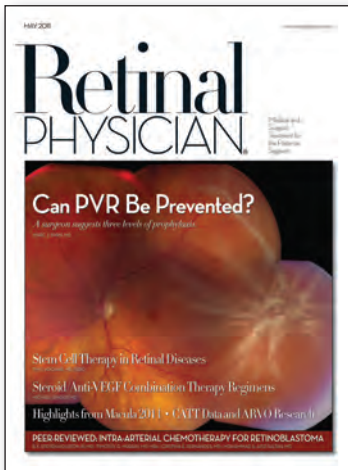


# Retinal PHYSICIAN

Wolters Kluwer | VisionCare  
Pharma Solutions Group

[www.retinalphysician.com](http://www.retinalphysician.com)



## 2012 Editorial Calendar & Rate Card



# Why Retinal Physician?



## TARGETED CIRCULATION

Circulated to 6,200, including:

- 3,600 U.S. retinal specialists and general ophthalmologists
- 1,300+ members of the European Vitreoretinal Society
- 500+ members of the Vitreoretinal Society of India
- 800+ members of the Pan American Vitreoretinal Society

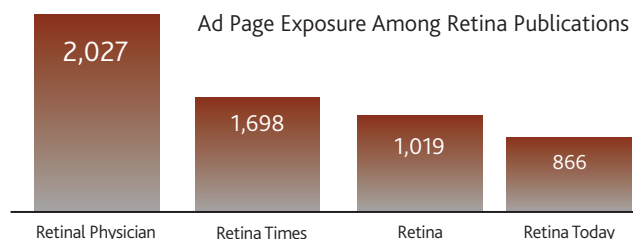
**23%** of *RP* readers do not receive any other retina trade publication.\*

**96%** read cover-to-cover or read articles of interest and skim the rest.\*

**89%** rank *RP*'s content as very good to excellent.\*

**85%** save their issues for future reference.\*

***RP* ranks highest** in ad page exposure among retina-focused publications.+



***RP* ranks highest** among retina-focused publications with ophthalmologists practicing at high volume locations (126+ patients per week).+

***RP* ranks highest** among retina-focused publications with ophthalmologists who are early drug adopters.+

***RP* ranks highest** among retina-focused publications with ophthalmologists whose annual revenue exceeds \$500,000.+

## MULTI-MEDIA MARKETING OPPORTUNITIES

Reach your audience on all fronts by taking advantage of *RP*'s print, online and live event channels. Contact us to discuss the many ways *Retinal Physician* can serve your needs in the retina market.

## SOURCES

\* April 2011 Signet Research AdProbe study.

+ 2011 Kantar Media (formerly PERQ/HCI) Eyecare study

## THE EXPLODING RETINAL MARKET

Research indicates that AMD could reach epidemic proportions in the next decade due to the general aging of the population. In addition, fully half of America's 26 million people afflicted with diabetes over a 20-year period will suffer from diabetic retinopathy.

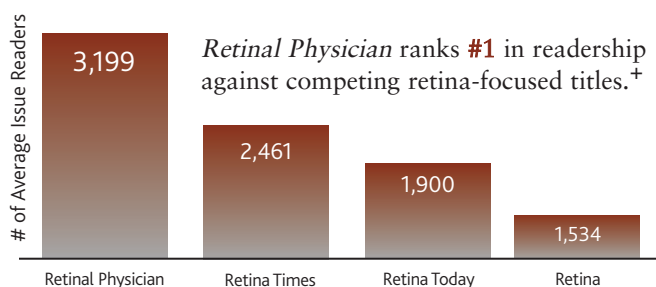
*Retinal Physician* covers the latest advances in AMD, diabetic retinopathy, macular edema, retinal vein occlusion as well as surgical intervention in posterior segment care. Led by Editor-in-Chief Peter Kaiser, MD, *Retinal Physician* puts into perspective what the scientific developments mean to today's practice and discusses ramifications of new studies, treatments and patient management strategies.

## PROVEN ENGAGED AND LOYAL READERS

Research further reveals the need for a comprehensive posterior segment journal and how *Retinal Physician* is meeting that need...

When asked which of the following trade publications do you read regularly, (at least 3 out of 4 issues), the surveyed ophthalmologists responded:\*

<b><i>Retinal Physician</i></b>	<b>89%</b>
<i>Retina</i>	51%
<i>Retina Times</i>	35%
<i>Retina Today</i>	42%



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# 2012 Editorial Calendar

	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG
	<b>Hawaiian Eye Meeting Issue</b>	<i>Retinal Physician</i> Symposium Issue	ASCRS & ARVO Meetings Issue	Ad Study Issue		<b>Euretina, ASRS, ESCRS and EVRS Meetings Issue</b>
Peer-reviewed Feature	Understanding the Role of Bruch's Membrane in CNV	How Do Illumination Choices Affect Surgical Outcomes?	How Blood-Retinal Barrier Dysfunction Affects RPE Health	The Vitreous Humor and Oxygen Consumption: Concepts and Implications	Ciliary Body Stem Cell Therapy: Prospects for Clinical Practice	Immunosuppressive Agents For Uveitis: A User's Guide
Features	<p>Is There a Role for anti-VEGF in Perifoveal Telangiectasia and Other Orphan Conditions?</p> <p>What is the Clinical Value of In-Office Genetic Tests for AMD?</p> <p>Should DME Be Considered a Peripheral Retinal Disorder?</p> <p>The Use of Nanotechnology in Artificial Vision Implants</p> <p>EMR in Private Retina Practice: A Case Study, Part 1</p> <p>Improving Differential Diagnosis of Infectious Uveitis</p> <p>RPS 2011 Recap &amp; 2012 Preview</p>	<p>Steroid Implants for DME: Rationale and Results</p> <p>Questions We Hope the Two-Year CATT Data Will Answer</p> <p>What Will the Two-Year VIEW Data Reveal and What Are the Implications?</p> <p>Reading Center vs. Clinic-Based OCT Interpretation: How Do They Differ?</p> <p>Adaptive Optics OCT: What is its Value in Clinical Practice?</p> <p>The Double-Edged Sword of Conducting In-Office Clinical Trials</p> <p>Is There a Role for Antipsychotics in Retinal Therapy?</p>	<p>Controversies in Billing for Anti-VEGF Injections and Diagnostic Testing</p> <p>Cataract Complications and Concerns for the Retina Specialist</p> <p>Shoring up Your Anti-VEGF Inventory and Preparation Procedures</p> <p>Steroids vs. Anti-VEGF vs. Laser in DME Management</p> <p>Acute RVO: What's Your Protocol?</p> <p>New Vitrectomy Cutting Technology: Build for Speed</p> <p>The Challenges of Vitreoretinal Surgery in Patients with Coexisting Malignancy</p>	<p>IVAN and CATT Data: Complementary or Contradictory?</p> <p>Is the Nomenclature of AMD in Need of Revision?</p> <p>The Evolution of Imaging's Role in DME</p> <p>Elevated VEGF Levels in RVO: Causes and Consequences</p> <p>Can OCT Distinguish Between Intraretinal, Subretinal and Sub-RPE Fluid?</p> <p>The Role of Biopsy in Assessment of Choroidal Melanoma</p> <p>Correlating Foveal Anatomy on OCT with Visual Acuity Prognosis</p>	<p>What Will Healthcare Reform Do the Retina Profession?</p> <p>ARCA and FCE: How to Manage These New Choroidal Anomalies?</p> <p>OCT Technology: Sweeping Changes Are in Store</p> <p>Prospects for Anti-VEGF Combination Therapy</p> <p>Vision for AMD: Early Experience in Europe and Prospects for the US</p> <p>Controversies in Endophthalmitis Therapy</p> <p>EMR in Private Retina Practice: A Case Study, Part 2</p>	<p>Should You Worry About IOP Elevation After Intravitreal Injection?</p> <p>The Shifting Sands of AMD Management</p> <p>Vitrectomy for Refractory DME: Role, Evidence, Candidates</p> <p>New Management Options For Central Serous Retinopathy</p> <p>How SDOCT is Changing Management of Vitreoretinal Interface Abnormalities</p> <p>Protocols vs. Practice: Why the Disconnect?</p> <p>Hiring a Retinal Photographer: What to Look For, What to Pay</p> <p>Can Systemic Control of Diabetes Improve DME? Advice From an Endocrinologist</p>
Departments	Upfront from the Editor-in-Chief	Surgical Precision	Coding Q&A	Clinical Trial Spotlight		
	Subspecialty News	Controversies in Care	Journal Club	Clinical Trial Update		
Marketing Opportunities	Bonus Distribution at Hawaiian Eye 2012	Bonus Distribution at <i>Retinal Physician</i> Symposium	Bonus Distribution at ASCRS and ARVO Meetings	Free Ad Study		Bonus Distribution at Euretina, ASRS, European Society of Cataract & Refractive Surgery and European Vitreoretinal Society Meetings
Closing Dates	Space: December 5 Ad Materials: December 12	Space: February 10 Ad Materials: February 17	Space: March 12 Ad Materials: March 19	Space: April 16 Ad Materials: April 23	Space: May 11 Ad Materials: May 18	Space: June 8 Ad Materials: June 15

SEPTEMBER	OCTOBER	NOV/DEC
<b>Retina Society Meeting Issue</b>	<b>AAO Meeting Issue</b>	
Peripapillary Changes in High Myopia	Should You Adopt 27-gauge Surgery?	Dietary Influences on Retinal Health and Function: What's New
The Challenges of Using Avastin in ROP Patients	Multifunction OCT: Essential or Not?	Vitreotomy Surgery for Myopic Degeneration and Foveoschisis
How Anatomical Factors Can Affect Anti-VEGF Outcomes	Microperimetry: Is There a Role?	The Challenges of Reoperation in Previously Vitrectomized Eyes
How to Handle Recurrent Hemorrhage in Diabetic Vitrectomy Patients	Eye Tracking vs Pseudo-Registration: Is There a Significant Difference?	Can Vitrectomy Hasten Resolution of Uveitis?
Posterior Staphyloma: Monitoring and Management Protocols	Has Widefield Angiography Altered Diagnosis and Management of Vascular Disease?	EMR in Private Retina Practice: A Case Study, Part 3
Complications of Vitrectomy for Diffuse DME	New Instrumentation for the Retinal Surgeon: Should You Upgrade?	Intra-arterial Chemotherapy for Retinoblastoma: Obstacles and Opportunities
New Melanoma Treatments: Prospects and Outcomes	Intraoperative OCT: Is This How You Will Perform Surgery in the Future?	Novel Methods to Enhance Reading Ability in Macular Disease
Is Membrane Peeling Clinically Effective and Cost Effective?	Can Topical Agents Treat Retinal Disease in Any Meaningful Way?	Should We Be Treating Pigment Epithelial Detachments?

### Events Calendar

### OCT Insights

### Focus On

### Innovation in Retina

Bonus Distribution at Retina Society Meeting	Bonus Distribution at American Academy of Ophthalmology Meeting, including Subspecialty Day	
Space: August 10	Space: September 12	Space: October 15
Ad Materials: August 17	Ad Materials: September 19	Ad Materials: October 22

- > Published 9 times/year
- > Circulated to 6,200, including:
  - 3,600 U.S. retinal specialists and general ophthalmologists
  - 1,300+ members of the European Vitreoretinal Society
  - 500+ members of the Vitreoretinal Society of India
  - 800+ members of the Pan American Vitreoretinal Society
- > Bonus distribution at major national and international conferences
- > Ranked highest in readership among retina-focused publications with retinal specialists performing retina-specific procedures.†



- > Exclusive media sponsor
- > Completely posterior segment focused
- > Held at world-class resorts
- > Reaching a highly targeted audience
- > Featuring an expert faculty
- > Offering unopposed exhibit time and multi-tiered sponsorship levels

- > Article archives
- > This month's features
- > Upcoming conferences and webinars
- > Digital edition
- > Recent supplements
- > AMD Update e-newsletter archive
- > Subscription information
- > Exclusive video features
- > Custom e-media marketing opportunities

## Retinal PHYSICIAN SYMPOSIUM

+ 2011 Kantar Media (formerly PERQ/HCI) Eye Care Study

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# Advertising Rates & Dimensions

Effective January 2012

Rate Card #9

## Four-Color

		1x	6x	12x	24x	36x
Full	\$	6,510	5,830	5,340	5,000	4,830
Spread		11,610	10,830	10,340	9,860	9,570
2/3		5,590	5,160	4,860	4,570	4,220
Half		4,810	4,620	4,490	4,380	3,900

## Black & White

		1x	6x	12x	24x	36x
Full	\$	4,570	3,900	3,400	3,050	2,880
Spread		9,670	8,870	8,390	7,910	7,630
2/3		3,650	3,220	2,920	2,610	2,280
Half		2,860	2,680	2,560	2,440	1,940

## Premium Positions (rates are in addition to earned black and white rate)

Cover 2:	Additional 40% (requires a spread ad)	Table of Contents:	Additional 25%
Cover 3:	Additional 10%	Upfront:	Additional 15%
Cover 4:	Additional 50%	Within Cover Story:	Additional 10%

Advertising rates are based upon the number of insertions used within the calendar year, whether units are the same or of varying sizes. Announcement of any change in rates will be made at least 60 days in advance of the issue date of the first issue to which such rates will be applicable.

## COMBINED FREQUENCY DISCOUNT

Advertising in *Retinal Physician* may be combined with insertions in other Wolters Kluwer Pharma Solutions VisionCare Group publications to earn greatest frequency discounts.

## INSERTS

Supplied inserts for binding will be billed at earned b/w rate times the number of pages; no bind-in charge. Tip-ins available; consult Publisher for information. Publisher reserves the right to limit the number of inserts per issue. Minimum weight stock for inserts is 70 lb. coated text. Maximum weight stock is 100 lb. coated text. Contact the Production Manager on all inserts prior to issuing insertion orders for manufacturing requirements, quantity and shipping instructions. The US Post Office is requiring 9pt. stock for all Business Reply Cards larger than 4.25 x 6 ins. Contact Stacy Drossner at 215-628-6567 for manufacturing specifications, mechanical requirements and shipping information.

## MECHANICAL REQUIREMENTS

Publication Trim Size: 8" wide x 10 7/8" deep

Keep live matter 3/8" from trim.

Binding Method: Perfect bound

Printing Process: Web offset on publication-grade coated stock

## ADVERTISING DIMENSIONS

	Live Area width x depth	Bleed width x depth
2 Page Spread	15 1/2" x 10 1/8"	16 1/2" x 11 1/8"
Full Page	7 3/8" x 10 1/8"	8 1/4" x 11 1/8"
2/3 Page	4 1/2" x 10"	5 1/8" x 11 1/8"
1/2 Page, Horizontal	7" x 4 7/8"	8 1/4" x 5 1/2"
1/2 Page, Vertical	3 3/8" x 10"	4 1/8" x 11 1/8"

## E-MEDIA MARKETING

For e-media marketing specifications, contact Rob Verna at 215-367-2179 or rob.verna@wolterskluwer.com.

# Advertising Submission Information

## DIGITAL AD MATERIAL REQUIREMENTS

Files must have all high-resolution images and all fonts included. Type 1 fonts must include both screen and printer elements. Do not stylize fonts from program palette. Required trapping should be done prior to creating the file.

PLEASE DO NOT create your PDF using PDF Writer or directly from the application file. Create a postscript file first then distill to a press optimized PDF. Spread ad must be sent as a one-page file.

**Bleeds:** 1/8 inch for all sides. Hold live area/border 1/4 inch from final ad size.

**Images:** CMYK or Grayscale in TIFF, EPS or JPEG format. Resolution - 1.5-2 times the LPI @100%. CTP LPI is 150. Scanned images must be 300 dpi or more. 150 line screen. Total density should not exceed 300%. No RGB or Index mode images. No JPEG encoded .eps files.

**Color:** Convert Spot/PMS colors to CMYK unless they print as a Spot/PMS color. Designate the name of the PMS.

**Proofs:** Provide a Digital proof (color or b/w) from the furnished file. Laser should be supplied at 100%. Proofs accepted are: Chromalin, Fujis, Pictros or Iris proofs. If a valid proof is not provided, Wolters Kluwer Pharma Solutions VisionCare Group is not responsible for color inconsistencies/inaccuracies.

**Documentation:** Provide a document that lists all fonts, files and software used to create the ad.

**Media supported:** CD and DVD. Contact your production manager for FTP instructions.

**File Formats:** PDF/X-1A preferred. InDesign, QuarkXpress 6.0 & up, InDesign 2 & up, Photoshop, Illustrator 8 & up.

## ISSUANCE AND CLOSING DATES

Refer to the Editorial Calendar for closing dates. All cancellations must be in writing. No cancellations will be accepted after insertion order closing date.

## MAILING INSTRUCTIONS

Send insertion orders and materials to:  
Wolters Kluwer Pharma Solutions | VisionCare Group  
Attn: (Journal Title), 323 Norristown Rd., Suite 200, Ambler, PA 19002; Fax: (215) 646-5610.

Send pre-printed inserts to RR Donnelley, Inc.-Warehouse Attn: (Journal Title), Route 251 and 4099th Road, Mendota, IL 61342. Cartons must be clearly marked with advertiser's name, publication name, month of insertion and quantity. **Please send four insert samples with instructions to Production Department at the Ambler office.**

## GENERAL CONDITIONS

All advertising is subject to the following conditions:

- A. Advertising shall be accepted only by the Publisher.
- B. The Publisher reserves the right to reject or cancel any advertising which is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Any attempt to simulate the publication's format is not permitted, and the Publisher reserves the right to place the word "advertisement" with any copy which in the Publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by Publisher, without notice.
- F. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, by the Publisher.
- G. Publisher shall have no liability for error in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- H. Advertisements not received by the Publisher by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- I. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- J. Advertiser is liable for any costs incurred in the preparation of its advertisement.
- K. All insertion orders are accepted subject to provisions of the current rate sheet.
- L. Cancellation of space reservations for any reason in whole or part by the advertiser will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- N. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and which advertising was published.
- O. No conditions other than those set forth in this rate sheet shall be binding on the Publisher unless specifically agreed to, in writing, by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate sheet.
- P. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Q. As used in this section entitled General Conditions, the term "Publisher" shall refer to Wolters Kluwer Pharma Solutions | VisionCare Group.
- R. Agency Commissions: 15% of gross billing allowed to recognized advertising agencies for space, color and position. Commission is never paid on the cost of art or production work, nor on the cost of list rentals or prints.

## PRODUCTION CONTACT INFORMATION

### *Eyecare Business & Retinal Physician*

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### *Contact Lens Spectrum, Ophthalmology Management & Optometric Management*

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