

### Journal of Ultrasound in Medicine

The *Journal of Ultrasound in Medicine* (JUM) is the only practical clinical publication devoted to all disciplines of medical ultrasound that focuses on the basic science and clinical aspects. JUM is the monthly, peer-reviewed medical journal of the American Institute of Ultrasound in Medicine.

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**JUM** Journal of  
Ultrasound in  
Medicine



#### Editor-in-Chief:

Richard G. Barr, MD, PhD, FAIUM, FSRU, FACR

#### Audience:

JUM reaches a global audience of individuals in the discipline of medical ultrasound other healthcare professionals who are actively engaged in the expanding role of ultrasound and its effectiveness in enhancing patient care. Readers include:

- Offices and institutes
- Hospital-based physicians
- Physician assistants
- Sonographers
- Nurses and Nurse practitioners
- Scientists and researchers

[Learn more about the Radiology & Imaging Portfolio >>](#)

#### Reach

Print	Total Print (Paid Subscription)	42
	Frequency	12 issues per year
Digital	Unique Visitors on Wiley Online Library	588,977
	Average Monthly Page Views	104,626
	Full Text Downloads	334,664

From 1 May 2024 to 30 April 2025

#### Print Circulation by Region



#### For More Information

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## 2026 Advertising Rate Card

### Rates

#### 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	2026 Price
Full Page Mono	\$ 2,240.00
Full Page Color	\$ 4,005.00
Half Page Mono	\$ 1,220.00
Half Page Color	\$ 2,985.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	20%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Colour
1x	\$ 2,240.00	\$ 4,005.00
3x	\$ 2,150.00	\$ 3,915.00
6x	\$ 2,060.00	\$ 3,825.00
12x	\$ 1,970.00	\$ 3,735.00
24x	\$ 1,885.00	\$ 3,650.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,765.00	

### Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
45:1 January 2026	26-Nov-25	12-Nov-25	19-Nov-25	10-Dec-25
45:2 February 2026	31-Dec-25	17-Dec-25	24-Dec-25	14-Jan-26
45:3 March 2026	03-Feb-26	20-Jan-26	27-Jan-26	17-Feb-26
45:4 April 2026	25-Feb-26	11-Feb-26	18-Feb-26	11-Mar-26
45:5 May 2026	01-Apr-26	18-Mar-26	25-Mar-26	15-Apr-26
45:6 June 2026	29-Apr-26	15-Apr-26	22-Apr-26	13-May-26
45:7 July 2026	02-Jun-26	19-May-26	26-May-26	16-Jun-26
45:8 August 2026	01-Jul-26	17-Jun-26	24-Jun-26	15-Jul-26
45:9 September 2026	03-Aug-26	20-Jul-26	27-Jul-26	17-Aug-26
45:10 October 2026	31-Aug-26	17-Aug-26	24-Aug-26	14-Sep-26
45:11 November 2026	30-Sep-26	16-Sep-26	23-Sep-26	14-Oct-26
45:12 December 2026	03-Nov-26	20-Oct-26	27-Oct-26	17-Nov-26

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### Digital Statistics for Journal of Ultrasound in Medicine

Unique Visitors on WOL for Journal of Ultrasound in Medicine:  
588,977

Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
37.3%	13.6%	5.7%	9.2%	34.2%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views for Journal of Ultrasound in Medicine:  
104,626

Page Views by Region				
Americas	EMEA	UK	APAC	Other
34.9%	13.3%	4.8%	12.2%	34.8%

From 1 May 2024 to 30 April 2025

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### Print Ad Specifications

**Journal Trim Size** 210 mm x 276 mm 8.25" x 10.875"

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)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0mm 17.125" x 11.125"

Contact your Account Manager for sizes of other opportunities.

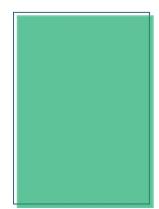
### Digital Ad Specifications

#### Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads	MPU Digital Display Ads	ePDF Article Advertising
Ad size: 728px x 90px	Ad size: 300px x 250px	Ad size: 960px x 1265px



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#### Cover Tip/Belly Bands & Inserts Materials

Submit materials to:  
Dartmouth Printing Company

### Print Ad Specifications

#### Full Page Ad Non-Bleed

#### Half Page Ad Vertical

Ad size: w x h  
178.0 mm  
x  
254.0 mm  
7.0"  
x  
10.0"



Ad size: w x h  
89.0 mm  
x  
255.0 mm  
3.5"  
x  
10.0"



#### Half Page Ad Horizontal

#### Quarter Page Ad

Ad size: w x h  
177.0 mm  
x  
127.0 mm  
7.0"  
x  
5.0"



Ad size: w x h  
89.0 mm  
x  
127.0 mm  
3.5"  
x  
5.0"



### Contact Information

#### Print Production

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