

THE MEDICAL POST

**YOUR
MEDIA
PLANNER**

2010

6 tips for mat leaves
Prepare for your parental departure by getting your practice organized. Finding the time and making contingency plans for unforeseen events. 41

Meet your financial match
If your financial guru isn't helping to make your dreams come true, it may be time to break up. See Michael Fuchs on how to create a game plan for interviewing potential new advisors. 42

The Medical Post
MAY 1, 2010

Reaching for the stars
After a hiring freeze of almost two decades, the Canadian Space Agency is looking for a couple of good astronauts. Two doctors and one med student are chasing the dream p. 45

OMA's costly lease snafu
The Ontario Medical Association is starting down the possibility of paying \$6.1 million on a lease for empty office space after moving its headquarters before the term expired. p. 2

Modulating memory
Canadian researchers are looking at deep-brain stimulation as a potential therapy for Alzheimer's in a small safety trial after a serendipitous discovery that stimulating the hypothalamus appeared to modulate memory circuits. p. 23

Snapshot
Health care cost 100 million dollars for selected countries, 2008. See p. 10

Next big question: IMGS
See p. 10

City of scholars
In Quebec's eastern city of Rimouski, two medical trainees spent the winter while being made an honorary scholar. See p. 21

Get tough with cholesterol. **CRESTOR**

"I started reading *The Medical Post* when I was a resident. Today, it is the number one way I learn about advances in areas of medicine outside my specialty, because I know I can trust *The Medical Post* to provide me with accurate, up-to-date information presented in an accessible manner. My impression is that most doctors regard *The Medical Post* as Canada's premier medical publication."

DR. LARA HAZELTON, HALIFAX

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CANADIANHEALTHCARENETWORK.CA | PROFESSIONSANTE.CA

Shape the future.

THE ONLY MEDICAL NEWSPAPER FOR CANADA'S DOCTORS

The Medical Post

IS THE INDEPENDENT NEWSPAPER FOR CANADA'S DOCTORS, WITH A 45-YEAR TRADITION OF PROVIDING A ONE-OF-A-KIND MIX OF CLINICAL UPDATES, MEDICO-POLITICAL NEWS AND LIFESTYLE FEATURES TO ASSIST BUSY PHYSICIANS AND ENHANCE BOTH THEIR PROFESSIONAL AND PERSONAL LIVES.

Award-winning content for today's busy physician, *The Medical Post* is number one in readership and number one in leadership.

TOP 5 AREAS OF INTEREST

- Breaking clinical news of interest to Canada's physicians
- Unmatched coverage of the medical political scene
- Practice management: tips and best practices for the busy physician
- Physician financial advice
- Lifestyle and personal reflection written by physicians; poignant and inspiring

KEY FACTS

- Winner of more editorial and design awards than all other medical publications combined
- Targeted content for all physician specialities
- Unparalleled physician reader affinity
- Our reader promise: Engage. Educate. Entertain.

CIRCULATION

- Total average qualified circulation: 47,000 (ABC Audit, March 2009)
- 30,000 GPs/FMs
- 17,000 Specialists

REACH

97,256 with an average of 2.0 readers per copy. (Rogers Business and Professional Group Research Survey; April – June 2009)

FREQUENCY

21 times/year

Highest Frequency plus Highest Exposures for English physicians and English specialists*

* PMB Medical Media Study 2009 (English)

The Medical Post's online home is CanadianHealthcareNetwork.ca. This unique gated healthcare portal is a community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the CanadianHealthcareNetwork.ca Web Media Kit for more information.

"The Medical Post provides a much-needed forum for physicians to keep informed about medical policy and politics. It also has updates for clinical information along with light-hearted personal stories. All-in-all superb reading and a worthwhile source for a busy medical doctor."

Dr. Arun K. Garg, New Westminster, BC

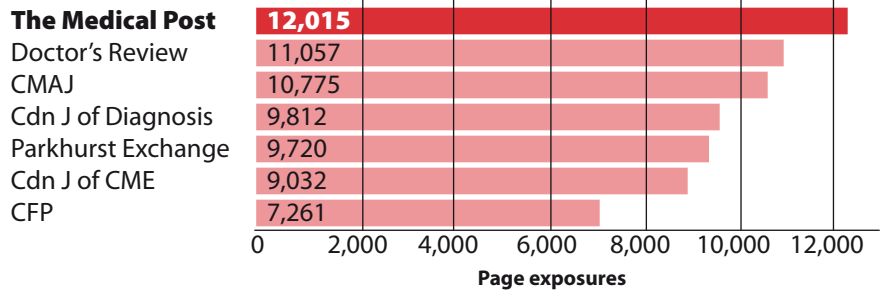
READERSHIP

2009 PRINT MEASUREMENT BUREAU MEDICAL MEDIA STUDY
READERSHIP RESULTS
THE MEDICAL POST IS #1 WHERE IT COUNTS!

Among GPs/FMs and individual specialties, *The Medical Post* is #1 in these all-important strategic audiences¹ – the broad and specific reach you need.

- #1 Total physicians
- #1 Total specialists
- #1 High prescribers
- #1 GP/FM high prescribers
- #1 Early adopters
- #1 GP/FM and all specialists
- #1 GP/FM & Cardiology
- #1 GP/FM & Psychiatry
- #1 GP/FM & Ob/Gynecology
- #1 GP/FM & Pediatrics
- #1 GP/FM & Internal Medicine
- #1 GP/FM & Surgery
- #1 Ontario physicians
- #1 See 25+ patients daily
- #1 See 35+ patients daily
- #1 See 45+ patients daily
- #1 Urban- and Rural-practice physicians

MORE DOCTORS READING MORE PAGES.
THE MEDICAL POST GIVES YOU FROM 9% TO 65% MORE PAGE EXPOSURES THAN OTHER NATIONAL PUBLICATIONS.¹



83% of physicians (English) are *The Medical Post* readers.

Maximum exposure: well-read surrounding editorial equals well-read advertising messages.

Unique format: tabloid news format, 4/colour throughout, including prescribing information pages.

Over 40 minutes! Time spent reading per month.

1. PMB Medical Media Study 2009 Readers and/or Page Exposure (English)

The Medical Post

“The Medical Post is still the only medical publication that I read from cover to cover. It gives snapshots of what is current and has relevant articles from a multidimensional perspective.”

DR. MANO MURTY, OTTAWA

CLINICAL PRACTICE GUIDES

Our targeted, themed journals focusing on key therapeutic categories bring together news, feature articles, Q&A, and much more. Targeted circulation too: Primary Care GPs/FMs and related specialists.

THEMES AND PUBLISHING DATES

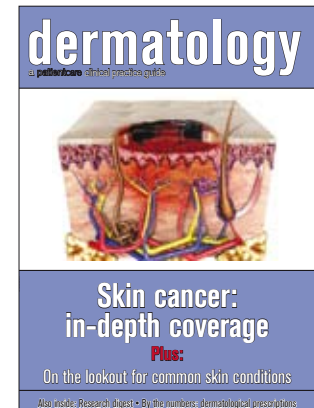
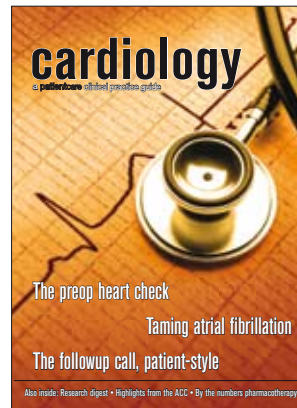
	ISSUE DATE	SPACE + MATERIAL CLOSE
Dermatology	Feb. 23	Jan. 15
Cardiology	June 15	May 7
Diabetes	Nov. 16	Oct. 1

2010 CLINICAL PRACTICE GUIDES RATE CARD RATES, GROSS

One page magazine size	\$ 2,036
2/3 page	\$ 1,901
1/2 page	\$ 1,468
1/3 page	\$ 1,018
1/4 page	\$ 751
1/6 page	\$ 504
4/colour additional	\$ 1,625

SPECIAL REPORT AND EVENT DATES

Top 100 Drugs Special Report	Feb 9
OTC Survey & Physicians' Most-Recommended Report	Apr 20
The Green Issue Special Report	May 4
Technology: EMR And Health IT Special Report	June 1
TriProfessional 3rd Annual Conference	October
Finance for Physicians Special Report	Nov 2
Career Forward Virtual Online Career Day	TBD



MANAGING PATIENT COMMUNICATIONS SERIES FOR GPs / FMs AND PHARMACISTS

ISSUE & DATES

	Allergy/ Asthma	Pain Management
The Medical Post	Apr 6	Aug 3
L'actualité médicale	Apr 7	Aug 4
Pharmacy Practice	Apr/May	July/Aug
Québec Pharmacie	Apr/May	July/Aug
Space & material	Jan 25	May 17

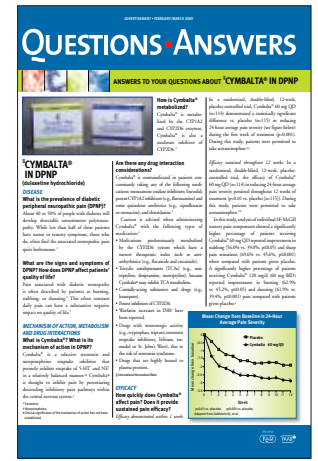
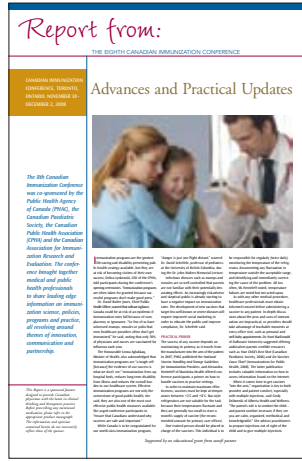
RATES, GROSS

	English	French
1 mag page/4C	\$ 6,475	\$ 4,260
1 mag page B&W	\$ 4,300	\$ 2,640
2/3 page/B&W	\$ 3,685	\$ 2,290
1/2 page/B&W	\$ 2,760	\$ 1,650
1/3 page/B&W	\$ 2,115	\$ 1,275
1/4 page/B&W	\$ 1,670	\$ 985
REACH	47,000	17,000
	GPs / FMs and Pharmacists	

"The Medical Post provides a great overview of the current issues in medicine, from ethics and social issues to summaries of the latest medical/surgical trials. It is also a great way to keep up with what is going on in medical politics across the country."

DR. BARBARA KANE, PRINCE GEORGE, BC

CUSTOM PUBLISHING



SPECIAL CUSTOM PUBLISHING OPPORTUNITIES AND TURN-KEY SOLUTIONS. OUR GUARANTEE: KNOWLEDGEABLE AND EXPERIENCED PROJECT MANAGEMENT AND AN EXPERIENCED TEAM OF MEDICAL EDITORS AND DESIGNERS.

Meeting Reports

Sponsored medical meeting and conference reports from around the world and around the corner. Timely updates reported with balance and authority.

Clinical Focus

Proven editorial process ensures balance, timeliness and credibility. Specialist and primary care contributors along with case studies and resource information. Targeted focus, targeted reach.

Colloquium

Virtual roundtable discussion among leading specialists. Emerging trends on clinical issues; balanced editorial.

Rx Q&A

A unique marketing option that allows manufacturers to answer physicians questions most frequently asked about their drug brand. PAAB approval included. PI extra.

Includes Web posting for 3 months.

PLUS

- Polybag Outserts and Visual Aids
- Online Research
- Posters for Waiting Rooms and Physician Offices
- Reprints of Articles

Extend your custom project with French translation, additional online hosting and web capabilities and additional reach to pharmacists. We have you covered...by extension!

“It was my pleasure to work on this project. I was very impressed by the professionalism of all involved”.

Dr. Sid Feldman, Toronto



ISSUE DATE	SPACE + MATERIAL CLOSE
January 12	→← December 21
February 9	January 25
Top 100 Drugs report	
February 23	→← February 5
Dermatology supplement	→← January 15
March 9	February 22
March 23	March 8
April 6	March 19
Allergy/Asthma supplement (GPs / FMs and pharmacist)	→← January 25
April 20	April 5
OTC Survey Physicians' Most-Recommended report	
May 4	April 19
The Green Issue report	
May 18	May 3
June 1	→← May 14
Technology: EMR and Health IT report	

ISSUE DATE	SPACE + MATERIAL CLOSE
June 15	May 31
Cardiology supplement	→← May 7
July 13	→← June 25
August 3	July 19
Pain Management supplement (GPs / FMs and pharmacist)	→← May 17
August 17	July 30
September 7	August 23
September 21	September 3
October 5	September 20
October 19	October 1
November 2	October 18
Diabetes supplement	→← October 1
November 16	November 1
Finance for Physicians report	
December 14	November 29

→← Indicates early closings

2010 AD SIZES / GROSS PAGE RATES (B/W)

For any ad unit not listed below, please contact your account manager

	1x	13x	32x	52x	82x	112x	156x	201x	235x	268x	298x
Full tabloid	\$7,045	6,265	\$5,848	\$5,433	\$5,153	\$4,873	\$4,599	\$4,324	\$3,990	\$3,656	\$3,387
Magazine	\$3,975	3,535	\$3,300	\$3,066	\$2,908	\$2,750	\$2,595	\$2,440	\$2,252	\$2,063	\$1,911
1/2 tabloid, horiz.	\$3,522	\$3,132	\$2,924	\$2,716	\$2,576	\$2,437	\$2,299	\$2,162	\$1,995	\$1,828	\$1,693
1/2 tabloid, vert.	\$3,522	\$3,132	\$2,924	\$2,716	\$2,576	\$2,437	\$2,299	\$2,162	\$1,995	\$1,828	\$1,693
1/3 tabloid, horiz.	\$2,348	\$2,088	\$1,949	\$1,811	\$1,718	\$1,624	\$1,533	\$1,441	\$1,330	\$1,219	\$1,129
1/2 magazine, horiz.	\$1,988	\$1,775	\$1,650	\$1,533	\$1,454	\$1,375	\$1,298	\$1,220	\$1,126	\$1,031	\$956
1/2 magazine, vert.	\$1,988	\$1,775	\$1,650	\$1,533	\$1,454	\$1,375	\$1,298	\$1,220	\$1,126	\$1,031	\$956
1/4 tabloid, horiz.	\$1,761	\$1,566	\$1,462	\$1,358	\$1,288	\$1,218	\$1,150	\$1,081	\$998	\$914	\$847
1/5 tabloid, vert.	\$1,409	\$1,253	\$1,170	\$1,087	\$1,031	\$975	\$920	\$865	\$798	\$731	\$677

- Based on combined volume with *L'actualité médicale*
- PIs of two or more tabloid pages: 10% discount

COLOUR RATES

Four colour per page	\$1,653
2nd consecutive 4-colour	\$1,239
Matched colour per page	\$745
Process colour per page	\$580

Add colour on PI page(s) at no extra cost.

ADDITIONAL RATE BUNDLE DISCOUNTS BY BRAND

Discounts on booked advertisements in the same month
Web minimums applicable (impressions/month)

The Medical Post

10% OFF

- + *L'actualité médicale*
- + *Physician web* (English and French)

The Medical Post

15% OFF

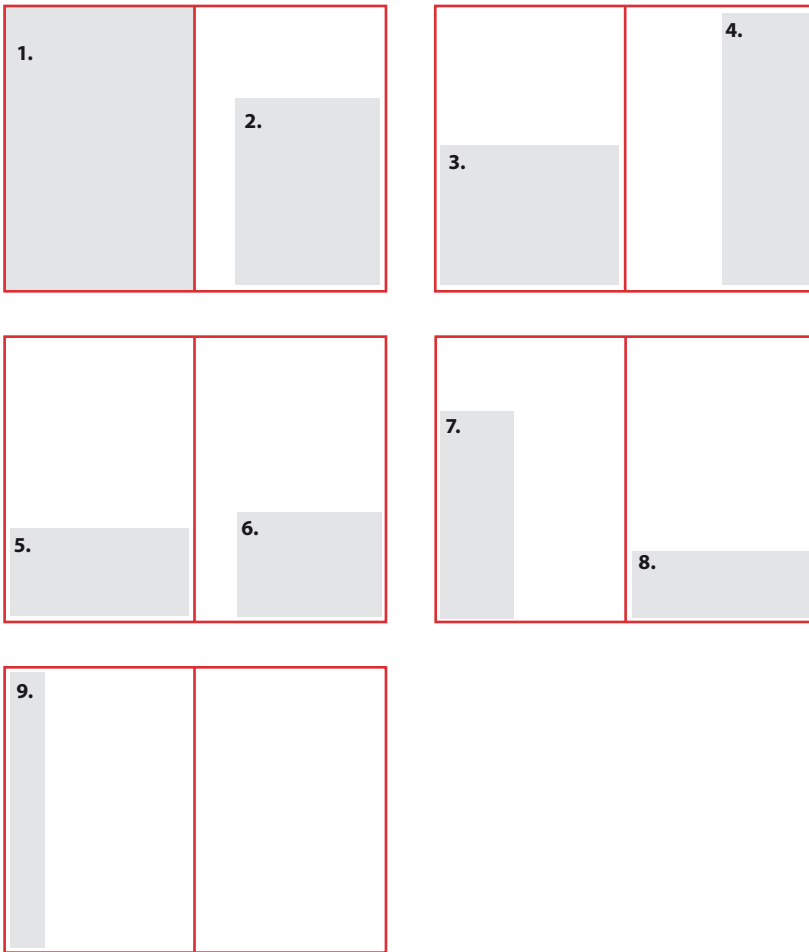
- + *L'actualité médicale*
- + *Pharmacy Practice*
- + *Québec Pharmacie*
- + *Physician and pharmacist web* (English and French)

The Medical Post

20% OFF

- + *L'actualité médicale*
- + *Drugstore Canada* or *Pharmacy Practice*
- + *Québec Pharmacie* or *L'actualité pharmaceutique*
- + *Canadian Healthcare Manager*
- + *Physician, pharmacist, nursing and healthcare managers web* (English and French)

MECHANICAL SPECIFICATIONS



Standard Unit Size in Inches

	AD SIZE	WIDTH	DEPTH
1	Full Tabloid	10-13/16"	16 5/8"
2	Magazine	7-7/8"	10-3/4"
3	1/2 Tabloid Horizontal	10-1/4"	8"
4	1/2 Tabloid Vertical	5"	16"
5	1/3 Tabloid Horizontal	10-1/4"	5-1/2"
6	1/2 Magazine Horizontal	8-1/8"	5-1/2"
7	1/2 Magazine Vertical	4"	11-1/4"
8	1/4 Tabloid Horizontal	10-1/4"	4"
9	1/5 Tabloid Vertical	1-7/8"	16"

Tabloid Trim Size: 10-13/16" 16-5/8"

CLINICAL PRACTICE GUIDES MECHANICAL SPECIFICATIONS (magazine format)

Method of binding: saddle-stitched

Publication trim size: 7 7/8"w X 10 3/4"d

	WIDTH	DEPTH
Full page safety	7"	10"
Full page trim	7 7/8"	10 3/4"
Full page bleed	8 1/8"	11"
2/3 page vertical	4 5/8"	10"
1/2 page vertical	3 3/8"	10"
1/2 page horizontal	7"	4 7/8"
1/3 page vertical	2 1/8"	10"
1/3 page horizontal	7"	3 1/4"
1/4 page square	3 3/8"	4 7/8"
* DPS safety	15"	10"
DPS trim	15 3/4"	10 3/4"
DPS bleed	16"	11"

Notes: Type safety: 3/8".

All type matter or illustration material not intended to bleed to be kept 3/8" from publication trim. Publisher reserves the right to crop 3/16" to allow for variation of trim size and grind off.

* Double page spreads hold critical type 1/4" from gutter of each page. Avoid words crossing gutter.

The
Medical Post

MECHANICAL SPECIFICATIONS (2)

FOR FULL PAGE ADVERTISERS:

- Allow 1/4" (6 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 11"W x 16-7/8"D
- Double page ad size including bleed measures 21-7/8"W x 16-7/8"D

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter or each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

METHOD OF PRINTING

Offset / halftone screen is 133 lines

METHOD OF BINDING

Saddle stitch / binds to the head

SHIP FILES TO:

The Medical Post
Attention: Adrian Valks
One Mount Pleasant Road,
7th Floor
Toronto, Ontario
M4Y 2Y5

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all physical material supplied if not requested within 3 months from the last time of use.

DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF/X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at www.addirect.sendmyad.com. Check www.rogersdigitalads.com or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

SUPPLIED INSERTS

- Inserting charge: \$2,000 (non-commissionable)
- Single leaf inserts – minimum paper weight is 70lb. and maximum is 80lb.(text) (between forms)
- Multiple page inserts – minimum paper weight is 45lb. and maximum weight is 70lb.
- Contact Production Manager for insert specifications and shipping instructions.

GATEFOLD/REGIONAL/SPECIALITY ADVERTISING/POLYBAGGING/PRINTING

Contact your Sales Representative for information on these and other special requirements.

ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit www.rogerspublishing.ca/environmental

COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

GENERAL

- Advertiser and agency agree that *The Medical Post* shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.

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