connecting aesthetic practitioners with each other and the plastic surgery industry

2014 media kit
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Plastic Surgery Practice is the magazine that today’s cosmetic surgeons rely on for the latest information about innovations, practice-management trends, emerging products and technologies, and the news that drives their field. With well-thought-out articles by top doctors, Plastic Surgery Practice gets to the core of the most complex issues in plastic surgery, including how to implement new technology, legal issues, and how to optimize physician–patient interactions. Our departments keep subscribers current in all aspects of the industry.

“I have been a rabid reader of Plastic Surgery Practice for a decade and have watched this magazine age and mature from a true throw-away bathroom magazine into an informative, anticipated and valued periodical that monitors the true pulse of cosmetic surgery. The past several editors have elevated the content, but Denise Mann and her staff have hit a new high and brought a ‘cool factor’ to an informative source with authoritative analysis of the cosmetic surgery industry. Her guidance has improved content, art, digital technology and social media and has made PSP a newsstand worthy publication. The readership is huge and cuts a wide swath across all specialties involved in the industry. It is a great way for doctors to find out about products and companies to find out about doctors.”

- Joe Niamtu III, DMD, Midlothian, Virginia
Plastic surgery is fast-paced and dynamic. Today’s drug development pipeline is bursting with novel treatments, including customized implants, energy-based body contouring devices, and designer injectables. Consumer demand for anti-aging procedures is at a high despite, or perhaps in spite of, the economic instability. Growing numbers of patients – including men – are opting for nips and tucks to remain competitive in the workforce.

What’s more, cosmetic and reconstructive surgeons are also leading the regenerative medicine charge, and their work with stem cells, scaffolds, and fat are reshaping the future for all physicians and surgeons.

It is an exciting time, and Plastic Surgery Practice is uniquely poised to cover this industry from practice-management decisions and trends to clinical applications of new technologies along with our extensive meeting coverage.

No brand knows this space like Plastic Surgery Practice. Our newly revamped editorial advisory board includes prominent physicians who specialize in cosmetic medicine across the various disciplines. We rely on their expertise to keep us informed. They are also tasked with reviewing articles for medical accuracy and critiquing before-and-after photographs. They are a vocal group, and we love that about them.

One major change in 2014 is the newly focused investment on audience engagement. We are currently investing in marketing automation, which will give our advertisers the improved ability to amplify content specifically for our readers’ needs. This new focus will allow for greater lead nurturing opportunities for our advertisers as well.
advertise with us

Brand yourself as the expert in the aesthetic industry’s most trusted editorial source.
*Plastic Surgery Practice* reaches an audience of more than 36,000 (and growing) professionals who are passionate about this magazine.

Boost your advertising dollars’ productivity.
Readers view our magazine as a trustworthy source for industry intelligence. That’s why so many successful businesses continue to make *Plastic Surgery Practice* their long-term advertising choice.

Engage consumers through dynamic multimedia platforms.
Your customers get their information through various platforms. *Plastic Surgery Practice* takes your sales message and transforms it into an integrated marketing campaign. Year after year, *Plastic Surgery Practice* is rated highest among competitors in reach, content, and results. We can increase brand visibility, drive traffic to your site, and offer lead generation.

"*Plastic Surgery Practice* magazine and its online companion are go-to resources for anyone who makes their living in this space. This brand doesn’t just break news, it makes news. Denise Mann knows this beat inside and out."
- W. Grant Stevens, MD, FAC’s Marina del Rey, California

8 OUT OF 10
INDUSTRY PROFESSIONALS
who receive *Plastic Surgery Practice* have taken action (visited an advertiser’s website, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *Plastic Surgery Practice.*

3 OUT OF 5 INDUSTRY PROFESSIONALS
who receive *Plastic Surgery Practice* share each issue of *Plastic Surgery Practice* with additional readers.*

*Publisher’s own data August 2013
the audience

*Plastic Surgery Practice* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Plastic Surgery Practice* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

![Average engagements chart](chart.png)

**36,124***

*Total gross monthly contacts to Plastic Surgery Practice*

*Publisher’s own data August 2013

"Plastic Surgery Practice is addictive. It has news on the latest trends, products, and devices in the aesthetic arena - as well as biographical features on the doctors you probably should know and how they do it."

- Jennifer L. Walden, MD, PLLC, Austin, Texas

**11,123***

*Total qualified recipients*

**Occupational breakdown of qualified recipients**

- Plastic Surgeon Aesthetic or Reconstructive: 6,840
- Facial Plastic Surgeon: 586
- Cosmetic Surgeon: 473
- Dermatologist/Dermatological Surgeon: 2,237
- Otolaryngologist: 185
- Oral/Maxillofacial Surgeon: 657
- Ophthalmic Plastic Surgeon: 145

**36,124***

*Total gross monthly contacts to Plastic Surgery Practice*

- E-media audience: 15,116
- Average monthly print: 11,385
- Website monthly visits: 9,623
In every issue of Plastic Surgery Practice:

Cover Story: Each month, the coveted cover story highlights an innovative professional (or practice). The articles discuss industry trends and controversies, and provide in-depth and personal perspective on how to survive—and thrive—in this competitive space.

10 Things: One specialist answers 10 questions about his/her practice.

Hot Stuff: Our new product showcase gives readers the scoop on some of the latest and greatest innovations in plastic surgery.

PSP Spotlight: News you can use on everything from the latest mobile apps to new stats, celebrity trends, and clinical study results.

The Edge: David Evans, PhD, MBA, tackles current issues in Internet marketing and provides digestible advice for plastic surgeons.

Smart Practice: Fresh social media and practice-management advice from contributing editor and industry vet Wendy Lewis.

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<td>Beyond Blue Light: What's New in Acne Care</td>
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<td>Incorporating Skin Care Into Your Practice</td>
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**INDUSTRY EVENTS**

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online ad rates & mechanicals

RATES & AD DETAILS

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<th>Medium Rectangle 2</th>
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SEND AD MATERIALS
to Ad Coordinator:

NINA KATSOV
(913) 894-6923, ext 621
Fax (913) 647-6108
nkatsov@allied360.com
**Send Ad Materials**
to Ad Coordinator:

**Nina Katsov**
(913) 894-6923, ext 621
Fax (913) 647-6108
nkatsov@allied360.com

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**Standard Rates**

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**Custom Marketing**

- **Bellyband**
  - Min. Height 3.75
  - Contact for Pricing
- **Cover Tip**
  - Contact for Pricing
- **Page Peel**
  - Contact for Pricing
- **Printed Inserts**
  - Single or Multi Page Inserts
  - Contact for Pricing
- **Polybag Inserts**
  - Contact for Pricing

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**Mechanical Requirements**

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<td>2/3 Page</td>
<td>4.56 x 10</td>
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**Key Dates & Deadlines**

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<th>Sept</th>
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* Mailing date is an estimated date and could vary depending on delays in print production, postal processing or mailing transit times.
lead generation program

By delivering relevant and valuable content, we empower our readers. In turn, our audience recognizes the worth of our news and insights and is willing to provide their contact data in order to access this key information. Lead-retrieval options include daily, weekly, or monthly.
digital edition

Our digital editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

program features

PRIMARY SPONSOR
- Single or multiple issue sponsorship of digital edition
- Leaderboard (728 x 90) on two separate e-blasts for each edition
- Left-hand page facing the digital edition front cover
- Traffic Driver promotional items on brand website and weekly e-newsletters
- Sponsorship recognition on digital edition promotion ad in print

$2500/issue

DIGITAL AD LINK
- Live link on ad and in Ad Index

$150 | $100/additional

BANNER AD
- Rotating Banner Ad that will appear above the digital edition (max 3)

$350/each

ENHANCED DIGITAL AD
- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any url (max 4)

MULTIMEDIA ADD-ONS
- Add Audio, Video, and Flash items to an Enhanced Digital Ad, or replace your ad completely with a flash version

ENHANCED DIGITAL AD SPREAD
- 2-page ad in digital edition

*Multimedia add-on items are only available with an enhanced digital ad
**Multimedia features added to online digital edition only and do not bundle with tablet edition

- www.plasticsurgerypractice.com
e-newsletter & e-blast

Promote your message via marketing directly to the desktop or mobile device. E-blasts and e-newsletters deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

program features

E-NEWSLETTER AD UNIT
- Leaderboard (728 x 90) ad with URL link

BREAKING NEWS
- Leaderboard (728 x 90) ad with URL link

TOP TEN E-BLAST
- Leaderboard (728 x 90) ad with URL link
- Sent to editorial preference list

AD UNITS PRICING (PER MONTH)

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<th>Weekly Newsletter</th>
<th>Breaking News</th>
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<td>Leaderboard - 5</td>
<td>—</td>
<td>$750</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

MULTI-SPONSOR/SHOW E-BLAST
- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

$400/per listing | $800/for lead gen

THIRD PARTY E-BLAST/NEWSLETTERS
- Client provided materials
- Sent to third party preference list

$300/CPM | $200 production charge
buyer’s guide

*Plastic Surgery Practice’s* annual Buyer’s Guide summarizes and highlights the companies serving the plastic surgery market. The guide is published in April and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

**CATEGORY SPONSORSHIP ADVERTISING**
- Banner ad branding of a category and all sub-categories

**AD UNITS DETAILS**

<table>
<thead>
<tr>
<th></th>
<th>Leaderboard</th>
<th>Medium Rectangle</th>
<th>Bottom Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads/per Category</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Specs</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>940 x 60</td>
</tr>
<tr>
<td>Pricing/per year</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**program features**

**BASIC LISTING ONLINE - FREE**
- Your Company Information
- Free listing will be included in annual print edition

**FEATURED LISTING ONLINE**
- Logo
- Flagged as Featured
- Access to Recommend/Print/Visit/Claim features
- Ability to make listing popular based on number of clicks
- Rotated feature listing in left column
- Company Descriptions
  - Short - 200 characters max - listing will rotate in sidebar
  - Long - 1150 characters max - will be part of your company listing page
- Product listings
- FREE Featured Listing with purchase of print ad (half page minimum) and product category sponsorship

$1200/year (50% discount with purchase of category sponsorship ad)

**featured listings - print**
- requires purchase of a display ad in print Buyer’s Guide

**FEATURED LISTING - BASIC**
- Short Company Description - 200 characters max
- Company logo
- Display ad call out

$350/per listing

**FEATURED LISTING - 1/4 PAGE**
- Long Company Description - 450 characters max
- One image and company logo
- Display ad call out

$535/per listing

**FEATURED LISTING - 1/2 PAGE**
- Long Company Description - 1150 characters max
- One image and company logo
- Display ad call out

$990/per listing

**FEATURED LISTING - FULL PAGE**
- Extended Company Description - 2500 characters max
- Two images and company logo
- Display ad call out

$2056/per listing
Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. We assign an industry freelance editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program. Feature Reports are great for branding, promoting the sponsor as a subject matter expert, and generating leads, and provide great leave-behinds for a client’s sales team or for use at trade shows.

This is an editorial product that is sponsored by your company. We provide you with a draft version of the report and will provide an opportunity to offer suggestions to clarify points or offer commentary to improve overall readability of the report.

Program Features
- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Materials Needed
- Logo with URL link (eps or jpg format - 300 dpi)
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and email)
- Charts, figures, analyst reports, photos, etc. to provide context (optional)

$17,000 total | promoted for 3 months

Production time frame – 12 weeks from signed insertion date
webinars

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. You can sponsor an editorial webinar, work with us to create something customized for your product message, or let us host your already-recorded content. These topic-specific webinars bring together our editorial team with our leading industry experts for an in-depth product or market briefing.

program features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor (marketer provides PowerPoint)
- Customized registration page
- One full-page 4-color print ad
- Weekly e-newsletter promotion
- Weekly e-blasts promoting webinar
- Inclusion in monthly promotional e-blast after live event
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months

WEBINAR OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-Minute Event</td>
<td>$16,000</td>
</tr>
<tr>
<td>30-Minute Event</td>
<td>$10,500</td>
</tr>
<tr>
<td>15-Minute Event</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Webinar programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.
podcasts

Podcasts can be custom-developed for your message. Hosted by our Chief Editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissects industry developments. Podcast sponsors provide branding, association with delivery of intelligent content, and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

program features

- Single or multi sponsorship
- 15-second audio commercial
- Customized registration form to access podcast
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months
- Inclusion in monthly promotional e-blast

$2000/month | (3 months minimum)

Production time frame - 8 weeks from signed insertion date
video showcase

Tell your story, present your solution, or demonstrate your product with video. All packages include print, website, and e-newsletter promotions, and these videos are only accessible to registered site visitors.

program features

- Video URL link or embedded YouTube link hosted in Resource Center
- Inclusion in monthly promotional e-blast
- Promotional traffic drivers across platforms

$2000/month | (3 months minimum)

Production time frame - 4 weeks from signed insertion date
dedicated communities

Create a niche community dedicated exclusively to the category of your choice! With this community-style platform, readers can log on to find out information on product news, new research, educational articles, and much more!

Content development
We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *Plastic Surgery Practice* editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

Analytics
Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

program features
- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

MATERIALS NEEDED
- Logo (150 x 140) with URL link (eps or png format)
- Leaderboard (728 x 90) and bottom banner (940 x 60)

$5000/month | (6 months minimum)

Production time frame - 4 weeks from signed insertion date
white paper

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of plastic surgery professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

program features

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- E-newsletter promotion as news item
- Lead-retrieval options include daily, weekly, or monthly reporting
- Inclusion in monthly promotional e-blast

MATERIALS NEEDED

- Logo (150 x 140) with URL link (eps or png format)
- Completed white paper in PDF format
- Customized registration page

$2000/month | (3 months minimum)

Production time frame - 2.5 weeks from signed insertion date
trade show marketing

Trade shows are an important venue to get to know and connect with your target audience. You need to make sure you are getting the most out of your trade show investment, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news, and post-event highlight e-newsletter programs provide your company maximum reach and impact—before, during, and after key industry events.

program features

- Sponsors will have prominent branding on all print, website, and e-newsletter promotions

MATERIALS NEEDED

- Because each sponsor's needs are specific, custom package pricing will be developed. Please contact your sales representative for details.

Production time frame - 8 weeks from signed insertion order date
Plastic Surgery Practice’s new Online Management Services Team gets your customers to see your message. At Sweet Spot Marketing, we know that a website without traffic is just art and copy.

- Your ad will come up in relevant search results THEY HAVE requested
- With our Precise Targeting and Budget Management, the end result is a higher return on investment (ROI) for your advertising budget
- We will create your keywords
- We will create your ad
- We will drive customers where they want to go
- You only pay when people click through to your site
- We will show your ads to the thousands of potential clients proactively looking for your product or service
- An Inc 500 fastest growing company
- One of a SELECT FEW Google Certified Search Engine Marketing Companies

In 2013, our clients ads will be seen over 100 million times, and we drive more than 1 million visits to their sites.
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