

cmaj

2024

Digital Media Kit

cmaj.ca – a trusted site and resource of medical information for Canadian physicians

- New online content uploaded weekly
- Enhanced search feature by topic, date, author, title, keyword...
- Third party hosting by HighWire Press – the world's largest collection of full text, peer-reviewed content
- An accredited provider of Mainpro+® (CFPC) and Maintenance of Certification (RCPSC) certified self-learning credits

CMAJ email alerts

- A comprehensive, exclusive e-database of Canadian physicians
- 43 online issues per year delivered to physicians' email inboxes on Mondays
- All editorial content links to our web site www.cmaj.ca
- Unsurpassed reach

Podcast sponsorship

- An audio introduction to our CMAJ podcasts
- Diverse topics relevant to Family Physicians and generalists
- Growing in popularity and listenership
- Over 4,100 average downloads per podcast

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION





Audience and traffic

- cmaj.ca provides free access to credible peer-reviewed health information to **all** physicians, policy makers, patients and members of the public. Since our change to ‘open access’ in 2020, double digit growth in usage has been reported
 - All have unlimited access to original clinical research, commentaries, analyses, reviews of clinical topics, clinical practice updates, editorials, podcasts and more
 - Unmatched physician traffic:
 - **235,000** average monthly users
 - **385,000** average monthly page views
 - 57% of users access the site by desktop, 41% by mobile device and 2% by tablet
 - More than 800,000 ad impressions available monthly
- * Google Analytics Jan. 1-Sept. 30, 2023
- Geo targeting by province now available (+20%)

Banner advertising information and rates

All web advertising rates are based on a cost-per-thousand (CPM) against ad impressions

Standard rates

- Top Leaderboard & Big Box ad sizes
Open access = \$90 CPM (net)
- Lower Leaderboard ad sizes
Open Access = \$70 CPM (net)

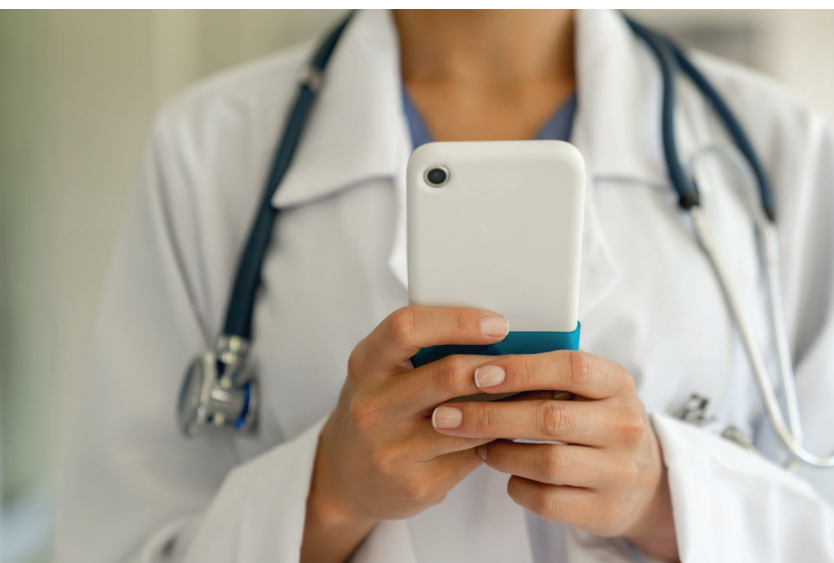
Acceptable IAB ad sizes in pixels

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Leaderboard on tablet = 468 x 60
- Big box on desktop, mobile and tablet = 300 x 250

*All cmaj.ca ad placements will be placed on mobile site at no additional charge if creative is received in both formats.

Digital ad specifications

- PNG, JPEG, GIF (animation accepted)
- Resolution 72 dpi
- Maximum file size 1 MB
- Maximum 2 creatives per month
- **No Flash or HTML5 (not supported)**
- **No third-party ad serving (click tags or pixel tracking)**
- Customized URLs accepted
- All pharmaceutical advertising must comply with Health Canada DTC guidelines and be PAAB approved
- All ad material due 4 business days prior to posting



cmaj email alerts

Audience and traffic

- Canada's most effective email product reaching Canadian physicians
- Our *CMAJ* 'electronic table of contents' eTOC newsletter is sent 43 times per year via email to our opt in physician database
- Each email provides link to full text articles and other popular features such as podcasts, links to apply for CPD credits, obituaries... all hosted on cmaj.ca
- Consistently high average email opening rates on an average distribution to approximately 64,000 physicians
 - Total average open rate = 59%
 - Total average click rate = 8%
 - Total average # of Impressions = 61,145

Source: Microsoft Dynamics
 - For most up to date data please contact your sales representative

Banner ad opportunities and rates

- Top leaderboard 728 x 90 = \$4,000 per week (net)
- Second leaderboard 728 x 90 = \$4,000 per week (net)
- Lower wedge 728 x 325 = \$5,000 per week (net)
- Lower leaderboard 728 x 90 = \$3,500 per week (net)
- Big box 300 x 250 = \$3,500 per week (net)

Digital ad specifications

- PNG, JPEG, GIF
- Resolution 72 dpi
- Maximum file size 1 MB
- **No flash**
- **No third-party ad serving (click tags or pixel tracking)**
- Customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines (www.paab.ca)
- See *CMAJ* 2024 eTOC schedule for space and material deadlines on following page



CMAJ eTOC schedule 2024 | 43 emails

	CMAJ eTOC Delivery date	Ad/Material Closing Date
1	16-Jan *	09-Jan
2	22-Jan	16-Jan
3	29-Jan *	23-Jan
4	05-Feb	30-Jan
5	12-Feb *	06-Feb
6	20-Feb	13-Feb
7	26-Feb *	20-Feb
8	04-Mar	27-Feb
9	11-Mar *	05-Mar
10	18-Mar	12-Mar
11	25-Mar *	19-Mar
12	02-Apr	26-Mar
13	08-Apr *	02-Apr
14	15-Apr	09-Apr
15	22-Apr *	16-Apr
16	29-Apr	23-Apr
17	06-May *	30-Apr
18	13-May	07-May
19	21-May *	14-May
20	27-May	21-May
21	03-Jun *	28-May
22	10-Jun	04-Jun

	CMAJ eTOC Delivery date	Ad/Material Closing Date
23	17-Jun *	11-Jun
24	02-Jul *	25-Jun
25	15-Jul *	09-Jul
26	29-Jul *	23-Jul
27	12-Aug *	06-Aug
28	26-Aug *	20-Aug
29	09-Sep *	03-Sep
30	16-Sep	10-Sep
31	23-Sep *	17-Sep
32	01-Oct	24-Sep
33	07-Oct *	01-Oct
34	15-Oct	08-Oct
35	21-Oct *	15-Oct
36	28-Oct	22-Oct
37	04-Nov *	29-Oct
38	12-Nov	05-Nov
39	18-Nov *	12-Nov
40	25-Nov	19-Nov
41	02-Dec *	26-Nov
42	09-Dec	03-Dec
43	16-Dec *	10-Dec

* CMAJ podcast edition

cmaj podcasts

Audience and traffic

- All podcasts can be accessed on our open access pages on the site at www.cmaj.ca/podcasts
- Average monthly downloads are tracked for each podcast; number of downloads builds over time
- Ask your representative for up-to-date information on monthly downloads, sponsor messages and package rates



Payment information

- All pricing subject to sales tax where applicable.
- All invoices are payable in CDN funds.
- All invoices are payable to **CMA Impact Inc.**

Contact information

Advertising Sales and Production Enquiries

Trish Sullivan
Sr. Advertising Sales Representative
trish.sullivan@cmaj.ca

Publisher

Holly Bodger
holly.bodger@cmaj.ca
Sales Coordinator
Deb Woodman
deborah.woodman@cmaj.ca

