ADVERTISE IN MINNESOTA MEDICINE
AND REACH THE LEADERS IN
MINNESOTA’S PHYSICIAN COMMUNITY

AVERAGE CIRCULATION: 10,000
• 5300 practicing physicians
• 2800 students/residents
• 14,000 ALL physician issues (March, July, September, November)

DEMOGRAPHICS

Personal
30% female/70% male
30% Primary Care (Family Medicine, General Practitioners and Internal Medicine)

Years of Practice
More than 20 ......... 47%
11-19 ............. 18%
4-10 ............ 6%
1-3 .......... 3%

Size of Practice
50 or more physicians . . 48%
10-49 ........ 28%
2-9 ........ 19%
Solo ........ 3%

Practice
39% practice in the metro area
59% practice out state (including 33% in Rochester)

Household Income
More than $200,000 . . 39%
$150,000-$200,000 . . 10%
$100,000-$150,000 . . 12%
Less than $100,000 . . 16%

CME
35% get credits in MN
33% outside of MN
15% online
17% other

Leisure Activities
Travel outside MN . . . . 38%
Travel in MN ........ 28%
Eat out ................ 37%
Attend concerts ....... 22%
Attend sporting events . 15%
Theater ............... 14%

2012 READERSHIP SURVEY
• 60% of subscribers are avid readers (3 out of 4 issues) of Minnesota Medicine on a regular basis — more than JAMA, MN Physician, NEJM, StarTribune and Metro Doctors
• 76% of subscribers read Minnesota Medicine on a regular basis (1 out of 4 issues)
• 76% read for clinical articles found only in Minnesota Medicine
• 76% find Minnesota Medicine to be a highly accurate and well-written source of information
• 62% say Minnesota Medicine is a valuable resource to them
• 44% say they read the recruitment section

2015 REGULAR AD RATES
Net rates. No agency commission. Cost per insertion. All rates 4C.

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10% discount with the purchase of 3 or more covers

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The Entire back cover is hot linked.

EMAIL AD - $150 for two emails to students/residents

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