

FACIAL PLASTIC SURGERY

Published by Thieme Publishers

Advertising Representative

Berish Strauch

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1 ISSUANCE

- Frequency: 6 Times/Year
- Issue Date: February, April, June, August, October, December
- Mailing Date: 1st week of publication month

Editor-in-Chief

Anthony P. Scalfani, MD
Directory, Facial Plastic Surgery
New York Eye and Ear Infirmary
310 East 14 Street, 6th Floor
New York, NY 10003

2 ESTABLISHED

1983

Production Manager: Ananya Das

Advertising: Berish Strauch

3 EDITORIAL CONTENT

Each issue presents articles focusing on a single topic concerning clinical and technical advances in the field of facial plastic and reconstructive surgery.

9 CIRCULATION: 1,250

10 CIRCULATION VERIFICATION

Publisher's sworn statement.

4 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All new advertising must be approved. Please send duplicate proofs to publisher.

11 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Otolaryngologists, Otorhinolaryngologists, Plastic Surgeons, Maxillofacial and Dermatologic Surgeons.

5 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

6 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

12 CLOSING DATES

- Insertion Orders: Due 45 days prior to month of publication.
- Film, Mechanicals, Inserts: Due 45 days prior to month of publication.
- Publisher's Set Copy: Due 2 months prior to month of publication, billed at cost.
- Cancellations: Are not accepted after closing date.
- Extensions: Please contact advertising representative.

7 SERVICES TO ADVERTISERS

Bulk journal purchases and supplements are available. Contact Berish Strauch for details.

Contact Reprints@Thieme.com for Editorial reprints.

13 BLACK AND WHITE RATES

One Page	\$1,270
½ Page	\$890
¼ Page	\$680

8 STAFF

Publisher
Thieme
333 Seventh Avenue
New York, NY 10001
(212) 760-0888

14 COLOR RATES

One Page	\$2,700
1/2 Page	\$2,330
1/4 Page	\$2,110

15 BLEED

No charge.

16 COVER AND PREFERRED POSITIONS

- a. Fourth Cover: 50%.
- b. Second Cover: 35%.
- c. Table of Contents: 25%.
- d. Page Facing 2nd Cover, Facing 1st Text: 20%.

17 MISCELLANEOUS

Rate Protective Clause: Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

18 MECHANICAL REQUIREMENTS

a. Non-Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14	10
Full Page	7	10
1/2 Page (Horiz.)	7	5
1/2 Page (Vert.)	3 1/2	10
1/4 Page	3 1/2	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16 6/8	11 1/8
Full Page	8 3/8	11 1/8
1/2 Page (Horiz.)	8 3/8	5 1/2
1/2 Page (Vert.)	4 1/8	11 1/8
1/4 Page	4 1/8	5 1/2
Trim Size	8 1/8	10 7/8

c. Insert Sizes

	Page	Trims to
Size 2	8 3/8 x 11 1/8	8 1/8 x 10 7/8
Size 4	16 3/4 x 11 1/8	

19 PAPER STOCK

- a. Covers: 10 point coated one side.
- b. Body: 50 lb. matte.
- c. Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

20 BINDING

Perfect Binding.

21 HALFTONE SCREEN

133 for text and covers.

22 DISPOSITION OF MATERIAL

Material will be held for one year from last issue used and then destroyed, unless otherwise indicated.