



SAN ANTONIO MEDICINE 2023 MEDIA KIT



The Bexar County Medical Society was the first county medical society formed in the state of Texas in 1853. The Society represents 4,800+ physicians in Bexar and contiguous counties. Membership is made up of practicing physicians of all specialties, also including academic physicians, military physicians, physicians in their residency, medical students, and retired physicians. BCMS is a physicians' organization, and therefore is organized and defined by physicians' interests. BCMS has close working relationships with hospitals, the Metropolitan Health Department, practice administrators, emergency response personnel, and vendors of all kinds to the medical community.

MEMBERSHIP DEMOGRAPHICS:

Occupation:

Physicians

Age:

52% between
ages 29 and 49 years old
48% 50+ years old

Gender:

About 70% male
About 30% female

Home Zip Codes:

Highest concentrations
in 78209 and 78230





2023-2024 SAN ANTONIO MEDICINE

Throughout its 164 year existence, Bexar County Medical Society has published a variety of medical magazines. Beginning in 1911 with The Bulletin, Society leaders have made it a priority to educate physician members on current medical trends and events. While the title of BCMS' official publication has changed throughout the years, **San Antonio Medicine** continues the proud tradition that began over 100 years ago.

Published monthly, **San Antonio Medicine** is distributed to 4,800+ physicians and medical professionals throughout Bexar and the surrounding Counties. These physicians and health professionals, in turn, contribute articles to the publication in the spirit of advancing medical knowledge and strengthening the bonds of the local physician community. **San Antonio Medicine** targets a highly educated/affluent consumer that can greatly affect the growth of your business.

DISTRIBUTION

5,000 copies are mailed each month to the active BCMS membership; military, retired, honorary and lifetime members; elected officials and community dignitaries; sponsors and other interested parties.

SAM ADVERTISING DISCOUNTS

Membership must be mentioned prior to advertising commitment.

All current members of the Circle of Friends will receive a 10% discount on any new annual advertising contracts in San Antonio Medicine.



ADVERTISING INFORMATION

COLOR DISPLAY ADVERTISING

Ad Size	Open Rate	3 months	6 months	12 months
Full Page	\$2,075	\$1,925/month	\$1,790/month	\$1,495/month
2/3 Page	\$1,495	\$1,395/month	\$1,295/month	\$1,195/month
1/2 Page	\$1,140	\$1,065/month	\$985/month	\$880/month
1/3 Page (vertical only)	\$925	\$835/month	\$705/month	\$640/month
1/4 Page	\$640	\$575/month	\$545/month	\$475/month

PREMIUM POSITIONS

Ad Size	Open Rate	3 months	6 months	12 months
Back Cover	N/A	N/A	N/A	\$1,795/month
Inside Front Cover	N/A	N/A	N/A	\$1,695/month
Inside Back Cover	N/A	N/A	N/A	\$1,595/month
Page 3	N/A	N/A	N/A	\$1,695/month
Center Spread	\$4,495	\$3,395/month	\$3,495/month	\$2,995/month

All Rates Are Net. All Ads are placed ROP, for guaranteed positions add 1 S%. Creative services are available at no additional cost.

SAN ANTONIO MEDICINE DEADLINES

ISSUE	SPACE DEADLINE	ARTWORK	MAIL DATE
April 2023	03/03/2023	03/10/2023	04/01/2023
May 2023	04/03/2023	04/10/2023	05/02/2023
June 2023	05/05/2023	05/12/2023	06/01/2023
July 2023	06/05/2023	06/12/2023	07/01/2023
August 2023	07/03/2023	06/10/2023	08/01/2023
September 2023	08/04/2023	08/11/2023	09/01/2023
October 2023	09/04/2023	09/11/2023	09/30/2023
November 2023	10/06/2023	10/13/2023	11/01/2023
December 2023	11/03/2023	11/10/2023	12/01/2023
January 2024	12/04/2024	12/11/2023	12/30/2023
February 2024	01/04/2024	01/11/2024	02/01/2024
March 2024	02/03/2024	02/10/2024	03/01/2024



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AD SIZES & SPECIFICATIONS

Ad Formats

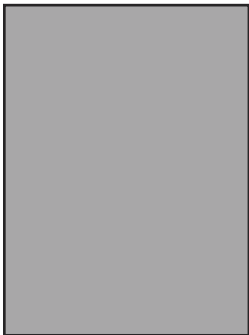
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required of all ads.
- Crop marks must be included.

Ad Creation & Photography

SmithPrint II, Inc. can create your advertisement to our specifications. Custom photography is available. Ask your account representative for details.

Ad Submission

Ads can be sent via FTP, Email, CD, or USB flash drive. Ask your account representative for details.



Full Page/full bleed
8.375" x 10.875" trim
7.375" x 9.875" live area
8.875" x 11.375" w/ bleed



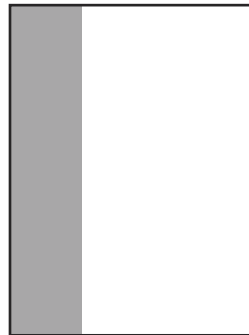
Two-Thirds vertical
4.875" x 9.875"



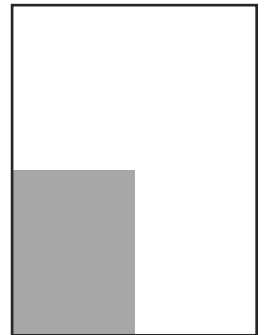
Half Page vertical
3.5" x 9.875"



Half Page horizontal
7.375" x 4.685"



One-Third vertical
2.375" x 9.875"



Quarter Page
3.5" x 4.685"

FOR ADVERTISING INFORMATION CONTACT

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ABOUT THE PUBLISHER

Established in 2009, Traveling Blender, LLC. has grown into a multifaceted publication management firm operating primarily in the Central Texas area which includes San Antonio, Austin and the surrounding Hill Country. However, our staff has been involved in publications throughout the country.

We provide our clients with solutions to all of their publication needs including but not limited to Total Publication Management, advertising sales and training, establishing publication production processes, developing effective distribution models and any other solutions their publications may need to become successful.

Magazines are our business and we are very good at it. Our programs are individually tailored to each publication and developed with a close working relationship with our clients.

Over the years we have become very effective magazine turn around specialists.