

Homeopathy

Published by Thieme Publishers

Advertising Representative

Cunningham Associates

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1 ISSUANCE

- Frequency: 4 Times/Year
- Issue Date: February, May, August, November
- Mailing Date: 1st week of publication month

2 ESTABLISHED

1911

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$195.00
- Institutions (P+E): \$395.00
- Residents: \$49.00

4 EDITORIAL CONTENT

Homeopathy is an international journal aimed at improving the understanding and clinical practice of homeopathy by publishing high quality articles on clinical and basic research, clinical audit and evidence-based practice of homeopathy. It also promotes debate and reviews the homeopathic literature.

5 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

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

6 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

7 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

8 SERVICES TO ADVERTISERS

Bulk journal purchases and supplements are available. Contact Reprints@Thieme.com for Editorial reprints.

9 STAFF

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

Editor-in-Chief

Peter Fisher, FRCP, FFHom
London, UK

Production Manager: Manpreet Kaur

Advertising: Rich Devanna

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180 Old Tappan Road
Old Tappan, NJ 07675
Tel: 201-767-4170

Rdevanna@cunnasso.com

10 CIRCULATION: New for 2018

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Complementary and Alternative Medicine

13 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.

14 BLACK AND WHITE RATES

	1X	4X	8X	12X
One Page	\$1,291	\$1,133	\$1,082	\$1,026
½ Page	\$908	\$776	\$740	\$740
¼ Page	\$689	\$572	\$516	\$480

15 EARNED RATES

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

16 COLOR RATES are in addition to B/W rates

- a. Standard Color Rate: \$640 per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$765 per full or fractional page.
- d. 4-Color Rate: \$1,375 per full or fractional page.

17 BLEED

No charge.

18 INSERTS

- a. Two Page Insert (One Leaf): 3 times earned black and white rate.
- b. Four Page Insert: 5 times earned black and white rate.
- c. All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

19 COVER AND PREFERRED POSITIONS

On an eight-time basis only.

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

20 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.

21 MECHANICAL REQUIREMENTS

a. Non-Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14	10
Full Page	7	10
½ Page (Horiz.)	7	5
½ Page (Vert.)	3 ½	10
¼ Page	3 ½	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16 ⅞	11 ⅞
Full Page	8 ⅞	11 ⅞
½ Page (Horiz.)	8 ⅞	5 ½
½ Page (Vert.)	4 ⅞	11 ⅞
¼ Page	4 ⅞	5 ½

Trim Size	8 ⅞	10 ⅞
c. Insert Sizes		
	Page	Trims to
Size 2	8 ⅞ x 11 ⅞	8 ⅞ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

22 PAPER STOCK

- a. Covers: 10 point coated one side.
- b. Body: 60 lb. gloss coated.
- c. Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

23 BINDING

Perfect Binding.

24 HALFTONE SCREEN

133 for text and covers.

25 REPRODUCTION REQUIREMENTS

Digital art submission required. Follow the instructions at https://caesar.sheridan.com/tsp_procedures/procedureFiles.php. Then navigate to "General Guidelines" and select "Digital Ads".

26 CLOSING DATES

- a. Complete Film, Mechanicals and Inserts: Due 5 weeks prior to month of publication.
- b. Insertion Orders: Due 5 weeks prior to month of publication.
- c. Publisher's Set Copy: Due 2 months prior to month of publication.
- d. Extensions on Above: Please contact advertising representative.

27 DISPOSITION OF MATERIAL

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

28 SHIPPING INSTRUCTIONS

a. **Contracts and Insertion Orders**

Wakiko Ishii
 THIEME
 333 Seventh Avenue
 New York, NY 10001

b. **Mechanicals and Negatives**

David Stewart, Production Editor
 THIEME
 333 Seventh Avenue
 New York, NY 10001

c. **Inserts**

Neil Myers
 THE SHERIDAN PRESS
 450 Fame Avenue
 Hanover, PA 17331