

The Medical Post

The Independent Voice For Canada's Doctors since 1965

PHYSICIAN /
HEALTHCARE
MARKET



MEDIA
PLANNER
2022

PRINT | DIGITAL | CONTINUING EDUCATION | CUSTOM SOLUTIONS

CanadianHealthcareNetwork.ca Follow us on Twitter @MedicalPost

Our Message

MESSAGE FROM THE EDITOR



COLIN LESLIE EDITOR-IN-CHIEF

What is the *Medical Post*?

Sure, at some level, it is a six-times a year magazine and an online presence including the Doctor Daily e-newsletter. But at a greater level, the *Medical Post* is community for Canadian physicians.

Ever since the *Medical Post* began as in 1965 we have stood by the tagline: “The independent voice for Canada’s doctors since 1965.”

At the core, we produce heavily reported journalism about what is important and relevant to Canada’s physicians. We continue to strive to make each issue of the magazine a “must read,” high-end editorial package with a long shelf life.

New website just launched

- We relaunched online in June 2021 with tons of improvements for our audience:
- Mobile friendly so content looks great on smartphones too
- Faster loading speeds
- Readers can click to get an email when someone replies to a comment they’ve made.

- (And better for us as *Medical Post* content creators—we can edit stories from our smartphones now!)

All of that combined with our stellar physician bloggers that tackle important issues in medicine create the “community”—plus one thing: our physician-confirmed commenters: Doctors have to give their real names to comment—and the discussions and questions our audience ask greatly improve our content.

The direction the *Medical Post* is going seems to be paying off!

Doctors love the *Medical Post* and in the last couple of years the brand has won a number of awards for editorial excellence at the prestigious business-to-business (B2B) National Magazine Awards in Canada and the Eddie & Ozzie Awards for North American B2B magazines.

The *Medical Post* is growing right now as part of EnsembleIQ, a company that helps media brands like the *Medical Post* be the best they can be. Our sister media brands *Profession Santé* and *Pharmacy Practice + Business* cover Canadian physicians in French and Canadian pharmacists in both languages.

We believe covering the conversations health care workers have about the way ahead helps improve healthcare in Canada.

Colin Leslie

cleslie@ensembleIQ.com

RECOGNIZED AWARDS OF 2020



2020 FOLIO: EDDIE & OZZIE AWARDS

OZZIE HONORABLE MENTION

Cover Design (B2B)
The Young Doctors Issue
April 2020

EDDIE HONORABLE MENTION

Long-form Feature Content (B2B)
“The RVU Solution”
December 2019



The Contributing Team

EDITORIAL STAFF & CONTRIBUTORS



COLIN LESLIE
EDITOR-IN-CHIEF

Colin Leslie is an award-winning journalist who has spent most of his professional life at the *Medical Post*.



MARTHA PORADO
MANAGING EDITOR

Martha Porado has a history in financial journalism and joined the *Medical Post* last year.



MARJO JOHNE
HEALTHCARE REPORTER

Marjo Johne focuses on creating great digital journalism.

Whether in print or online, with the guidance of our respected physician advisory board, our editorial staff and contributors produce *The Medical Post's* award-winning content that doctors rely on as their primary source of independent physician media in Canada.



DR. JOHN CROSBY

Blogger on
practice management



LOUISE LEGER

Health writer covering
physician issues



MISIA LERSKA

Visual media journalist
adding videos to our
journalism



DR. GINEVRA MILLS

Blogger on physician
wellness & other topics



DR. MARK SOTH

Blogger on
physician finance



KYLIE TAGGART

Medical journalist writes
on clinical & other topics



DR. MELISSA YUAN-INNES

Blogger on
physician lifestyle

Editorial Advisory Board



DR. BENJAMIN BARANKIN is a dermatologist, medical director and founder of Toronto Dermatology Centre.



DR. MELANIE BECHARD is a pediatric emergency physician at CHEO in Ottawa and chair of Canadian Doctors for Medicare.



DR. ALI DAMJI is a family doctor in Mississauga, Ont. at the Credit Valley Family Health Team. He also works part-time as an addiction medicine physician at Halton Mississauga RAAM Clinic.



DR. MARIO ELIA is a London, Ont. family physician.



DR. FERRUKH FARUQUI is a family doctor who teaches in the department of family medicine at the University of Ottawa.



DR. SARAH GILES is an Ontario rural family/ER physician.



DR. COURTNEY HOWARD is an emergency physician in Yellowknife.



DR. ALAN KAPLAN is a family physician practicing in Richmond Hill, Ont. and chairperson of the Family Physician Airways Group of Canada.



DR. CHRISTINE NICHOLAS is a plastic surgeon at Milton District Hospital in Ontario, specializing in breast reconstruction and melanoma.



DR. BRIDGET REIDY is a solo family doctor near Victoria, doing mostly geriatrics. Trained for rural medicine, she has done several years each of ER, Indigenous health, house calls and palliative medicine.



DR. FRANCO RIZZUTI is a preventive medicine resident in Calgary.



DR. DUNCAN ROZARIO is chief of surgery at Oakville Trafalgar Memorial Hospital in Ontario.



DR. DAVID SATOK is a Toronto doctor and VP and Chief Medical Officer for Rogers Communications Inc.



DR. PUNEET SETH is a family physician in Toronto and digital health entrepreneur and educator, who has spent the last 10 years driving patient and data centric transformation in healthcare.



DR. MIKE SIMON is a family physician in Saint John, N.B. and past-president of the New Brunswick Family Physicians and Saint John Medical Society. He is a preceptor for Memorial and Dalhousie Medical School.

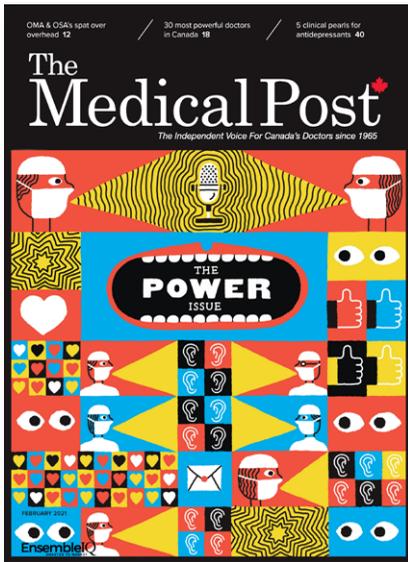


DR. CHRISTOPHER SUN is a physician with the Crosstown Family Health Team in Toronto.



DR. HIROTAKA YAMASHIRO is a community based comprehensive care pediatrician in Toronto and a long time pediatric leader in Ontario. He is currently serving as a board director at the Ontario Medical Association.

Readership



REACH

59,081

total market reach with digital registrants

CIRCULATION

42,234

magazine subscribers

FREQUENCY

6x

print issues per year

NEWSLETTER

11,936

emails

WEBSITE

16,847

English registrants

TWITTER



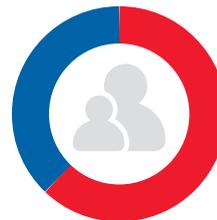
11.8K

1.9 AVERAGE NUMBER OF READERS PER ISSUE*



Average time spent reading print edition*

35%
SPECIALISTS



65%
GENERAL PRACTICE & FAMILY MEDICINE

CIRCULATION (PRINT & DIGITAL AUDITED)

	AB	BC	MB	NB	NL	NT	NS	NU	ON	PE	QC	SK	YT	other	TOTAL
SUBSCRIBERS (PRINT/DIGITAL)	7,392	7,431	1,634	1,268	434	16	1,777	23	19,627	262	727	1,558	79	6	42,234
GENERAL PRACTICE & FAMILY MEDICINE															29,073
SPECIALISTS															11,826
OTHER PHYSICIANS (INCLUDING RETIRED PHYSICIANS)															549
RESIDENT/INTERN															178
OTHER															608
TOTAL															42,234

Source: June 30, 2021 AAM



*The 2019 The Medical Post Readership Survey was an online survey fielded between September 20 to October 15, 2019 by the third party research firm RKI: Research + Knowledge + Insights. A total of 456 Medical Post subscribers responded to the survey.

READERSHIP SURVEY SCORES HIGH!



CREDIBLE, RELEVANT & USEFUL

96% Find it credible

93% Find it is relevant and useful

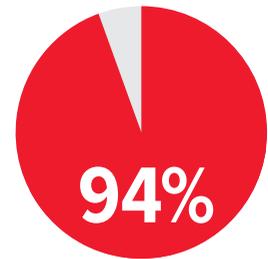
90% Would definitely recommend it to others

88% Meets my information needs

86% Sponsored Q&A and educational Supplements provide valuable insights

92%

ARE '**SATISFIED**' WITH
THE MEDICAL POST
PRINT EDITION



Like the format of the
print magazine



MOST READ CONTENT

Physician written articles/commentary	97%
Technology	93%
Law Column	92%
Long Investigation on "theme" of issue	90%
Finance Columns	89%
Office Efficiency	82%
Staffing Advice	71%



OVER **80%** HAVE
TAKEN ACTION
AFTER READING
THE MEDICAL POST

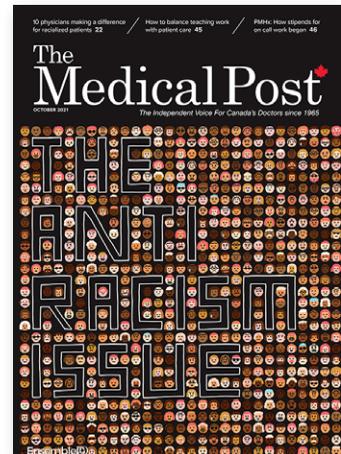
Print Key Dates

CALENDAR & THEMES

HOW WE SELECTED THE CONTENT THEMES:

The data and insights gleaned from our physician advisory board along with metrics from our Doctor Daily eNewsletter and @Medical Post on Twitter, helped drive our choices for the 2022 editorial themes. We also support each theme with a physician survey.

Each issue will include columns and topics that made *The Medical Post* a mainstay in physicians' lives for decades, including practice management, physician lifestyle and finance.



ISSUE	SPACE CLOSE	MATERIAL DUE	MAILING DATE
FEBRUARY THEME: THE JOY ISSUE Celebrating great saves	JAN 28	FEB 4	FEB 17
APRIL THEME: THE ANTI-PAPERWORK ISSUE Fighting back against burnout	MAR 16	MAR 23	APR 12
JUNE THEME: THE MISTAKES ISSUE Complaints and malpractice	MAY 19	MAY 26	JUNE 14
SEPTEMBER THEME: THE FAMILY DOCTORS ISSUE Maximizing other health workers	AUG 15	AUG 22	SEPT 7
OCTOBER THEME: THE MONEY ISSUE Physician finance	SEPT 15	SEPT 22	OCT 11
NOVEMBER / DECEMBER THEME: THE CHARITY ISSUE NGOs and medical aid missions	NOV 15	NOV 22	DEC 6



Display Ad Options

DISPLAY RATES & SIZES

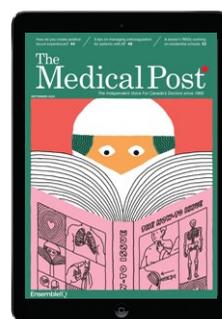
FORMAT	FREQUENCY		
	1 x	3 x	6 x
1 Magazine double full page spread	\$12,721	\$11,448	\$11,322
2 Magazine full page + 1/3 vertical	\$11,488	\$10,176	\$9,540
3 Magazine full page	\$8,482	\$7,634	\$7,550
4 1/2 page vertical	\$6,870	\$6,183	\$6,114
5 1/2 page horizontal	\$6,870	\$6,183	\$6,114
6 1/3 page horizontal	\$5,938	\$5,344	\$5,284
7 1/4 page vertical	\$5,514	\$4,962	\$4,906

See Print Specifications page for correlating size dimensions.
Effective January 1, 2022. All rates gross. **B&W: decrease \$1,957 gross**

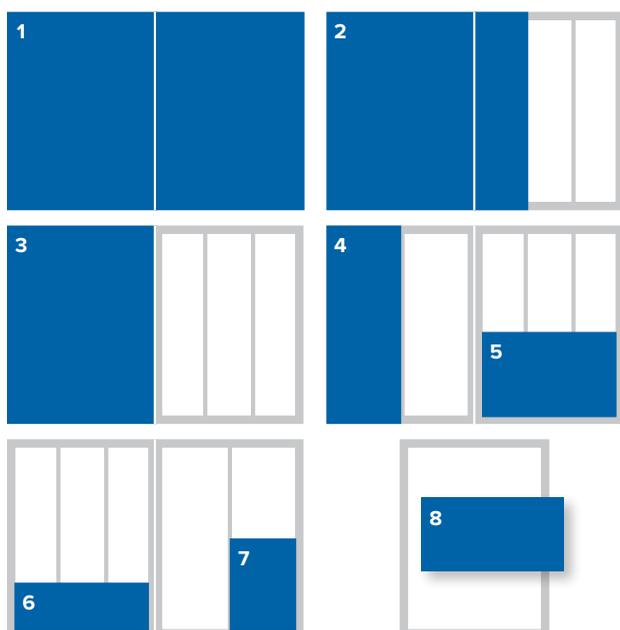
PREMIUM POSITIONS	%
OBC	+25
IFC	+20
First Right Hand Page	+10
IBC	+10
All other requested positions	+5

FRONT COVER TIP-ON
(MATERIAL SUPPLIED)
Total audience rate: \$20,500

POLYBAG OUTSERTS
(MATERIAL SUPPLIED)
• Total audience, GPs only,
Specialist only, geo-target
• Belly Bands
• Ask your account manager
for details and rates.



**ALL PRINT ADS
INCLUDED IN
DIGITAL
EDITIONS**



DISPLAY AD SIZE	WIDTH	HEIGHT
1 Magazine double full page spread	15.75	10.75
2 Magazine full page + 1/3 vertical	7.875	10.75
3 Magazine full page	7.875	10.75
4 1/2 page vertical	3.375	10
5 1/2 page horizontal	7	4.625
6 1/3 page horizontal	7	3.125
7 1/4 page vertical	3.375	4.875
8 Front cover tip-on	6	3.5

Standard unit size in inches



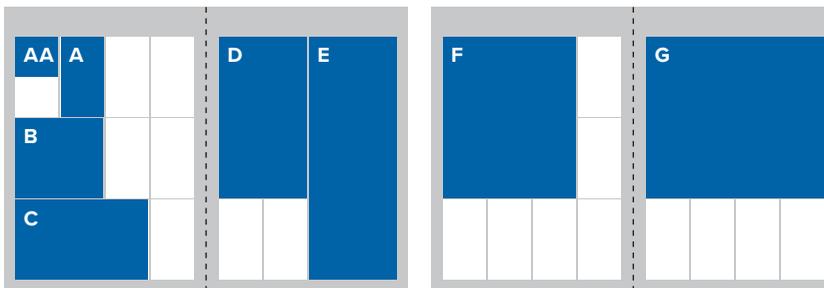
Contact your
account manager
for more details

Classified Ad Options

CLASSIFIED RATES & SIZES

FORMAT	FREQUENCY			
	1 x	3 x	6 x	
AA	1 x 1.5	\$257	\$244	\$232
A	1 x 3	\$624	\$578	\$534
B	2 x 3	\$977	\$911	\$834
C	3 x 3	\$1,345	\$1,252	\$1,145
D	2 x 6	\$1,711	\$1,591	\$1,452
E	2 x 9	\$2,433	\$2,267	\$2,059
F	3 x 6	\$2,433	\$2,267	\$2,059
G	4 x 6	\$3,932	\$3,150	\$2,926

All rates gross in four colour.



ALL ADS
INCLUDED IN
**DIGITAL
EDITIONS**

CLASSIFIED AD SIZES			
FORMAT	WIDTH	HEIGHT	
AA	1.625	1.4583	
A	1.625	3	
B	3.333	3	
C	5.042	3	
D	3.333	6.083	
E	3.333	9.167	
F	5.042	6.083	
G	6.75	6.083	

Standard unit size in inches

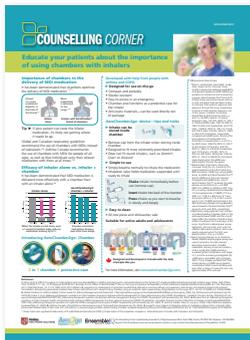
ISSUE	SPACE CLOSE	MATERIAL DUE	MAILING DATE
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OCTOBER	SEPT 15	SEPT 22	OCT 11
NOVEMBER / DECEMBER	NOV 15	NOV 22	DEC 6



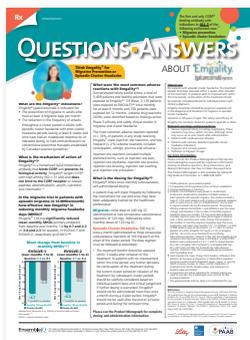
Contact **Nancy Dumont** for more information on the various classified options available.
514-557-6660 | ndumont@ensembleiq.com

CUSTOM TURNKEY SOLUTIONS

Whether you're seeking to provide information on your product, promote new guidelines or share the results of recent clinical studies, our special projects have all the angles covered!

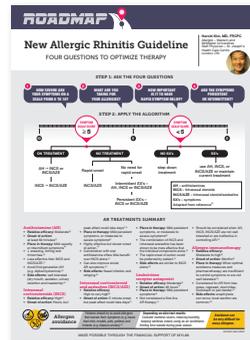


COUNSELLING CORNER
Counselling Corner provides physicians and pharmacists with information on advising patients about appropriate product use. Content is developed in consultation with the product manager and approved by the Pharmaceutical Advertising Advisory Board (PAAB), if required.



QUESTIONS & ANSWERS
 Our Q & A section offers manufacturers a chance to answer the questions most frequently asked by physicians and pharmacists concerning prescription and over-the-counter drugs. Content is developed in consultation with the medical information department and the product manager and is then submitted for approval to PAAB.

KOL SUPPLEMENTS



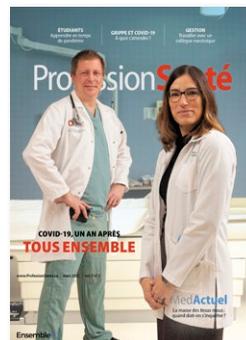
ROADMAP
 A *Roadmap* is a magazine-page communication tool that visually illustrates for the pharmacists and/or physicians an algorithm for the treatment of a condition or therapy. The *Roadmap* provides drug manufacturers with the opportunity to communicate the best therapeutic path for patients by asking key questions to assess condition as well as provide information for consideration.



CUSTOMIZED CONTINUING PROFESSIONAL DEVELOPMENT
 Continuing education/professional development program, accredited or non-accredited (OLA), focusing on pharmacological treatments (Rx or OTC) of the pathology of your choice. This turnkey solution includes content development, accreditation, distribution (print/digital) and multi-platform promotion. Available in a variety of educational formats.

EXTEND THE REACH

of your custom project to French-speaking physicians and pharmacists with *Profession Santé*, and additional reach to pharmacists with *Pharmacy Practice + Business*.



86% AGREE



Sponsored Q&A and educational supplements provide valuable insights*



Contact your account manager for more details on print and digital options

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Print Specs

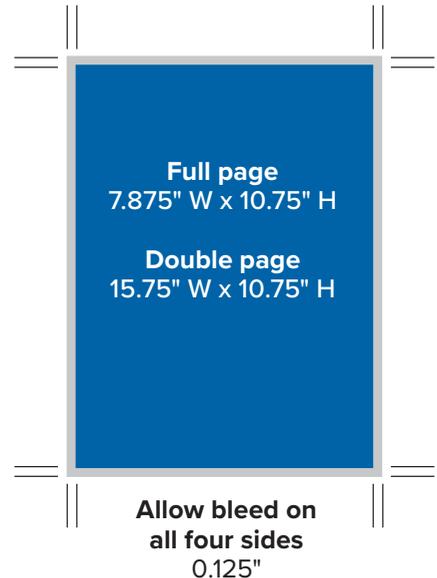
MECHANICAL SPECIFICATIONS

FOR FULL PAGE ADVERTISERS

- Allow 0.125" bleed on all four sides of full page ad (if applicable)
- Single page ad size: 7.875"W x 10.75"H
- Double page ad size: 15.75"W x 10.75"H

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 0.50" from publication trim. Double page spreads hold 0.25" from gutter on 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

METHOD OF BINDING

Saddle stitch / binds to the head

PRINT SUPPLIED MATERIAL

HIGH RESOLUTION PDF

Ads can be uploaded to:

<https://ensembleiq.sendmyad.com>

Ads are preflighted, approved and automatically delivered through this free, web-based ad preflight portal.



For more information contact our Production Manager, **Lisette Pronovost, 514-500-7232** lpronovost@ensembleiq.com

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.

SUPPLIED INSERTS

- Inserting charge for tipped inserts only: \$3,000 net (non-commissionable)
- Tipped inserts – minimum paper weight is 80lb. coated and maximum is 100lb. coated (2 pg full size of book).
- Stitched inserts and polybag outserts also available.
- Contact your account manager for pricing and specifications.

SPLIT-RUNS

One split-run ad maximum permitted per issue. Ask for details and rates.

Contact your account manager for more information on these and other special requirements.

COMMISSIONS

- Agency commission: 15% of gross billing allowed on space, colour and premium position charges to recognized media 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 (subject to penalty if cancelled).

GENERAL

- Advertiser and agency agree that *The Medical Post* shall be under no liability for its failure for any cause to insert any advertisement.
- 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 "Advertising" in at least 10 pt. type at the top of the page.

CONTACT US

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MONTRÉAL

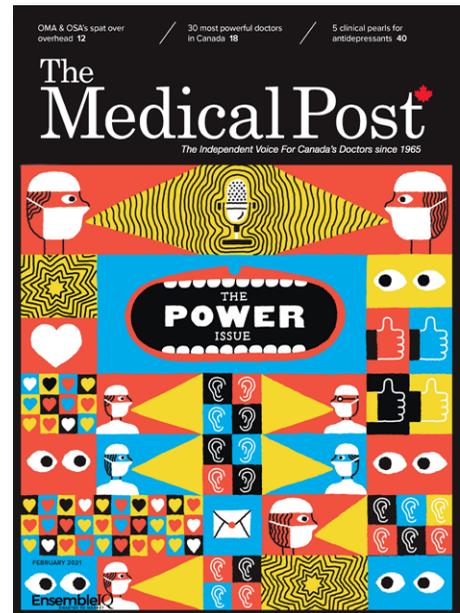
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EnsembleIQ
HEALTHCARE
GROUP

The
Medical Post

pharmacy
PRACTICE BUSINESS

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pharmacy U