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WILDERNESS MEDICINE

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WITH YOUR PASSION™

ADVERTISING SPECS



Wilderness Medicine magazine features essays, humor, safety and fitness articles, personal experiences and travelogues, book excerpts, and anecdotes as well as WMS news and announcements. Wilderness Medicine is intended to reach all members, including physicians, researchers, allied health professionals, and students.

The Wilderness Medical Society membership consists of approximately 3,000 domestic and international health care professionals, 80 percent of whom are physicians and PhDs. The remaining 20 percent are allied health professionals such as physician assistants, nurse practitioners, registered nurses, search and rescue personnel, paramedics, emergency medical technicians, park service and outdoor program personnel. WMS has over 240 international members. In addition, an active student group boasts over 200 medical members.

Members represent all 50 states and 37 countries and numerous disciplines, including (but not limited to) emergency medicine, family medicine, hyperbaric medicine, military medicine, jungle and travel medicine, pediatrics, orthopedics, and neurology.

ISSUE	SPACE RESERVATIONS	AD MATERIALS
Winter	November 17	December 6
Spring	February 11	February 22
Summer	May 3	May 18
Fall	August 13	August 23

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Full page 8.5 x 11" \$600	2/3 page horizontal 5.125 x 5" \$365	2/3 page vertical 5.125 x 10.125" \$365
1/3 page vertical 2.5 x 10.125" \$200	1/2 page horizontal 7.75 x 5" \$300	1/6 page vertical 2.5 x 5" \$130

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(No type or critical art outside live area)
- Bleed Size: 8 3/4" X 11 1/4"
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PAYMENT AND CASH DISCOUNT:

2% on net, if paid within 14 days of invoice date. Send payments to: Wilderness Medical Society, 2150 South 1300 East, Suite 500, Salt Lake City, UT 84106

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