

Neurosurgery

MARKET WATCH™

DISPLAY ADVERTISING INFORMATION

History and Editorial Focus

Established in 2011 and published quarterly, Neurosurgery Market Watch is the only non-clinical publication that targets neurosurgeons exclusively and whose editorial focus addresses both market and career-planning issues affecting the specialty.

The Neurosurgery Market Watch print mailing list is 3,125; 90% of recipients are neurosurgeons—including all neurosurgeons who will be graduating from training or fellowship during the publication calendar-year. The remaining 10% of readers include neurosurgery administrative professionals in both the academic and private sectors.

Online readership, distinguished from the print-version readership, is estimated at 650-1,000, based on sign-up requests received online. These readers, who receive a “push” version when the newest issue comes out, are presumed to be primarily in neurosurgery or neurosurgery practice administration, or in the drug and device sectors.

The publication is also distributed at major neurosurgery meetings and conferences.

2017-18 ADVERTISING RATES

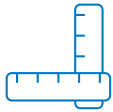
Size	B&W	Color
¼ Page	\$750	\$750
⅓ Page	\$950	\$950
½ Page Vertical	\$1,250	\$1,250
½ Page Horizontal	\$1,250	\$1,250
⅔ Page Horizontal	\$1,850	\$1,850
Full Page	\$2,500	\$2,500
Insert – Full Page Supplied	\$550	\$550



Frequency Discount

2 or more issues annually:
15% OFF standard rates

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Mechanical Specifications

Full Page Ad 7.5076" wide x 9.1896" tall

Half Page Ad 7.5076" wide x 4.5996" tall

Quarter Page Ad 3.7549" wide x 4.5996" tall



Color Information

Ink 4 color. All color ads must be converted to CMYK. No RGB, Lab or Index colors are available.



Acceptable File Formats

Final resolution must be 300 dpi or greater. Ads will be accepted electronically in the following formats:

- Adobe Acrobat .pdf file, high-resolution with all fonts embedded
- Adobe Photoshop files (.psd, .jpeg, or .tif)
- Adobe Illustrator files, version 9.0 or lower, saved as an .eps, fonts converted to outline

We CANNOT accept files in PageMaker, Corel Draw, Freehand, Microsoft Publisher, PowerPoint or Word.

PUBLICATION AND ADVERTISING SCHEDULE AND DEADLINES

Issue	Publication Date	Ad Materials Submission Deadline
Winter	January 25	January 10
Spring	April 25	April 10
Summer	July 25	July 10
Fall	October 15	October 1

Publication Website: harlequinna.com/neurosurgery-market-watch

Journal Contacts

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