american physiological society®

Media Kit

The Physiologist Magazine

Partner with *The Physiologist Magazine*

We Understand Your Challenges

Whether you need to increase visibility, expand your audience, or differentiate your brand, we know what it takes to succeed. As your trusted partner, we offer targeted solutions to amplify your message and connect you with the right audience.

Why Choose Us?

As the member magazine of the American Physiological Society (APS), *The Physiologist Magazine* is the Society's flagship communications platform. Published six times a year, the magazine delivers compelling stories, research spotlights, and thought-provoking articles that resonate with the physiological sciences community and beyond. With expert editorial support and a trusted reputation, we help your message stand out. Partner with us to leverage our wide visibility, authoritative content, and engaged readership. Together, we'll position your brand for success.

Contact Us

Advertising Team

tphysmag@physiology.org

Get to Know *The Physiologist Magazine* Readers

***The Physiologist Magazine* has a circulation of more than 8,000 readers.**
Our target audience includes APS members (scientists, researchers, educators and students), industry professionals, and others with an interest in physiological research and education.

65% read at least 5 out of 6 print issues

25% pass their issue on to at least one other person

57% saved or copied an article of interest

45% discussed an article they read with a colleague

34% visited physiology.org after reading a print issue

20% registered for an APS webinar or event after reading an issue







Editorial Calendar

Key Content Themes

Scientific discovery. Highlights groundbreaking research, advancements in physiology, and their implications for health and disease.

APS initiatives. Updates on APS programs, events (e.g., the American Physiology Summit), strategic priorities, publishing and advocacy efforts.

Community stories. Spotlights on APS members, including their research, career journeys, and contributions to the field.

Career insights. Guidance for early-career scientists, information about funding opportunities, and resources for advancing physiology careers.



Issue	Ad reservation due	Ad materials due	Ships	Bonus distribution
January	Oct. 1	Nov. 1	Jan. 1	
March	Dec. 1	Jan. 2	March 1	American Physiology Summit
May	Feb. 1	March 1	May 1	
July	March 1	April 1	July 1	
September	June 1	July 1	Sept. 1	
November	Aug. 1	Sept. 1	Nov. 1	

Display Advertising Rate Card and Ad Specs

Size	1x	2x rate per ad	3x rate per ad	4x rate per ad	5x rate per ad	6x rate per ad
Cover 2, 3 or 4	$1,400					
Full page	$1,240	$1,208	$1154	$1078	$1000	$950
2/3 vertical	$846	$810	$770	$706	$630	$590
1/2 horizontal	$760	$720	$680	$640	$600	$560
1/3 vertical	$560	$540	$520	$500	$480	$460

Four-color is included for all ads. Fractional ads do not bleed off the page. Additional bleed is to ensure proper placement. Once reserved, preferred positions can't be canceled. Customers reserving special positions who cancel those positions later will be contractually obligated to pay all premiums for all unused positions if those positions are not sold.

File Requirements

PDF/X-1a is the preferred file format. The publisher is not responsible for color shifts, low resolution photos or unreadable type. Ads should conform to the dimensions specified in the media kit, and 0.125-inch bleeds and crop marks should be included. Only CMYK files will be accepted. RGB and PMS match colors must be converted to CMYK before submission.

Custom Content and Supplements

Insert a case study, supplement or custom editorial profiling your biomedical research technology within *The Physiologist Magazine* for maximum visibility for your brand or product. Publishing custom content in the magazine is a great way to position yourself as a thought-leader to our 8,000 readers. Custom content can be up to four pages in length. **Pricing begins at $6,500 and includes email distribution to targeted APS audiences.**

Table of Contents Email

Increase your visibility with exclusive sponsorship of *The Physiologist Magazine* Table of Contents Email announcing the latest issue. Every email announces the launch of a new issue, delivers the magazine to 8,000 readers and contains links to articles. **Space is limited. Reserve yours today!**

Email Sponsorship Package	Per issue
Sponsored Content Block, includes 150-word blurb, link and image	**$2,000**

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Terms and Conditions

Advertising Acceptance

All advertising is subject to APS' approval. APS reserves the right to reject or cancel any advertisement, insertion order, or contract at any time. Advertisements are accepted for publication and placement entirely on the basis that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend, and hold harmless the publisher any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter or libelous statement in connection with advertising purchased according to the terms of this rate card.

Publisher Liability

APS shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the publisher. APS shall not be liable for errors made in key figures or for costs and damages if for any reason the publisher fails to publish an advertisement.

Cancellation Policy

Contracts and insertion orders for print ads are due by the closing date of the print issue. Contracts cannot be canceled after the insertion order is signed and submitted.

Member Discount

APS members are entitled to a 30% discount on the basic, one-time rate for a print-ready ad.

Agency Commission

Recognized agencies are permitted a 15% commission on gross billing for space and color. Agency commission is not permitted on accounts 60 days past due, nor on discounted ads.

Other Conditions

No conditions, printed or otherwise, appearing on contracts, order or copy instructions.

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physiology.org