“Chicago’s oldest major medical association, the Chicago Medical Society (CMS), was founded by Levi Boone (a great nephew of Daniel Boone) and other physicians in 1850 and was restructured in 1852 by Nathan S. Davis, an organizer of the American Medical Association in Philadelphia in 1847. The Chicago Medical Record, the first CMS publication, was launched in 1891. Later renamed the Chicago Medical Recorder, the journal continued until 1927. Those decades represented a crucial period in the development of the city’s medical community. CMS also introduced the Bulletin of the Chicago Medical Society and still publishes Chicago Medicine. Long considered the largest local medical society in the United States, CMS successfully accommodated specialty societies like the Chicago Pathological Society and the Chicago Neurological Society by adopting in 1903 a federal-style organization in which specialized bodies conduct meetings but delegate policymaking to elected officers and financial matters to trustees.

Chicago’s medical community figured prominently both regionally and nationally. CMS physicians dominated the Illinois State Medical Society soon after its establishment in 1840. Dr. Nathan S. Davis served as the first editor of the Journal of the American Medical Association; under the long editorship (1924-1949) of Dr. Morris Fishbein, another prominent Chicago physician, JAMA became the leading American medical journal.”

(Source: Adapted from the online Chicago encyclopedia of the Chicago History Museum.)
Editorial Mission

Chicago Medicine magazine is a resource for practicing physicians and their staff. Reflecting all aspects of medicine—academic, clinical, legal and technological—the magazine covers issues and trends that affect all of Cook County’s 17,000 physicians. Readers benefit from clinical updates, continuing medical education articles, and public health and practice management reports.

"Chicago Medicine is the oldest and most prestigious local publication for physicians in every specialty."

—James M. Galloway, MD, MPH
Former U.S. Asst. Surgeon General and Regional Health Administrator, Region V, U.S. Public Health Service
Editorial Overview

FEATURES
Trends and forces shaping medical practice; health care reform; new treatment modalities; changes in graduate medical education. Includes research highlights from the region’s seven teaching institutions, academic medical centers, and more than 60 hospitals.

CONTINUING MEDICAL EDUCATION
Updates on managing obesity and diabetes; end-of-life care; women’s health issues; infectious disease; primary care; pediatric and adolescent medicine; genetic testing; asthma and immunology; geriatric care; robotic surgery; and more.

CMS ADVOCACY
Reports on legislative activity and advocacy in Cook County, Springfield and Washington, DC, including state and local judicial elections; CMS’ relationships with lawmakers; physician testimony at city and county hearings; CMS support for bills.

PRACTICE MANAGEMENT
Information you need to run your practice—billing and coding; reimbursement; human resources; patient communications; medical-legal; time management; personnel issues; marketing and social media; public speaking, and more. Includes updates from CMS’ Practice Manager Section.

LEGAL/FINANCIAL
Asset protection; retirement and estate planning; physician hospital alignment; investment; employment contracting; hospital bylaws; medical staff relations; buying and selling a practice; identity theft; and workforce issues.

TECHNOLOGY
Choosing and implementing an EHR; attestation and meaningful use; ICD-10-CM; health care data breaches; HIPAA and personal health records; telemedicine; insurance exchanges; clinical analytics; mobile health, and more.

LEGISLATIVE/REGULATORY
Health system reform; Medicare/Medicaid rules; accountable care models and co-ops; patient-centered care; payment reform; graduate medical education; student debt and repayment; state and national judicial decisions; and regulatory news.

CMS MEMBER BENEFITS
Insurance agency; CME; networking; lectures; mini-internships with lawmakers; online career center and job board; mentorship and volunteer opportunities; committee participation; online communities; billing and coding help; CPR and AED training, OSHA workshops; reimbursement help.

PUBLIC HEALTH
Infectious disease; obesity and diabetes; stroke and heart disease; healthy lifestyle initiatives; mental health; health care disparities; foodborne illness; substance abuse; e-cigarettes and tobacco cessation; emergency preparedness planning; disaster medicine.

OPINION/FORUM
A place where physicians can make their case on different issues through fact-based, researched articles.

BOOK REVIEWS
Reviews by physicians on general interest topics, including histories of medicine and biographies of prominent doctors. Also reviews published works of physician members.

WHO’S WHO
Human interest profiles of mover and shaker physicians in Cook County and those in leadership positions. Highlights doctors in academic settings, public health, large and small groups, and hospitals.
Chicago Medicine readers are thought leaders in the medical field. As practitioners, they strive for excellence in patient care and accountability, while advocating for better health policies through political action. Here is a summary of who our readers are, what they specialize in, and where they practice.

**CHICAGO MEDICAL SOCIETY DEMOGRAPHICS**

**Total members:** 6,251  
**Average Income:** $200,754 primary care; $362,049 specialty care  
**Median Compensation for Midwest U.S.** (Source: MGMA Physician Compensation and Production Survey: 2011 Report Based on 2010 Data.)

**Education:** College: Undergraduate Degree (4 Years); Postgraduate: Medical Degree (4 Years); Residency (3 to 7 Years); Fellowship (1 to 3 Years for Subspecialty Training); Optional Board Certification and Recertification Every 6 to 10 Years; Ongoing Continuing Medical Education.

**Gender:** Male: 69%; Female: 31%

**Age:** 21-24 Years: 4%; 25-34 Years: 24%; 35-43 Years: 10%; 44-54 Years: 17%; 55-64 Years: 19%; 65+ Years: 26%

**Type of Practice:**  
- Private Practice  
- Employed  
- Group Practice  
- Academic/Teaching  
- Public Health  
- Service Corporation

**Specialties:** General Practice/Primary Care: 43%; Specialties: 57%

- Adolescent medicine  
- Adolescent psychiatry  
- Allergy and immunology  
- Anatomic pathology  
- Anesthesiology  
- Cardiology  
- Cardiothoracic surgery  
- Cardiovascular disease  
- Cardiovascular surgery  
- Child psychiatry  
- Colorectal surgery  
- Critical care medicine  
- Dermatologic surgery  
- Dermatology  
- Diagnostic radiology  
- Emergency medicine  
- Endocrinology  
- Family medicine  
- Family practice  
- Forensic pathology  
- Gastroenterology  
- General medicine  
- General practice  
- General preventive medicine  
- General surgery  
- Geriatrics  
- Gynecology  
- Gynecologic oncology  
- Hand surgery  
- Head and neck surgery  
- Hematology  
- Infectious disease  
- Internal medicine  
- Maternal/fetal medicine  
- Maxillofacial surgery  
- Medical genetics  
- Neonatal-perinatal medicine  
- Nephrology  
- Neurological surgery  
- Neuropathology  
- Neurology  
- Nuclear medicine  
- Obstetrics  
- Obstetrics-gynecology  
- Occupational medicine  
- Oncology  
- Ophthalmology  
- Oral surgery  
- Orthopedic surgery  
- Otolaryngology  
- Otology  
- Pathology
Chicago Medicine readers practice in challenging, dynamic health systems. The city is home to the largest urban medical, education, research and technology district in the U.S. Chicago boasts the highest concentration of teaching institutions and the third largest public health system. Illinois produces more medical school graduates than any state in the nation.

**CMS MEMBERS PRACTICE AT THE FOLLOWING HOSPITALS**

Adventist LaGrange Memorial Hospital
Advocate Bethany Hospital
Advocate Christ Medical Center
Advocate Good Shepherd Hospital
Advocate Hope Children’s Hospital
Advocate Illinois Masonic Medical Center
Advocate Lutheran General Hospital
Advocate Lutheran General Children’s Hospital
Advocate South Suburban Hospital
Advocate Trinity Hospital
Alexian Brothers Behavioral Health Hospital
Alexian Brothers Medical Center
Children’s Memorial Hospital
Chicago Lakeshore Hospital
Gottlieb Memorial Hospital
Holy Cross Hospital
Holy Family Medical Center
Ingalls Memorial Hospital
Jackson Park Hospital and Medical Center
Jesse Brown VA Medical Center
Kindred Chicago Central Hospital
Kindred Hospital, Chicago
Kindred Hospital, Northlake
LaRabida Children’s Hospital
Little Company of Mary Hospital and Health Care Centers
Loretto Hospital
Louis A. Weiss Memorial Hospital
Loyola University Medical Center
MacNeal Memorial Hospital
Mercy Hospital and Medical Center
Methodist Hospital of Chicago
MetroSouth Medical Center
Mount Sinai Hospital
NorthShore University HealthSystem Evanston Hospital
NorthShore University HealthSystem Glenbrook Hospital
NorthShore University HealthSystem Highland Park Hospital
NorthShore University HealthSystem Skokie Hospital
Northwestern Community Hospital
Northwestern Memorial Hospital
Norwegian-American Hospital
Oak Forest Hospital
Our Lady of the Resurrection Medical Center
Palos Community Hospital
 Provident Hospital of Cook County
Rehabilitation Institute of Chicago
Resurrection Medical Center
Riveredge Hospital
Roseland Community Hospital
Rush North Shore Medical Center
Rush Oak Park Hospital
Rush University Medical Center
Sacred Heart Hospital
St. Alexis Medical Center
St. Anthony Hospital
St. Bernard Hospital and Health Care Center
St. Francis Hospital of Evanston
St. James Hospital and Health Center
Saint Joseph Hospital
Saints Mary and Elizabeth Medical Center
Schwab Rehabilitation Hospital
Sherman Hospital
Shriners Hospital for Children
South Shore Hospital
Streamwood Hospital
John H. Stroger, Jr., Hospital
Swedish Covenant Hospital
Thorek Hospital and Medical Center
UHS Hartgrove Hospital
University of Illinois Medical Center
West Suburban Medical Center
Westlake Hospital
## 2016 Calendar & Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER FEATURE</th>
<th>SPACE</th>
<th>MATERIALS</th>
<th>MAIL</th>
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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Hospital and Health Insurance Company Mergers</td>
<td>11/15</td>
<td>12/2</td>
<td>1/05</td>
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<tr>
<td>FEBRUARY</td>
<td>The Zika Virus and Cook County</td>
<td>12/16</td>
<td>01/6</td>
<td>2/06</td>
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<tr>
<td>MARCH</td>
<td>The HMO Comeback</td>
<td>01/16</td>
<td>02/03</td>
<td>3/06</td>
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<tr>
<td>APRIL</td>
<td>Coming Soon—Uniform Approach To Quality Performance Measures</td>
<td>02/17</td>
<td>03/03</td>
<td>4/03</td>
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<tr>
<td>MAY</td>
<td>Mergers and Consolidations—Their Impact on Doctors—</td>
<td>03/17</td>
<td>04/01</td>
<td>5/07</td>
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<tr>
<td>JUNE</td>
<td>How The High Cost of Drugs is Affecting Adherence</td>
<td>04/15</td>
<td>05/02</td>
<td>6/07</td>
</tr>
<tr>
<td>JULY</td>
<td>Doctors and Their Salaries—Who’s Making What?</td>
<td>05/16</td>
<td>06/02</td>
<td>7/09</td>
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<tr>
<td>AUGUST</td>
<td>Vaccine Abstainers and How to Win Them Over</td>
<td>06/24</td>
<td>07/08</td>
<td>8/29</td>
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<tr>
<td>SEPTEMBER</td>
<td>Our Presidential Candidates and Their Health Care Proposals</td>
<td>07/25</td>
<td>08/12</td>
<td>9/02</td>
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<tr>
<td>OCTOBER</td>
<td>Update on Chicago’s Pharmacogenics Scene</td>
<td>08/26</td>
<td>09/12</td>
<td>10/03</td>
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<td>NOVEMBER</td>
<td>Patient Satisfaction Surveys—Are They Helpful or Harmful?</td>
<td>09/26</td>
<td>10/11</td>
<td>11/02</td>
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<tr>
<td>DECEMBER</td>
<td>Physician Burnout: How Bad is it and What Docs Can Do About It</td>
<td>10/24</td>
<td>11/09</td>
<td>12/02</td>
</tr>
</tbody>
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*Editorial Calendar is subject to change.*

*All submissions are reviewed by an Editorial Advisory Panel of Physicians.*
# Display Ad Rates

## PREMIUM PAGES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Inside Front (C1)</td>
<td>$2,300</td>
<td>$2,180</td>
<td>$2,070</td>
<td>$1,840</td>
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<tr>
<td>Inside Front Cover + Page 1 (C2 Spread)</td>
<td>4,200</td>
<td>3,980</td>
<td>3,780</td>
<td>3,360</td>
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<td>Inside Back Cover (C3)</td>
<td>2,100</td>
<td>1,990</td>
<td>1,890</td>
<td>1,680</td>
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<tr>
<td>Outside Back Cover (C4)</td>
<td>2,500</td>
<td>2,380</td>
<td>2,250</td>
<td>2,000</td>
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</tbody>
</table>

## FOUR-COLOR

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$3,420</td>
<td>$3,250</td>
<td>$3,078</td>
<td>$2,740</td>
</tr>
<tr>
<td>Full Page</td>
<td>1,900</td>
<td>1,800</td>
<td>1,710</td>
<td>1,520</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>1,460</td>
<td>1,380</td>
<td>1,310</td>
<td>1,160</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1,140</td>
<td>1,080</td>
<td>1,030</td>
<td>910</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>820</td>
<td>780</td>
<td>740</td>
<td>660</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>670</td>
<td>630</td>
<td>600</td>
<td>530</td>
</tr>
</tbody>
</table>

*Production charges: $300-$500 to create a new ad.
Call for pricing.

## INSERTS/CUSTOM REQUESTS

- Inserts
- Postcards
- Brochures
- Flyers
- Polybag
- Reprints
- CDs/DVDs
- Advertorials
- Other custom advertising

*All items are quoted upon request.*

## CONTACT

**Fox Associates, Inc.**  
116 W. Kinzie St.  
Chicago, IL 60654  
adinfo.cms@foxrep.com | T 800-440-0231  
CHICAGO - NEW YORK - LOS ANGELES - DETROIT

# Online Ad Rates

**Glider on Home Page**  
$400/month
Display Ad Specs & Preparation

SIZES & DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions (Trim)¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>16.75 x 10.875”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.375 x 10.875”</td>
</tr>
</tbody>
</table>

¹TWO-PAGE SPREAD & FULL-PAGE INSTRUCTIONS
Bleeds: 1/4” on all sides with Offset also at 1/4”.
Margins: 1/2” on all sides, or 1/2” from the trim.

²2/3 Vertical       | 4.75 x 9.825”      |
1/2 Vertical        | 3.5 x 9.825”       |
1/2 Horizontal      | 7.275 x 4.625”     |
1/3 Vertical        | 3.5 x 9.825”       |
1/3 Square          | 4.75 x 4.625”      |
1/4 Vertical        | 3.5 x 4.625”       |

²FRACTIONAL AD INSTRUCTIONS
No bleeds, no crop marks. Do not center your design on a letter-sized page; your page size must be the same dimensions as your finished ad. All fractional ads must have a border or a .25-point rule will be added.

FILE INSTRUCTIONS
Ads must be submitted as either PDF or TIFF graphics:

**PDF:** must be CMYK, PDF-X compliant, created at Press Resolution or greater (300 dpi minimum) with all fonts embedded.

**TIFF:** Flattened 300 dpi CMYK with LZW compression preferred.

All spot colors must be converted to CMYK with PMS colors as they will create errors in preflight.

ONLINE AD SIZES
Glider on Home Page .................................... 349 x 191 pixels
GIF or JPEG format, optimized for Web.

FILE SUBMISSION
Scott Warner, Co-Editor and Ad Sales
swarner@cmsdocs.org | T 312-670-2550 x336 | F 312-670-3646
Classified Order Form

ISSUES FOR INSERTION

☐ January  ☐ May  ☐ September
☐ February  ☐ June  ☐ October
☐ March  ☐ July  ☐ November
☐ April  ☐ August  ☐ December

RATE FOR INSERTION

WORDS ..................... $60 for first 30 words, $1 each additional word (CMS members receive 20% discount)
BOXED CLASSIFIED AD ............................ $100 per column inch
COLOR CHARGE ................................. $50 extra

TOTAL:

TEXT FOR CLASSIFIED AD

Email text to swarner@cmsdocs.org or print below and fax to 312-670-3646.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

TERMS

• All classified ads must be prepaid.
• All classifieds must be submitted in writing. No ads accepted over the phone.
• Cancellation is required in writing prior to closing date.

PAYMENT

MC or Visa or Amex Your credit card statement will reflect a charge from the Chicago Medical Society.

COMPANY: ____________________________________________________________________________

CONTACT: ____________________________________________________________________________

ADDRESS: ____________________________________________

CITY: ____________________________________________________________________________

STATE: ____________________________________________________________________________

ZIP: ____________________________________________________________________________

PHONE: ____________________________________________________________________________

FAX: ____________________________________________________________________________

E-MAIL: ____________________________________________________________________________

MC OR VISA OR AMEX #: ____________________________________________________________________________

EXPIRATION DATE: ____________________________________________________________________________

SIGNATURE: ____________________________________________________________________________

Your signature authorizes a charge for each ad ordered. Your credit card statement will reflect a charge from the Chicago Medical Society.

Check or Money Order Payable to the Chicago Medical Society.

CONTACT

Scott Warner, Co-Editor
swarner@cmsdocs.org | T 312-670-2550 x336 | F 312-670-3646
**Terms & Conditions**

**PAYMENT METHOD**
Display ads are invoiced following publication of each issue, and payment is due then.

**OVERDUE ACCOUNTS**
*Chicago Medicine* (“Publisher”) maintains the right to halt the insertion of an advertisement when the account is past due.

**ACCEPTANCE**
Publisher maintains the right to reject any advertisement for any reason at any time.

**PLACEMENT**
With the exception of paid premium positions, display advertising is printed “ROB” (run of book—throughout the magazine) at the discretion of the Publisher. While special requests will be considered as a courtesy, they are not guaranteed.

**QUALITY**
Publisher will not be held responsible for reproduction quality when specifications are not followed, or when material arrives after the deadline, even if an extension has been granted.

**LIABILITY**
Advertisers, their agencies, and their representatives assume liability for all advertisement contents and also assume responsibility for any claims arising therefrom made against the Publisher.

**DEADLINES AND CLOSING DATES**
Please contact the Publisher for closing dates and materials deadlines. All changes to artwork or ad copy requested after the materials deadline cannot be guaranteed.

**CANCELLATIONS**
All notifications of cancellations must be in writing. No cancellations will be accepted after the ad space closing date.

**RECEIVABLES**
Publisher reserves the right to hold advertisers and/or their advertising agencies jointly and separately liable for money due and payable to the Publisher.

**DELIVERY DELAY**
Publisher shall not be liable for delays in delivery and/or non-delivery if such delivery is due to acts of nature, actions of government, or any condition beyond the control of the Publisher that affects production or delivery in any manner.

**INSERTION ORDERS**
Insertion instructions are required for every advertisement and must clearly state the following: name of the publication, name of the advertiser, issue in which to be inserted, size of advertisement, identification of advertisement, plus any special instructions such as bleed, premium position, etc.

**SHORT RATES**
Advertisers will be short-rated if the amount of space upon which their billings have been based has not been used within a 12-month period.

**CONTRACT CONDITIONS**
No conditions other than those set forth in this contract shall be binding on *Chicago Medicine* or the Chicago Medical Society unless specifically agreed to in writing by an authorized representative.