

Radiology/RadioGraphics Reader Statistics

Trusted Source

Despite the amount of information available online, physicians continue to rely on medical journals as their most important source of medical information. Advertising in RSNA medical journals is a proven way to communicate to both a broad and targeted audience.

RSNA Journal Readership (2008)

Radiology has the highest impact factor of all general diagnostic imaging journals, while the impact factor for *RadioGraphics* continues to rise and is second only to *Radiology* among widely read radiology journals. *Radiology* is the #1 cited journal in the field—with nearly double the number of citations of the next closest competitors.*

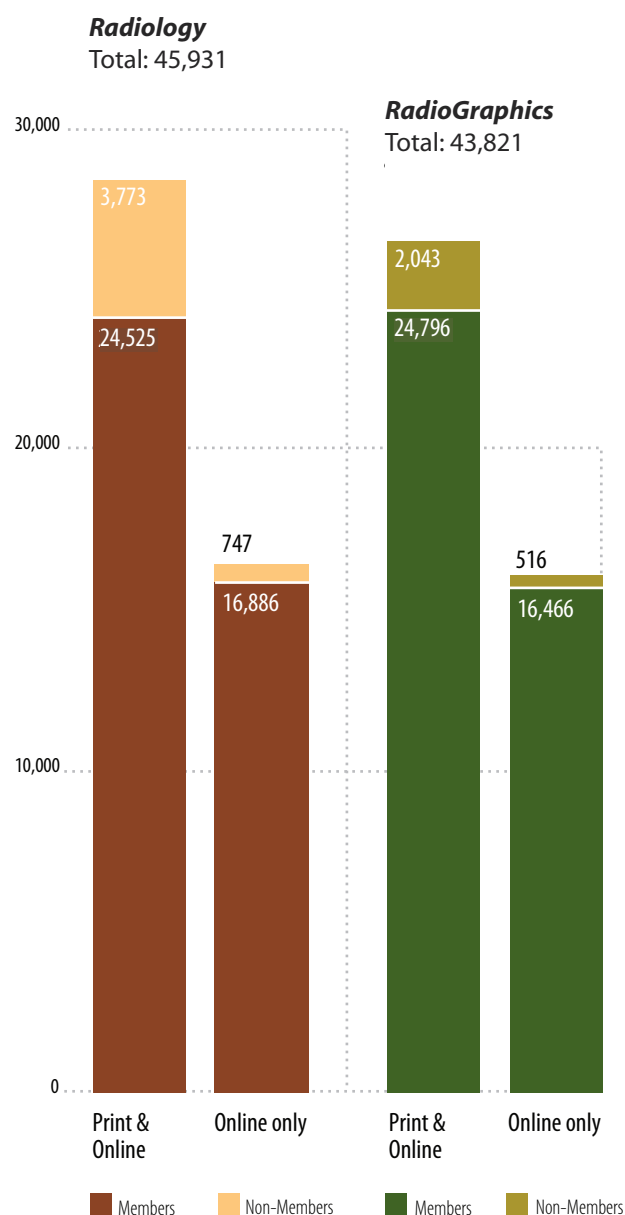
RSNA Journal	Impact Factor
<i>Radiology</i>	5.996
<i>RadioGraphics</i>	3.095

Regardless of the increasing use of online journals, more than 70% of radiologists and radiation oncologists say print journals are very important to them. *Radiology* and *RadioGraphics* are among the top three journals read by this group. Four out of five radiologists save *Radiology* and *RadioGraphics* for future reference.** These journals are valued as essential and are the ones physicians consider a priority to read.

Advertising in an essential journal rewards you both qualitatively and quantitatively—you'll generate more interest in your product from active, involved and influential physicians. The best way to get your message seen among radiology leaders is to advertise in *Radiology* and *RadioGraphics*.

*According to the 2008 Citation Reports® from the Thomson/Institute for Scientific Information Annual Citation

**Independent survey, PERQ/HCI Corporation 2009





RSNA Publications

Radiology—recognized source for original science

Radiology serves as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology. With the highest impact factor among diagnostic radiology journals, *Radiology* is the place to get noticed.

RadioGraphics—known for educational content and vivid images

RadioGraphics is the only journal devoted to bringing the best in peer-reviewed educational materials to practicing radiologists, trainees, physicists and other radiologic scientists. Physicians can earn *AMA PRA Category 1 Credits™* through *RadioGraphics*. A special monograph issue is published each October featuring one imaging subspecialty.

RSNA News—award-winning newsmagazine

RSNA News brings up-to-date news about radiologic research, education and practice issues, as well as information about RSNA programs, to members each month.

Space and Material Close Dates

Radiology space closes on the 7th of the month, material closes on the 20th, two months prior to publication. (For example, November 20th for the January issue.)

RadioGraphics and *RSNA News* space closes on the 1st of the month, material closes on the 8th, one month prior to publication. (For example, October 8th for the November/December issue of *RadioGraphics*; October 8th for the November issue of *RSNA News*.)

Formatting Considerations

RSNA.org/Advertising/upload/artwork_requirements.pdf
Density: SWOP standards, Binding: Perfect bound

Display Advertising Rates for Radiology and RadioGraphics

Black and white frequency rate basis: total number of insertions within a 12-month period. All rates are gross.

Freq	Spread	1 pg	2/3 pg	1/2 pg	1/3 pg	1/4 pg	1/6 pg	1/9 pg
1X	\$7,305	3,655	3,105	2,415	1,695	1,400	1,010	705
6X	7,070	3,540	2,995	2,320	1,630	1,345	975	680
12X	6,835	3,425	2,905	2,230	1,555	1,280	950	645
18X	6,595	3,300	2,795	2,155	1,480	1,225	920	615
24X	6,385	3,190	2,685	2,060	1,410	1,165	885	585
36X	6,145	3,070	2,580	1,965	1,325	1,105	855	555
48X	5,900	2,945	2,500	1,880	1,255	1,040	835	530

Cover II – \$6,585 / Cover III – \$6,585 / Cover IV – \$7,045

Covers are contracted on a yearly basis and include color.

Special positions are contracted and are 10 percent of the earned B/W rate. Special positions include, but are not limited to, facing TOC and opposite editorial.

Display Advertising Rates for RSNA News

Cover II – \$7,250 / Cover IV – \$7,600

Radiology, RadioGraphics and RSNA News—Standard Unit Ad Sizes

Final page trim size is 8-1/4" x 10-7/8".

Final spread trim size is 16-1/2" x 10-7/8".

Ad Space Unit	Non-Bleed (Width x Depth)	Bleed (Width x Depth)*
spread	16" x 10-3/8"	16-3/4" x 11-1/8"
single page	7" x 9-1/2"	8-1/2" x 11-1/8"
2/3 page vertical	4-1/2" x 9-1/2"	
1/2 page horizontal	7" x 4-1/2"	
1/2 page vertical	3-3/8" x 9-1/2"	
1/2 page island	4-1/4" x 7-1/2"	
1/3 page vertical	2-1/4" x 9-1/2"	
1/3 page square	4-1/2" x 4-1/2"	
1/4 page	3-3/8" x 4-1/2"	
1/6 page	2-1/4" x 4-1/2"	
1/9 page	2-1/4" x 3"	

* Keep live matter at least 1/4" inside final trim. Crossover type should be 1/8" away from gutter on each side.

Color Charges

Standard or matched: \$550; Four-color process \$1,500

Insert Costs

2-page insert: 3 times earned B/W rate

4-page insert: 5 times earned B/W rate

Bound BRC cards are accepted with a full-page reply ad: \$1,830

Outsert Costs

A printed piece or CD is acceptable for polybagging with the journal. The outsert must be 3.3 ounces or less to qualify. \$35,000 (includes postage)