2016 Media Information

As the world's second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 2,700 scientific journals every year. Through advertising, article reprints, bulk sales, and custom projects, we can help you to make an impact on your audience.

Adverting Sales
233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com
Obesity Surgery, the peer-reviewed scientific journal for bariatric surgeons, provides an international interdisciplinary forum for communicating the latest research, surgical and laparoscopic techniques, for treatment of massive obesity. Topics covered include original research, reviews, technical innovations, guidelines, letters to the editor, medicolegal issues, invited commentaries, scholarly presentations, meeting abstracts, and alerts on the latest equipment.

- An international, interdisciplinary forum for the latest research, surgical and laparoscopic techniques used in treatment of massive obesity
- Covers original research, reviews, technical innovations, case reports, medicolegal issues and more
- Benefits professionals from surgeons to nutritional scientists and others dealing with eating disorders

Obesity Surgery is the official journal of the International Federation for the Surgery of Obesity and metabolic disorders (IFSO). A journal for bariatric/metabolic surgeons, Obesity Surgery provides an international, interdisciplinary forum for communicating the latest research, surgical and laparoscopic techniques, for treatment of massive obesity and metabolic disorders. Topics covered include original research, clinical reports, current status, guidelines, historical notes, invited commentaries, letters to the editor, medicolegal issues, meeting abstracts, modern surgery/technical innovations, new concepts, reviews, scholarly presentations and opinions

Readership: Obesity Surgery readership includes surgeons performing obesity surgery: general surgeons and surgical residents, plastic surgeons, endoscopists, dietitians, psychiatrists, internists including endocrinologists and diabetologists, nutritional scientists, and those dealing with eating disorders.

Established: 1991
Frequency: Monthly
2014 Impact factor: 3.747
Circulation: 2,500
# Obesity Surgery
Including Laparoscopy & Allied Care

## 2016 Media Information

### EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Mail Date</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>26:2</td>
<td>12/22/2015</td>
<td>12/22/2015</td>
<td>1/26/2016</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>26:3</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
<td>Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)</td>
</tr>
<tr>
<td>April</td>
<td>26:4</td>
<td>2/19/2016</td>
<td>2/19/2016</td>
<td>3/25/2016</td>
<td>Digestive Disease Week</td>
</tr>
<tr>
<td>September</td>
<td>26:9</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
<td>American College of Surgeons</td>
</tr>
<tr>
<td>October</td>
<td>26:10</td>
<td>8/22/2016</td>
<td>8/22/2016</td>
<td>9/26/2016</td>
<td>Obesity Week</td>
</tr>
</tbody>
</table>

Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

**Acceptance Policy:** The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.
**DISPLAY ADVERTISING RATES**

<table>
<thead>
<tr>
<th>B&amp;W RATES</th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
<th>24 TIMES</th>
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</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$975</td>
<td>$925</td>
<td>$870</td>
<td>$820</td>
<td>$770</td>
</tr>
<tr>
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<td>$700</td>
<td>$615</td>
<td>$580</td>
<td>$525</td>
<td>$490</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$500</td>
<td>$450</td>
<td>$410</td>
<td>$395</td>
<td>$375</td>
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</table>

**CLASSIFIED ADVERTISING RATES**

<table>
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<th>B&amp;W RATES</th>
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<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$850</td>
<td>$745</td>
<td>$695</td>
<td>$655</td>
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<tr>
<td>1/2 pg</td>
<td>$575</td>
<td>$525</td>
<td>$480</td>
<td>$445</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$400</td>
<td>$385</td>
<td>$370</td>
<td>$355</td>
</tr>
</tbody>
</table>

**COLOR CHARGES**

- STANDARD: $600
- MATCHED: $799
- 4-COLOR: $1200

Full color charges also apply to fractional pages. Bleed: no charge.

**INSERTS**

- 2-Page Insert: 2x Earned B&W Rate
- 4-Page Insert: 4x Earned B&W Rate
- Larger Units: # of pages x earned B&W rate

**COVER AND PREFERRED POSITIONS**

- Second Cover: 35% over earned B&W rate
- Third Cover: 15% over earned B&W rate
- Fourth Cover: 50% over earned B&W rate
- Other specified: 10% over earned B&W rate

*Premium over earned b/w page rate. Noncancelable.
*Premium positioning not guaranteed with insert.
*Please consult with your sales representative for availability of all positions.

**PAYMENT TERMS**

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

**SHORT RATES**

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

**CONTACT:** Tel: (212) 460-1642 • E-mail: advertising@springer.com
PRINT ADVERTISEMENTS deliver your brand and product message to a targeted audience of influential professionals. The credibility of our journal content is the vehicle that will deliver your value proposition. Maximize our flexible print ad options to capture the attention your brand deserves.

MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>SIZING</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Horizontal</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/4</td>
<td>5</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

**Bleed:** Plate size: 8 ½” X 11 ¼”. Trim size: 8 ¼” X 11”.
- Keep live matter at least ¼” from all sides.
- On 2-Page spread 1/8” on the outside and ¼” in the gutter will trim off.

**Printing Process:** web

**Paper stock within journal:**
- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

**Type of Binding:** Perfect

**Halftone:** 133

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INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

**Two-page insert:** 8 ½” X 11 ¼”.
**Four-page insert:** 17” X 11 ¼” (before folding). Keep live matter ¼” from trim.
**Stock weight:** Maximum 80 # gloss.
**Quantity:** Amount from “total circulation” plus 10% “additional”. It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.

**Closing date:** Same as ad closing date.

PRODUCTION REQUIREMENTS

**Electronic file format:** PDF, JIFF, or TIFF format.

INSERTS SHOULD BE SENT TO:

Obesity Surgery • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331
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Our Advertising team focuses on two online advertising options:

**Banner Ads** - An embedded ad placed on our research site SpringerLink.com. Sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

**e-TOC Alert** - An EXCLUSIVE right to advertise in our reader-subscribed email blast, on a per issue purchase basis. This alert details a summary of future content in the upcoming journal issue. Sized at 468x60, it is placed directly above the content listing in the email. These alerts have the **highest click-through rates** of all Springer e-products.

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SpringerLink Stats:
- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2015 SpringerLink.com had 85 million unique visitors and 155 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 2,700 scientific journals
- On average each journal reaches about 6,576 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)
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With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

Please contact your sales representative, for more information about online advertising opportunities.

CONTACT INFORMATION

Advertising Material with color prints should be sent to:
Springer Corporate Sales
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233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com

Inserts should be sent to:
Obesity Surgery
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:
Leonard Media Group
Attn: Jeff Leonard
415 Horsham Road
PO Box 220
Horsham, PA 19044
215-675-9208 ext. 201
Jeff @leonardmedia.com

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