



# SAN ANTONIO MEDICINE 2022 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





# 2022-2023 SAN ANTONIO MEDICINE

Throughout its 163 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 2022	03/04/2022	03/11/2022	04/01/2022
May 2022	04/04/2022	04/11/2022	05/02/2022
June 2022	05/04/2022	05/09/2022	06/01/2022
July 2022	06/03/2022	06/10/2022	07/01/2022
August 2022	07/05/2022	06/11/2022	08/01/2022
September 2022	08/04/2022	08/10/2022	09/01/2022
October 2022	09/02/2022	09/09/2022	09/30/2022
November 2022	10/04/2022	10/10/2022	11/01/2022
December 2022	11/04/2022	11/11/2022	12/01/2022
January 2023	12/02/2022	12/09/2022	12/30/2022
February 2023	01/04/2023	01/10/2023	02/01/2023
March 2023	02/03/2023	02/10/2023	03/01/2023





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## AD SIZES & SPECIFICATIONS

### Ad Formats

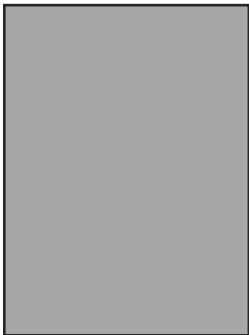
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required of all ads.
- Crop marks must be included.

### 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

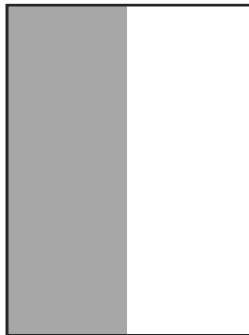
Ads can be sent via FTP, Email, CD, or USB flash drive. Ask your account representative for details.



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



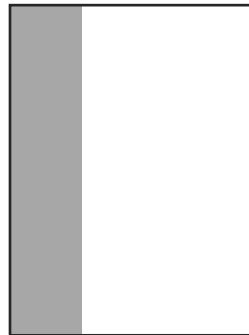
**Two-Thirds vertical**  
4.875" x 9.875"



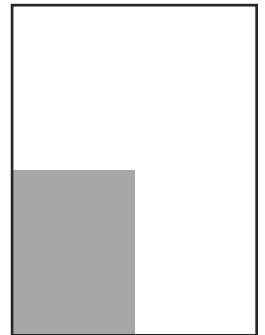
**Half Page vertical**  
3.5" x 9.875"



**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.