

ENTtoday

ENTtoday, an official publication of the Triological Society, reports on breaking news, issues, and trends in the field of otolaryngology. The publication delivers credible, up-to-the-minute, balanced reporting of technological advances, cutting edge research, and practice issues in the field, as well as expert perspectives on key areas of concern and controversy.

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Editor-in-Chief:

Physician Editor: Robin W. Lindsay, MD

Audience:

The most comprehensive list available in Otolaryngology, comprising members of the prestigious Triological Society and American Broncho-Esophagological Association (ABEA), and supplemented by the AMA Otolaryngology list. ENTtoday uses the Triological Society member list to match against AMA physicians to capture the entire Otolaryngology physician universe. This includes AMA physicians in Allergy and Immunology, Allergy, Head and Neck Surgery, Otology/Neurotology, Pediatric Allergy and Facial Plastic Surgery.

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Reach

Print	Total Print (Controlled Circulation)	14,177
	Frequency	12 issues per year
Digital	Unique Visitors on www.ENTtoday.org	156,005
	Average Monthly Page Views	22,254

From 1 July 2023 to 30 June 2024

Print Circulation by Region



Americas – 14177

For More Information

Timothy Wolfinger, twolfinger@pminy.com or visit us at corporatesolutions.wiley.com

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Pricing Pricing below is in USD and is established based on publication origin.

Earning Rates Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2025 Price
King Page Mono	\$ 3,035.00
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Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
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Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	40%
Cover 3	NA
Cover 4	60%
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Frequency Insertion Rates Mono (B/W)		
Frequency	King Page Mono	King Page Color
1x	\$ 3,035.00	\$ 4,675.00
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6x	\$ 2,795.00	\$ 4,305.00
12x	\$ 2,675.00	\$ 4,115.00
24x	\$ 2,550.00	\$ 3,930.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,640.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
20:1 January 2025	12-06-2024	12-13-2024	12-17-2024
20:2 February 2025	01-08-2025	01-15-2025	01-17-2025
20:3 March 2025	02-07-2025	02-14-2025	02-19-2025
20:4 April 2025	03-07-2025	03-14-2025	03-18-2025
20:5 May 2025	04-08-2025	04-15-2025	04-17-2025
20:6 June 2025	05-08-2025	05-15-2025	05-16-2025
20:7 July 2025	06-09-2025	06-16-2025	06-18-2025
20:8 August 2025	07-08-2025	07-15-2025	07-17-2025
20:9 September 2025	08-08-2025	08-15-2025	08-18-2025
20:10 October 2025	09-09-2025	09-16-2025	09-18-2025
20:11 November 2025	10-08-2025	10-15-2025	10-17-2025
20:12 December 2025	11-07-2025	11-17-2025	11-19-2025

For More Information

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Place your banners on the *ENTtoday* website with free and unrestricted access to site visitors all over the world. ENTtoday.org features otolaryngology specific news along with practice-changing tips, regulatory updates, and the most up-to-date information on healthcare reform.

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Print Ad Specifications

Newsmagazine Trim Size 10.875" x 15"

Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
King Page	250.825 x 352.425 mm 9.875" x 13.875"	282.575 x 352.425 mm 11.125" x 15.25"
Half Page - Vertical	123.825 x 352.425 mm 4.875" x 13.875"	
Half Page - Horizontal	250.825 x 177.8 mm 9.875" x 7.0"	
Quarter Page	123.825 x 177.8 mm 4.875" x 7.0"	
Three Quarter Page - Vertical	187.325 x 346.075 mm 7.375" x 13.625"	
Three Quarter Page - Horizontal	250.825 x 254.0 mm 9.875" x 10.0"	
Island Half	187.325 x 254.0 mm 7.375" x 10.0"	

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Formats & Details

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