edition\]](#)

Academic Tactics

Read about JNP opportunities below



20-character headline
 Your 50-word description here.



20-character headline
 Your 50-word description here.

TNP opportunities

OUR SOURCE LIST
 Join TNP's source list if you are interested in commenting on med ed topics. Our reporters and writers use the source list to get "med student on the street" opinions for a range of stories.

Follow us on Twitter
 We're [thenewphysician](#).



TNP is published by the American Medical Student Association

Illustration of ad placement and specifications is offered as an example only. Actual content, length and arrangement of the newsletter will vary.