

Healio.com/GI

Healio Gastroenterology

VOL. 8 NO. 6
JUNE 2023



COVER STORY
'Keep the Guardrails On': As AI Use Expands in IBD Care, Physicians Should Remain Cautious

7: DRUG DEVICE PIPELINE
FDA Approves First-in-Class Oral Microbiota Biotherapeutic for Recurrent *C. difficile*

12: GUIDELINES
ACG, AGA Guideline First to Recommend Magnesium Oxide, Some for Chronic Constipation

24: PATIENTS IN PRACTICE
Rise in NAFLD in Pregnancy Has 'Signs, Not Symptoms' Implications; Highlights Need for Detection

33: NEWS
ACG, AGA Guideline First to Recommend Magnesium Oxide, Some for Chronic Constipation

34: PEER-TESTED
Outpatient Endoscopic Procedures May Be a Game Changer for Type 2 Diabetes Management

35: PEER-TESTED
C-C Activity and Transit Time in the GI Tract are Different among People who are Sedentary and People who Exercise

37: NEWS
Aspirin, NSAIDs Use May Reduce Risk of Early-Onset CRC; Further Study Warranted

38: FEATURE
'One Day at a Time': Star Sarcophagist Cautions Black Community on Colorectal Cancer Risks

As usual, we'd like to change (IBD) care, which **Swaminath Parasa, MD, FASCG**, has concerns about understanding its limits. Either you do not use the tool at all and do not reap the benefits or you overuse the tool!

page 23

page 22

Your peer-tested news source

2024 RATE CARD

Print

Effective Rate Date: January 2024 for all advertisers.

DISCOUNTS

- Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
- New Advertiser Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2024. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
 - Product that has not advertised in HEALIO GASTROENTEROLOGY in the past calendar year
 - New indication for a currently advertising product in HEALIO GASTROENTEROLOGY
- Continuity Discount:** Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser Discount.
 - 6 issues = 15% off
 - 12 issues = 25% off
- Prescribing Information Discount:** ALL Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% discount off the earned rate.
- Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spending achieved in the year 2024 will set a Corporate Discount to be taken off 2025 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**
 - Gross Cost:
 - Less Prescribing Information Discount
 - Less New Advertiser/Product or Continuity Discount
 - Less Healio Strategic Solutions Corporate Discount
 - Less 15% Agency Discount
 - Equals Net Cost

RATES

Per Page rates:

Frequency	Full Page	1/2 Page
1x	\$4,605	\$3,065
6x	4,495	2,985
12x	4,355	2,905
24x	4,260	2,820
36x	4,200	2,795
48x	4,085	2,715
60x	3,995	2,665
72x	3,980	2,650
96x	3,940	2,620
120x	3,900	2,595
144x	3,865	2,565
196x	3,815	2,540
252x	3,765	2,515
320x	3,725	2,470
412x	3,695	2,445

- Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
- Rates:**
 - Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
 - Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.
- Bleed:** No extra charge.
- Covers, Positions:**
 - Covers:**
 - Fourth cover: 50% premium.
 - Second cover: 25% premium.
 - Table of Contents: 15% premium.
 - Center Spread: 15% premium.
 - All other special positions: 10% premium.
- Online Advertising Rates:** Please contact your sales representative for more information.
- Recruitment/Classified Rates:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

Circulation: **16,614**

[Click to view full circulation info](#)

[Click to view print advertising terms and conditions](#)

Advertising Office:

HEALIO STRATEGIC SOLUTIONS

Advertising Solutions

Christine Martynick
Senior Vice President,

Advertising Solutions & Agency Partnerships
cmartynick@healiohss.com, ext. 416

Kristen Weil

Senior Business Development Strategist
kweil@healiohss.com, ext. 372

Deep Engagement Solutions

Matt Dechen

Senior Vice President,
Deep Engagement Solutions

mdechen@healiohss.com, ext 200

Lisa Demko, BSN, RN

Senior Director, Business Development & Marketing Strategy
ldemko@healiohss.com, ext. 525

Send Product insertion orders and ad materials to:

Wanda Granato
Sales Administrator

wgranato@healiohss.com, ext. 451

6900 Grove Road
Thorofare, NJ 08086-9447
856-994-9909 • 800-257-8290

Send inserts and BRCs to:

Taylor Johnson
HEALIO GASTROENTEROLOGY
Kodi Collective

13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

ISSUANCE AND CLOSING

1. **Established:** January 2015
2. **Frequency:** 12 times per year.
3. **Issue Date:** Mails within the issue month
4. **Extensions and Cancellations:**
 - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
 - b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

1. **General Editorial Direction:** HEALIO GASTROENTEROLOGY is a news magazine of exclusive digital content produced by the award-winning publishers of Healio.com, a website that reports the latest clinical research by physicians to physicians in approximately 20 different specialties. Compiling essential online content from the most highly trafficked daily posts found at Healio.com/Gastroenterology, this innovative web-first print publication will offer its audience of 16,614 gastroenterologists and hepatologists late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care. Intriguing headlines from Healio.com's highly popular executive summaries and abstracts of research from the specialty's most important peer-reviewed journals, will also be showcased.
2. **Average Issue Projection:**
 - a) Average articles: 18
 - b) Average article length: 1,000 words
3. **Editorial features/columns**
 - a) **Features:**
 - Cover Story
 - Physician-Contributed Columns
 - Guideline
 - FDA/Drug Pipeline
 - Meeting News Coverage

- b) **Topics Covered:**
 - Diagnostics
 - Drug/drug interaction
 - Combination therapies
 - Guidelines
 - Practice management issues
 - Regulatory issues
 - Coding
 - General economic issues
 - Treatment of patients in special populations and those with comorbidities
 - Meeting coverage of leading congresses
4. **Origin of Editorial:**
 - a) Source: A mix of columns, article series and staff-written feature articles
 - b) Staff written: Yes
 - c) Solicited: Yes
 - d) Submitted: Yes

CIRCULATION

1. **Description of Circulation Parameters:**
 - a) HEALIO GASTROENTEROLOGY circulation covers all gastroenterologists and hepatologists in the United States

Specialty:	Total based off BPA July 2024
Gastroenterology (GE)	16,487
Hepatology (HEP)	127
TOTAL:	16,614
2. **Demographic Selection Criteria:**
 - a) Prescribing: No
3. **Circulation distribution: Controlled:** 100%
4. **Paid information:**
 - a) Association members: N/A
 - b) Is publication received as part of dues?: No
 - c) Subscription rate: \$360/year.
Canada: add 5% tax/year.
Outside the U.S.: add \$98
5. **Circulation Verification:**
 - a) Audit: BPA Worldwide/Alliance for Audited Media
 - b) Mailing house: ENRU
6. Data and source of breakdown: [BPA Worldwide, July 2023](#)
7. **Estimated total circulation for 2024:** 16,614

GENERAL INFORMATION

1. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
2. **Editorial Research:** Yes
3. **Ad Format and Placement Policy:** Interspersed within articles
4. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
5. **Value-Added Services:**
 - a) Bonus Distribution

Meeting	Issue
ACG	OCT
6. **Online Advertising Opportunities:** Contact your sales representative for more information.
7. **Additional Advertising Opportunities:**
 - a) BRC inserts: See 5b under Insert Information for specifications
 - b) Split-run advertising: Contact publisher for more information
8. **Reprints:** Yes, email Sheridan Content Solutions at scsreprints@sheridan.com.
9. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.
10. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.
11. **Competitor Information:** HEALIO GASTROENTEROLOGY does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
12. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "Advertorial" or "Advertisement" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.
13. **Billing Policy:** Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

AD SPECIFICATIONS

1. Available Ad Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:*	
	Width	Height	Width	Height
Full Page Spread	15¾" x	10¾"	16½" x	11½"
Full Page	7⅝" x	10¾"	8⅜" x	11½"
½ Page Horizontal	7⅝" x	4¾"	8⅜" x	5½"
½ Page Vertical	3⅜" x	10¾"	4⅞" x	11½"

*Bleed ads use non-bleed size for live area.

a) Trim size of journal: 8⅞" x 10⅞"

b) To view thumbnails of ads specs, visit healio.com/adspecs.

2. Type of Binding: Saddle-stitch

3. Print Ad Requirements: For specifications go to healio.com/adspecs.

4. **Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs. **If only color lasers are furnished, color match on press cannot be guaranteed.**

5. **Note:** Spread ads should be sent as a one-page file.

6. **Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Contact the sales administrator for file sharing options.

7. **Disposition of Ad Materials:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

INSERT INFORMATION

1. Availability and Acceptance:

a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.

b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

2. Insert Charges: Furnished inserts billed at space rate on a page-for-page basis.

3. **Sizes and Specifications:** All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

4. **Trimming:** Supply size: 8¼" x 11½". Trim size 8⅞" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

5. BRCs:

a) Pricing: Contact your sales representative for prices. Non-commissionable.

b) BRC Specifications: 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. **Quantity:** Full run — 18,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

7. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortage on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.



2024

EDITORIAL RATE CARD

Print

ISSUE	FEATURED TOPICS	MEETING COVERAGE
JANUARY Ads Close 12/1/2023 Ad Materials Due 12/13/2023	Biosimilar Pipeline	
FEBRUARY Ads Close 1/3/2024 Ad Materials Due 1/19/2024	Eosinophilic esophagitis (EoE)	Crohn's & Colitis Congress (January 25-27)
MARCH Ads Close 2/1/2024 Ad Materials Due 2/16/2024	Diversity in GI	
APRIL Ads Close 3/1/2024 Ad Materials Due 3/15/2024	Artificial Intelligence in GI	European Crohn's and Colitis Organisation (February 21-24)
MAY Ads Close 4/1/2024 Ad Materials Due 4/19/2024	Hepatitis	
JUNE Ads Close 5/1/2024 Ad Materials Due 5/17/2024	Fecal Microbiota Transplant	Digestive Disease Week (May 18-21)
JULY Ads Close 6/3/2024 Ad Materials Due 6/13/2024	NASH	International Liver Congress (June 5-8)
AUGUST Ads Close 7/1/2024 Ad Materials Due 7/19/2024	Inflammatory Bowel Disease	GI Outlook (TBD)
SEPTEMBER Ads Close 8/1/2024 Ad Materials Due 8/16/2024	Nutrition in GI	
OCTOBER Ads Close 9/3/2024 Ad Materials Due 9/16/2024	Irritable Bowel Syndrome	
NOVEMBER Ads Close 10/1/2024 Ad Materials Due 10/18/2024	Endoscopy/Colonoscopy	American College of Gastroenterology (TBD)
DECEMBER Ads Close 11/1/2024 Ad Materials Due 11/14/2024	Liver Transplant	The Liver Meeting (TBD)

Note: Editorial content subject to change