

Our Vision



To publish, promote and disseminate the work of medical researchers in a manner that exemplifies the highest standards in research integrity

Research is crucial to the future of any industry or discipline, and medicine is no exception. As a peer-review medical publisher, Pulsus Group is an ardent supporter of medical research around the world.

Founded in 1984, Pulsus Group has remained faithful to its commitment to publish world-class, peer-review medical journals, highly respected by physicians and researchers. As a result, Pulsus Group has become an essential part of the international medical landscape by providing a vehicle for scientific dissemination – a process critical to the research cycle.

Pulsus Group accomplishes this goal through the production and distribution of high-calibre electronic and print publications for a broad range of physicians and researchers, concentrating on specialists, key opinion leaders and high prescribers. Official journal supplements, reprint compilations, medical conference reports and sponsorship opportunities enhance both impact and reach.

Over the years, Pulsus Group and the pharmaceutical industry have cooperated in this endeavour. Without industry support, the clinical concepts, practice guidelines and innovative ideas communicated by Canadian researchers and medical societies would not be available to the medical community. The pharmaceutical and medical device industries make a clear and important contribution to the vitality of Canadian medical research and practice. Pulsus Group journals offer a unique opportunity to deliver the promotional message alongside the very best in medical research.



Every peer review publication could bring the next breakthrough to the forefront, the next great discovery to light.

PULSUS peer review journals are **essential** for physicians, medical societies and the advancement of pharmaceutical **research**.

Did you know?

Pulsus peer review journals are vital to clinical and medical research

Pulsus journals are the official journals of their respective medical societies.

Peer review material is required to support submissions for NOC and PAAB.

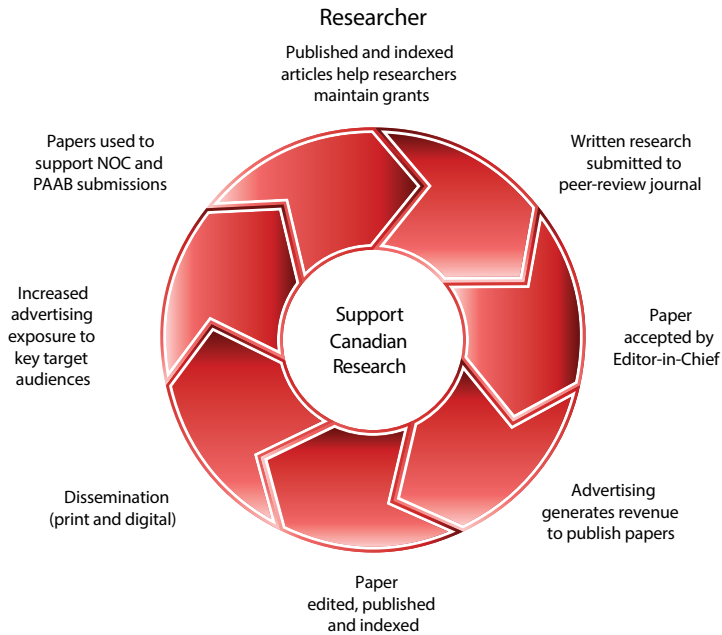
A percentage of advertising revenue from Pulsus journals is passed on to Canadian medical societies.

Peer review journals are a key element in the continuing education of physicians.

Advertisements in Pulsus journals stand out because of the low advertising to editorial ratio.

**This is important work.
Support it with your advertising.**

Research & Publication Cycle



Your advertising supports the publication of Canadian medical research. But the value of your support stretches even further: articles published in Pulsus Group journals support NOC and PAAB submissions. And your marketing message is seen by key opinion leaders, specialists and high prescribing GPs within their specialty category.

Peer Review Process



Pulsus Group journals are peer reviewed. Manuscripts submitted for publication undergo a series of checks and balances before they are approved. The Editor-in-Chief and at least two other experts in the field review each manuscript for scientific merit, integrity and novelty, at which point a consensus is reached on whether an article is accepted or rejected.

The result? Credible, timely, and useful information that demands the critical attention of key opinion leaders, Canadian medical societies, and specialists and GPs in their specialty category – in other words, qualified readership for qualified material.

Advertising Principles & Policies

Pulsus Group actively solicits advertising and sponsorships in relation to its online and print publications in recognition of the benefits such advertising brings. Pulsus Group reserves the right of final approval of all advertising and the right to refuse any advertisement.

Advertisements are accepted and published on the warranty of the agency and the advertiser that both are authorized to publish the entire content and subject matter of the advertisement.

All advertisements must clearly identify the advertiser by trademark or signature.

A distinction is maintained between advertising and editorial content. All advertising, including advertorials, must be clearly identifiable as advertising, and must not be confused with editorial content in format or appearance.

Any reference to Pulsus Group or any of its products in advertisements is subject to previous written approval of Pulsus Group in each case.

Circulation and Online Statistics

| eTOC DISTRIBUTION (ELECTRONIC TABLE OF CONTENTS) | | ONLINE STATISTICS | |
|--|--------|-------------------|-------|
| RECIPIENTS PER eTOC/ JOURNAL | | AVERAGE MONTHLY | |
| SOCIETY MEMBERS, AUTHORS AND SUBSCRIBERS | 20,000 | UNIQUE VISITORS | 5204* |
| AVERAGE OPEN RATE | 37%* | PAGE VIEWS | 6376* |

Circulation numbers are the publisher's own data and may vary slightly from issue to issue. * Source: Google Analytics
For exact circulation numbers for specific issues, please contact to contact@pulsus.com

Pulsus Group Ltd.
40 Bloomsbury Way Lower Ground Floor London, United Kingdom WC1A 2SE
Tel: +44-203-769-1765 • Email: contact@pulsus.com • Website: www.pulsus.com

PULSUS
GROUP LTD

Publishing Medical Research Since 1984

Advertising Rates

PRINT DISPLAY AD RATES

| 4-COLOUR WITH e-PI | | | | | | |
|--------------------|-----------|----------|----------|----------|----------|---------|
| | full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | DPS |
| 1x | \$5,610 | \$4,490 | \$3,480 | \$2,695 | \$2,155 | \$9,000 |
| 6x | \$5,510 | \$4,410 | \$3,415 | \$2,640 | \$2,115 | \$8,900 |
| 12x | \$5,410 | \$4,330 | \$3,355 | \$2,595 | \$2,075 | \$8,800 |
| 24x | \$5,290 | \$4,230 | \$3,275 | \$2,540 | \$2,035 | \$8,680 |
| 36x | \$5,170 | \$4,140 | \$3,200 | \$2,490 | \$1,990 | \$8,560 |

BLACK AND WHITE

| | full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|--|-----------|----------|----------|----------|----------|
| | \$2,000 | \$1,700 | \$1,320 | \$1,020 | \$825 |

PREFERRED POSITIONS (COVERS INCLUDE 4-COLOUR PROCESS AND BLEED)

| | |
|--------------------------------------|--------------|
| Outside Back Cover | \$7,680 |
| Inside Front Cover | \$7,180 |
| Inside Back Cover | \$6,660 |
| Opposite 1St Toc | 15% Upcharge |
| Other | 10% Upcharge |
| Calendar of Events – Banner (Colour) | \$2,500 |

Preferred positions offered on a per contract basis

OTHER ADVERTISING FORMATS

| | |
|--|---------|
| Tip on – includes polybagging, does not include printing | \$7,000 |
| Bellywrap – includes printing and polybagging† | \$6,000 |

†Available only to OBC advertisers

INSERTS / OUTSERTS

| | |
|------------------------------|---------|
| Insert (2 pages – 1 sheet)‡ | \$6,000 |
| Outsert (2 pages – 1 sheet)‡ | \$7,750 |

‡Some restrictions apply. Please contact your Account Representative.

COMMISSION AND DISCOUNTS: Recognized agency commission 15%. Production charges are noncommissionable. A cash discount of 2% of the net billing is allowed if payment is made within 10 days from the date of invoice. All billings are due and payable 30 days from the date of invoice. Both the advertiser and its agency are jointly and severally liable for the payment of the invoice.

Cancellations cannot be accepted after closing date.

PAAB APPROVAL: All drug advertisements, including prescribing information, must be cleared by the Pharmaceutical Advertising Advisory Board.

MECHANICAL SPECIFICATIONS: www.pulsus.com/mechspecs.pdf

Pulsus Group journals are defined by section 19 of the Income Tax Act. The deduction of advertising costs for advertising in these publications is, therefore, not restricted.

All prices quoted are gross; exclusive of applicable taxes

CLOSING DATES

| ISSUE DATE | SPACE CLOSING | MATERIAL DUE | PROJECTED RELEASE DATE |
|------------|---------------|--------------|------------------------|
| Spring | February 5 | February 12 | March 11 |
| Summer | May 6 | May 13 | June 10 |
| Autumn | August 12 | August 19 | September 16 |
| Winter | November 4 | November 11 | December 9 |

DIGITAL AD RATES

| BANNERS | GOLD | SILVER | BRONZE | ETOC (ELECTRONIC TABLE OF CONTENTS) |
|--|-------------------------------|----------------------------------|----------------------------------|---|
| RATE | \$1,000/ month | \$750/ month | \$500/ month | \$2,000/ eTOC |
| DIMENSIONS (WIDTH X HEIGHT) | 728 x 90 pixels | 160 x 600 pixels | 160 x 600 pixels | 728 x 90 pixels |
| DESCRIPTION | Leaderboard (TOP POSITION) | Skyscraper/ (RIGHT HAND SIDE) | Skyscraper/ (RIGHT HAND SIDE) | Leaderboard (TOP POSITION) |

- Banner ads due 5 days prior to the first of the month or 5 days prior to eTOC distribution
- Banner ad linked to URL of your choice
- Flash advertisements are not permitted
- Animated GIFs are permitted for online banners, not for digital edition (static only)
- Supported file formats: PNG, GIF or JPEG
- Static file not to exceed 40 KB; Animated GIFs not to exceed 200 KB
- eTOC sent concurrently with the print edition release. A second eTOC is sent to highlight Open Access previous edition and its most popular articles.
- **All digital banner ads include sponsorship recognition in a print journal ad**

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