

A photograph of the Chicago skyline at night, with the Willis Tower prominently lit and its reflection visible in the water. The sky is a deep blue, and the city lights create a warm, golden glow.

# Chicago

MEDICINE

2016 MEDIA KIT

# Our History



“Chicago’s oldest major medical association, the Chicago Medical Society (CMS), was founded by Levi Boone (a great nephew of Daniel Boone) and other physicians in 1850 and was restructured in 1852 by Nathan S. Davis, an organizer of the American Medical Association in Philadelphia in 1847.



**ABOVE: CMS’ first president, Dr. Levi Boone, a great nephew of pioneer Daniel Boone, also became mayor of Chicago. BELOW: After the fire of 1871, doctors from Rush Medical College stood amid the school’s ruins. Today this location is the site of the Chicago Medical Society building at Dearborn St. and Grand Ave. (Photo courtesy of Rush-Presbyterian-St. Luke’s Medical Center Archives.)**

The *Chicago Medical Record*, the first CMS publication, was launched in 1891. Later renamed the *Chicago Medical Recorder*, the journal continued until 1927. Those decades represented a crucial period in the development of the city’s medical community. CMS also introduced the *Bulletin of the Chicago Medical Society* and still publishes *Chicago Medicine*. Long considered the largest local medical society in the United States, CMS successfully accommodated specialty societies like the Chicago Pathological Society and the Chicago Neurological Society by adopting in 1903 a federal-style organization in which specialized bodies conduct meetings but delegate policymaking to elected officers and financial matters to trustees.

Chicago’s medical community figured prominently both regionally and nationally. CMS physicians dominated the Illinois State Medical Society soon after its establishment in 1840. Dr. Nathan S. Davis served as the first editor of the *Journal of the American Medical Association*; under the long editorship (1924-1949) of Dr. Morris Fishbein, another prominent Chicago physician, *JAMA* became the leading American medical journal.”

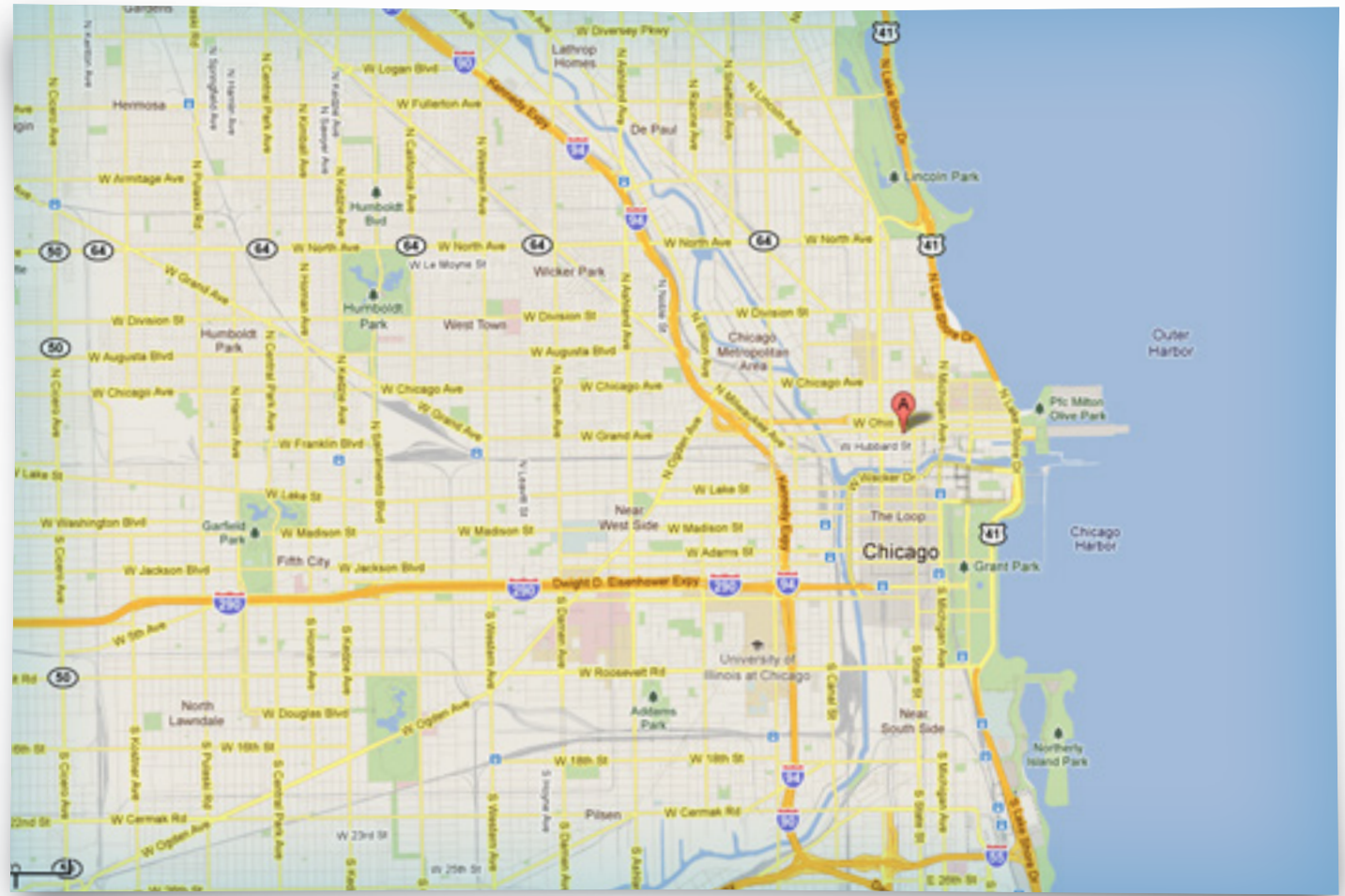
*(Source: Adapted from the online Chicago encyclopedia of the Chicago History Museum.)*

# Editorial Mission

*Chicago Medicine* magazine is a resource for practicing physicians and their staff. Reflecting all aspects of medicine—academic, clinical, legal and technological—the magazine covers issues and trends that affect all of **Cook County's 17,000 physicians**. Readers benefit from clinical updates, continuing medical education articles, and public health and practice management reports.

**"Chicago Medicine is the oldest and most prestigious local publication for physicians in every specialty."**

—James M. Galloway, MD, MPH  
Former U.S. Asst. Surgeon  
General and Regional Health  
Administrator, Region V, U.S.  
Public Health Service



# Editorial Overview

## FEATURES

Trends and forces shaping medical practice; health care reform; new treatment modalities; changes in graduate medical education. Includes research highlights from the region's seven teaching institutions, academic medical centers, and more than 60 hospitals.

## CONTINUING MEDICAL EDUCATION

Updates on managing obesity and diabetes; end-of-life care; women's health issues; infectious disease; primary care; pediatric and adolescent medicine; genetic testing; asthma and immunology; geriatric care; robotic surgery; and more.

## CMS ADVOCACY

Reports on legislative activity and advocacy in Cook County, Springfield and Washington, DC, including state and local judicial elections; CMS' relationships with lawmakers; physician testimony at city and county hearings; CMS support for bills.

## PRACTICE MANAGEMENT

Information you need to run your practice—billing and coding; reimbursement; human resources; patient communications; medical-legal; time management; personnel issues; marketing and social media; public speaking, and more. Includes updates from CMS' Practice Manager Section.

## LEGAL/FINANCIAL

Asset protection; retirement and estate planning; physician hospital alignment; investment; employment contracting; hospital bylaws; medical staff relations; buying and selling a practice; identity theft; and workforce issues.

## TECHNOLOGY

Choosing and implementing an EHR; attestation and meaningful use; ICD-10-CM; health care data breaches; HIPAA and personal health records; telemedicine; insurance exchanges; clinical analytics; mobile health, and more.

## LEGISLATIVE/REGULATORY

Health system reform; Medicare/Medicaid rules; accountable care models and co-ops; patient-centered care; payment reform; graduate medical education; student debt and repayment; state and national judicial decisions; and regulatory news.

## CMS MEMBER BENEFITS

Insurance agency; CME; networking; lectures; mini-internships with lawmakers; online career center and job board; mentorship and volunteer opportunities; committee participation; online communities; billing and coding help; CPR and AED training, OSHA workshops; reimbursement help.

## PUBLIC HEALTH

Infectious disease; obesity and diabetes; stroke and heart disease; healthy lifestyle initiatives; mental health; health care disparities; foodborne illness; substance abuse; e-cigarettes and tobacco cessation; emergency preparedness planning; disaster medicine.

## OPINION/FORUM

A place where physicians can make their case on different issues through fact-based, researched articles.

## BOOK REVIEWS

Reviews by physicians on general interest topics, including histories of medicine and biographies of prominent doctors. Also reviews published works of physician members.

## WHO'S WHO

Human interest profiles of mover and shaker physicians in Cook County and those in leadership positions. Highlights doctors in academic settings, public health, large and small groups, and hospitals.

# Audience



*Chicago Medicine* readers are thought leaders in the medical field. As practitioners, they strive for excellence in patient care and accountability, while advocating for better health policies through political action. Here is a summary of who our readers are, what they specialize in, and where they practice.

## CHICAGO MEDICAL SOCIETY DEMOGRAPHICS

**Total members:** 6,251

**Average Income:** \$200,754 primary care; \$362,049 specialty care  
*Median Compensation for Midwest U.S. (Source: MGMA Physician Compensation and Production Survey: 2011 Report Based on 2010 Data.)*

**Education:** College: Undergraduate Degree (4 Years);  
Postgraduate: Medical Degree (4 Years); Residency (3 to 7 Years);  
Fellowship (1 to 3 Years for Subspecialty Training); Optional Board  
Certification and Recertification Every 6 to 10 Years; Ongoing  
Continuing Medical Education.

**Gender:** Male: 69%; Female: 31%

**Age:** 21-24 Years: 4%; 25-34 Years: 24%; 35 -43 Years: 10%;  
44-54 Years: 17%; 55-64 Years: 19%; 65+ Years: 26%

### Type of Practice:

- Private Practice
- Employed
- Group Practice
- Academic/Teaching
- Public Health
- Service Corporation

**Specialties:** General Practice/Primary Care: 43%; Specialties: 57%

Adolescent medicine	Gynecology	Pediatric allergy
Adolescent psychiatry	Gynecologic oncology	Pediatric anesthesiology
Allergy and immunology	Hand surgery	Pediatric cardiology
Anatomic pathology	Head and neck surgery	Pediatric endocrinology
Anesthesiology	Hematology	Pediatric hematology/ oncology
Cardiology	Infectious disease	Pediatric neurology
Cardiothoracic surgery	Internal medicine	Pediatric orthopedics
Cardiovascular disease	Maternal/fetal medicine	Pediatric radiology
Cardiovascular surgery	Maxillofacial surgery	Pediatric surgery
Child psychiatry	Medical genetics	Pediatrics
Colorectal surgery	Neonatal-perinatal medicine	Physical medicine and rehabilitation
Critical care medicine	Nephrology	Plastic surgery
Dermatologic surgery	Neurological surgery	Psychiatry
Dermatology	Neuropathology	Psychoanalysis
Diagnostic radiology	Neurology	Pulmonary disease
Emergency medicine	Nuclear medicine	Radiation oncology
Endocrinology	Obstetrics	Radiology
Family medicine	Obstetrics-gynecology	Reproductive endocrinology
Family practice	Occupational medicine	Rheumatology
Forensic pathology	Oncology	Sports medicine
Gastroenterology	Ophthalmology	Thoracic surgery
General medicine	Oral surgery	Trauma surgery
General practice	Orthopedic surgery	Urology
General preventive medicine	Otolaryngology	Vascular surgery
General surgery	Otology	
Geriatrics	Pathology	

*Chicago Medicine* readers practice in challenging, dynamic health systems. The city is home to the largest urban medical, education, research and technology district in the U.S. Chicago boasts the highest concentration of teaching institutions and the third largest public health system. Illinois produces more medical school graduates than any state in the nation.

## **CMS MEMBERS PRACTICE AT THE FOLLOWING HOSPITALS**

Adventist LaGrange Memorial Hospital  
Advocate Bethany Hospital  
Advocate Christ Medical Center  
Advocate Good Shepherd Hospital  
Advocate Hope Children's Hospital  
Advocate Illinois Masonic Medical Center  
Advocate Lutheran General Hospital  
Advocate Lutheran General Children's Hospital  
Advocate South Suburban Hospital  
Advocate Trinity Hospital  
Alexian Brothers Behavioral Health Hospital  
Alexian Brothers Medical Center  
Children's Memorial Hospital  
Chicago Lakeshore Hospital  
Gottlieb Memorial Hospital  
Holy Cross Hospital  
Holy Family Medical Center  
Ingalls Memorial Hospital  
Jackson Park Hospital and Medical Center  
Jesse Brown VA Medical Center  
Kindred Chicago Central Hospital  
Kindred Hospital, Chicago  
Kindred Hospital, Northlake  
LaRabida Children's Hospital  
Little Company of Mary Hospital and Health Care Centers

Loretto Hospital  
Louis A. Weiss Memorial Hospital  
Loyola University Medical Center  
MacNeal Memorial Hospital  
Mercy Hospital and Medical Center  
Methodist Hospital of Chicago  
MetroSouth Medical Center  
Mount Sinai Hospital  
NorthShore University HealthSystem Evanston Hospital  
NorthShore University HealthSystem Glenbrook Hospital  
NorthShore University HealthSystem Highland Park Hospital  
NorthShore University HealthSystem Skokie Hospital  
Northwest Community Hospital  
Northwestern Memorial Hospital  
Norwegian-American Hospital  
Oak Forest Hospital  
Our Lady of the Resurrection Medical Center  
Palos Community Hospital  
Provident Hospital of Cook County  
Rehabilitation Institute of Chicago  
Resurrection Medical Center  
Riveredge Hospital  
Roseland Community Hospital  
Rush North Shore Medical Center

Rush Oak Park Hospital  
Rush University Medical Center  
Sacred Heart Hospital  
St. Alexis Medical Center  
St. Anthony Hospital  
St. Bernard Hospital and Health Care Center  
St. Francis Hospital of Evanston  
St. James Hospital and Health Center  
Saint Joseph Hospital  
Saints Mary and Elizabeth Medical Center  
Schwab Rehabilitation Hospital  
Sherman Hospital  
Shriners Hospital for Children  
South Shore Hospital  
Streamwood Hospital  
John H. Stroger, Jr., Hospital  
Swedish Covenant Hospital  
Thorek Hospital and Medical Center  
UHS Hartgrove Hospital  
University of Illinois Medical Center  
West Suburban Medical Center  
Westlake Hospital

# 2016 Calendar & Deadlines



ISSUE	COVER FEATURE	SPACE	MATERIALS	MAIL
JANUARY	Hospital and Health Insurance Company Mergers	11/15	12/2	1/05
FEBRUARY	The Zika Virus and Cook County	12/16	01/6	2/06
MARCH	The HMO Comeback	01/16	02/03	3/06
APRIL	Coming Soon—Uniform Approach To Quality Performance Measures	02/17	03/03	4/03
MAY	Mergers and Consolidations—Their Impact on Doctors—	03/17	04/01	5/07
JUNE	How The High Cost of Drugs is Affecting Adherence	04/15	05/02	6/07
JULY	Doctors and Their Salaries—Who's Making What?	05/16	06/02	7/09
AUGUST	Vaccine Abstainers and How to Win Them Over	06/24	07/08	8/29
SEPTEMBER	Our Presidential Candidates and Their Health Care Proposals	07/25	08/12	9/02
OCTOBER	Update on Chicago's Pharmacogenics Scene	08/26	09/12	10/03
NOVEMBER	Patient Satisfaction Surveys—Are They Helpful or Harmful?	09/26	10/11	11/02
DECEMBER	Physician Burnout: How Bad is it and What Docs Can Do About It	10/24	11/09	12/02

*\*Editorial Calendar is subject to change.*

*\*All submissions are reviewed by an Editorial Advisory Panel of Physicians.*

# Display Ad Rates

## PREMIUM PAGES

AD SIZE	1x	3x	6x	12x
Inside Front (C1)	\$2,300	\$2,180	\$2,070	\$1,840
Inside Front Cover + Page 1 (C2 Spread)	4,200	3,980	3,780	3,360
Inside Back Cover (C3)	2,100	1,990	1,890	1,680
Outside Back Cover (C4)	2,500	2,380	2,250	2,000

## FOUR-COLOR

AD SIZE	1x	3x	6x	12x
Two-Page Spread	\$3,420	\$3,250	\$3,078	\$2,740
Full Page	1,900	1,800	1,710	1,520
2/3 Page	1,460	1,380	1,310	1,160
1/2 Page	1,140	1,080	1,030	910
1/3 Page	820	780	740	660
1/4 Page	670	630	600	530

\*Production charges: \$300-\$500 to create a new ad.  
Call for pricing.

# Online Ad Rates

Glider on Home Page ..... **\$400/month**

## INSERTS/CUSTOM REQUESTS

- Inserts
- Postcards
- Brochures
- Flyers
- Polybag
- Reprints
- CDs/DVDs
- Advertorials
- Other custom advertising

*All items are quoted upon request.*

## CONTACT

**Fox Associates, Inc.**

116 W. Kinzie St.

Chicago, IL 60654

[adinfo.cms@foxrep.com](mailto:adinfo.cms@foxrep.com) | T 800-440-0231

CHICAGO - NEW YORK - LOS ANGELES - DETROIT



# Display Ad Specs & Preparation

## SIZES & DIMENSIONS

Ad Size	Dimensions (Trim) <sup>1</sup>
Two-Page Spread	16.75 x 10.875"
Full Page	8.375 x 10.875"
<b><sup>1</sup>TWO-PAGE SPREAD &amp; FULL-PAGE INSTRUCTIONS</b> <b>Bleeds:</b> 1/4" on all sides with Offset also at 1/4". <b>Margins:</b> 1/2" on all sides, or 1/2" from the trim.	
<sup>2</sup> 2/3 Vertical	4.75 x 9.825"
1/2 Vertical	3.5 x 9.825"
1/2 Horizontal	7.275 x 4.625"
1/3 Vertical	3.5 x 9.825"
1/3 Square	4.75 x 4.625"
1/4 Vertical	3.5 x 4.625"

## FILE INSTRUCTIONS

Ads must be submitted as either **PDF** or **TIFF** graphics:

**PDF:** must be CMYK, PDF-X compliant, created at Press Resolution or greater (300 dpi minimum) with all fonts embedded.

**TIFF:** Flattened 300 dpi CMYK with LZW compression preferred.

All spot colors must be converted to CMYK unless specifically printing with PMS colors as they will create errors in preflight.

## ONLINE AD SIZES

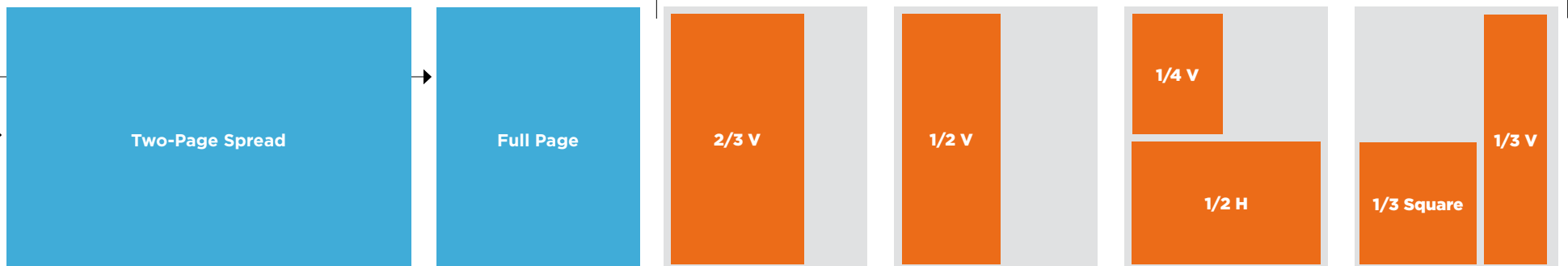
**Glider on Home Page** ..... **349 x 191 pixels**  
 GIF or JPEG format, optimized for Web.

## FILE SUBMISSION

**Scott Warner**, Co-Editor and Ad Sales  
[swarner@cmsdocs.org](mailto:swarner@cmsdocs.org) | T 312-670-2550 x336 | F 312-670-3646

### <sup>2</sup>FRACTIONAL AD INSTRUCTIONS

**No bleeds, no crop marks.** Do not center your design on a letter-sized page; your page size must be the same dimensions as your finished ad. All fractional ads must have a border or a .25-point rule will be added.



# Classified Order Form



## ISSUES FOR INSERTION

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June   | <input type="checkbox"/> October   |
| <input type="checkbox"/> March    | <input type="checkbox"/> July   | <input type="checkbox"/> November  |
| <input type="checkbox"/> April    | <input type="checkbox"/> August | <input type="checkbox"/> December  |

## RATE FOR INSERTION

**WORDS**..... \$60 for first 30 words, \$1 each additional word

(CMS members receive 20% discount)

**BOXED CLASSIFIED AD** ..... \$100 per column inch

**COLOR CHARGE** ..... \$50 extra

**TOTAL:**

## TEXT FOR CLASSIFIED AD

Email text to [swarner@cmsdocs.org](mailto:swarner@cmsdocs.org) or print below and fax to 312-670-3646.

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## TERMS

- All classified ads must be prepaid.
- All classifieds must be submitted in writing. No ads accepted over the phone.
- Cancellation is required in writing prior to closing date.

## PAYMENT

**MC or Visa or Amex** Your credit card statement will reflect a charge from the Chicago Medical Society.

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

MC OR VISA OR AMEX #: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

*Your signature authorizes a charge for each ad ordered. Your credit card statement will reflect a charge from the Chicago Medical Society.*

**Check or Money Order** Payable to the Chicago Medical Society.

## CONTACT

**Scott Warner**, Co-Editor

[swarner@cmsdocs.org](mailto:swarner@cmsdocs.org) | T 312-670-2550 x336 | F 312-670-3646

# Terms & Conditions



## PAYMENT METHOD

Display ads are invoiced following publication of each issue, and payment is due then.

## OVERDUE ACCOUNTS

*Chicago Medicine* (“Publisher”) maintains the right to halt the insertion of an advertisement when the account is past due.

## ACCEPTANCE

Publisher maintains the right to reject any advertisement for any reason at any time.

## PLACEMENT

With the exception of paid premium positions, display advertising is printed “ROB” (run of book—throughout the magazine) at the discretion of the Publisher. While special requests will be considered as a courtesy, they are not guaranteed.

## QUALITY

Publisher will not be held responsible for reproduction quality when specifications are not followed, or when material arrives after the deadline, even if an extension has been granted.

## LIABILITY

Advertisers, their agencies, and their representatives assume liability for all advertisement contents and also assume responsibility for any claims arising therefrom made against the Publisher.

## DEADLINES AND CLOSING DATES

Please contact the Publisher for closing dates and materials deadlines. All changes to artwork or ad copy requested after the materials deadline cannot be guaranteed.

## CANCELLATIONS

All notifications of cancellations must be in writing. No cancellations will be accepted after the ad space closing date.

## RECEIVABLES

Publisher reserves the right to hold advertisers and/or their advertising agencies jointly and separately liable for money due and payable to the Publisher.

## DELIVERY DELAY

Publisher shall not be liable for delays in delivery and/or non-delivery if such delivery is due to acts of nature, actions of government, or any condition beyond the control of the Publisher that affects production or delivery in any manner.

## INSERTION ORDERS

Insertion instructions are required for every advertisement and must clearly state the following: name of the publication, name of the advertiser, issue in which to be inserted, size of advertisement, identification of advertisement, plus any special instructions such as bleed, premium position, etc.

## SHORT RATES

Advertisers will be short-rated if the amount of space upon which their billings have been based has not been used within a 12-month period.

## CONTRACT CONDITIONS

No conditions other than those set forth in this contract shall be binding on *Chicago Medicine* or the Chicago Medical Society unless specifically agreed to in writing by an authorized representative.