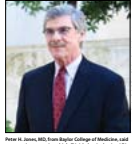


COVER STORY
Novel drugs, new targets expand options for lipid management



Anne M. Levin, MD, from the University of Michigan, and her colleagues review a drug for COVID-19 treatment.

Development of novel lipid-lowering drugs has been a primary focus in cardiology for decades, and new data in this area are encouraging. Each generation has been focused on the use of therapies including PCSK9 inhibitors, statins, and ezetimibe to achieve high LDL levels. But certain high LDL does not always correlate with risk, and because some patients are not able to achieve LDL goals, there are still unmet needs. New therapies, such as monoclonal antibodies, antisense oligonucleotides, and siRNA, are being developed to address these needs. These therapies are being developed to address these needs. These therapies are being developed to address these needs.

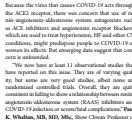
HF AND TRANSPLANTATION
FDA approves dapagliflozin for HFrEF regardless of diabetes status

The FDA has approved the SGLT2 inhibitor dapagliflozin to reduce risk for CV death and HF hospitalizations in patients with HFrEF with or without diabetes. Dapagliflozin (Empag) is the first SGLT2 inhibitor approved to treat patients with HFrEF, or a left ventricular ejection fraction less than 40%.

TRIAL SCORECARDS
CHOW NOW?
Can We Safely Have Our Patients Eat With Cardiac Catheterization – Yes or No?

DESIGN: randomized, parallel, single-blind
PATIENTS: 306
END POINTS: 1 (MACE) vs 10

FEATURE
Evidence suggests no COVID-19-related harm from RAAS antagonists



Researcher's name and affiliation.

Because the virus that causes COVID-19 acts through the ACE2 receptor, there are concerns that use of an angiotensin-converting enzyme inhibitor such as ACE inhibitors and angiotensin receptor blockers, which are used to treat hypertension, HF and other CV conditions, might make people susceptible to COVID-19. However, emerging data suggest that these medications do not increase the risk of COVID-19.

MEETING NEWS: HRS
Pacemakers with Bluetooth capabilities confer improved transmission success rates

Researchers from the University of Michigan and the American College of Cardiology reported that pacemakers with Bluetooth capabilities confer improved transmission success rates compared to those with standard radio frequency capabilities. The study was presented at the annual meeting of the Heart Rhythm Society Annual Scientific Sessions.

2021 RATE CARD

Print

Effective Rate Date: January 2021 for all advertisers.

RATES

1. FULL RUN Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$6,765	\$6,240	\$5,190	\$3,905	\$3,650	\$3,415
6x	6,695	6,190	5,155	3,870	3,620	3,390
12x	6,645	6,125	5,115	3,820	3,570	3,340
24x	6,575	6,065	5,045	3,790	3,525	3,305
36x	6,505	6,000	5,005	3,765	3,490	3,280
48x	6,435	5,940	4,955	3,725	3,465	3,235
60x	6,385	5,885	4,890	3,675	3,435	3,185
72x	6,295	5,810	4,835	3,630	3,405	3,175
96x	6,240	5,775	4,795	3,605	3,360	3,150
120x	6,170	5,710	4,750	3,555	3,310	3,120
144x	6,115	5,655	4,710	3,515	3,290	3,085
196x	6,065	5,595	4,655	3,465	3,235	3,030
252x	6,015	5,545	4,590	3,420	3,170	2,990
320x	5,960	5,510	4,545	3,420	3,170	2,990
412x	5,910	5,440	4,480	3,420	3,170	2,990

FULL RUN Color Rates:

Charge per color per page or fraction	
Standard color	1,045
Matched color	1,135
Metallic color	1,550
Four color	2,960
Four color + PMS	4,100
Four color + Metallic	4,500

- Fourth cover: Earned b/w rate plus 50%. Color additional.
- b) Special positions: Contact your sales representative for more details.
- 5. Online Advertising Rates: Please contact your sales representative for more information.
- 6. Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- Rates:
 - Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size)
 - 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 charge
- Covers, Positions:
 - Covers: Available only to Full Run Advertisers. Second cover: Earned b/w rate plus 25%. Color additional. Third cover: Earned b/w rate plus 15%. Color additional.
- 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 product advertisers with a minimum 3 ad commitment receive a 20% discount off all advertising placed in 2021. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
 - Product that has not advertised in CARDIOLOGY TODAY in the past calendar year
 - New indication for currently advertised product in CARDIOLOGY TODAY

Circulation: 53,905

[Click to view full circulation info](#)

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

Advertising Office:

HEALIO STRATEGIC SOLUTIONS
Matthew Holland
Chief Commercial Officer
mholland@healio.com, ext. 394

Advertising Solutions

Christine Martynick
Vice President
cmartynick@healio.com, ext. 416

Jaime Albright
Business Development Strategist
jalbright@healio.com, ext. 548

Custom Solutions
Matt Dechen
Group Director, Channel Strategy
mdechen@healio.com, ext. 200

Send Product insertion orders and ad materials to:

Ann Marie Haley
Sales Administrator
ahaley@healio.com, ext. 263

6900 Grove Road
Thorofare, NJ 08086-9447
856-994-9909 • 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
CARDIOLOGY TODAY
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

Black-and-White rates: CARD DEMO Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$5290	\$4875	\$4060	\$3055	\$2845	\$2615
6x	5235	4835	4030	3020	2825	2600
12x	5185	4785	3995	2980	2790	2565
24x	5125	4740	3955	2955	2765	2535
36x	5085	4690	3915	2940	2740	2500
48x	5045	4640	3875	2915	2705	2465
60x	4990	4605	3820	2880	2675	2450
72x	4915	4540	3785	2840	2655	2435
96x	4875	4510	3755	2810	2625	2415
120x	4825	4465	3715	2780	2595	2390
144x	4780	4420	3665	2750	2575	2370
196x	4740	4375	3630	2705	2515	2325
252x	4695	4335	3590	2665	2475	2285
320x	4650	4295	3540	2665	2475	2285
412x	4615	4255	3505	2665	2475	2285

CARD DEMO Color Rates:

Charge per color per page or fraction	
Standard color	\$800
Matched color	\$880
Metallic color	\$1,200
Four color	\$2,290
Four color + PMS	\$3,175
Four color + Metallic	\$3,485

- 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 or Free Ad Program.
 - 3 issues = 5% off
 - 6 issues = 15% off
 - 12 issues = 25% off
- Free Ad Program:** Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.
- Prescribing Information Discount:** B&W prescribing information (PI) pages are eligible for the following discount. The 3rd page of PI and after may take a 50% 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. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

- Corporate Discount:** Total net spend achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

 - Less New Advertiser/Product or Continuity Incentive
 - Less Healio Strategic Solutions Corporate Discount Program
 - Less 15% Agency Discount

Equals net cost

ISSUANCE AND CLOSING

- Established:** February 1998
- Frequency:** 12 times per year
- Issue Dates:** 1st of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- Extensions and Cancellations:**
 - 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.
 - 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 closing date.

EDITORIAL

- General Editorial Direction:** CARDIOLOGY TODAY delivers the most up-to-date news in the field of cardiac medicine. The newspaper provides timely coverage of scientific meetings and events, with special emphasis on coronary heart disease, electrophysiology and arrhythmias, interventional cardiology including catheterization, myocardial disorders and cardiovascular pharmacology. In addition, the newspaper provides news about the latest legislative and regulatory developments affecting the practice of cardiology.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Cover Story
 - Device of the Month
 - Commentary
 - In the Journals
 - Meetings and Courses
- Origin of Editorial:**
 - Staff Written:** 85%
 - Solicited:** 10%
 - Submitted:** 5%
 - Articles from Meetings:** 75%
 - Peer Review:** No.

CIRCULATION

- Description of Circulation Parameters:**
 - Cardiovascular Diseases
 - Pediatrics, Cardiology
 - Interventional Cardiology
 - Cardiac Electrophysiology
 - Internal Medicine
- Demographic Selection Criteria:**
 - Prescribing:** NA
 - Circulation distribution:**
 - Controlled: 99.88%
 - Paid: 0.12%
 - Request (non-postal): 0%
 - Paid Information:**
 - Association members: NA
 - Is publication received as part of dues?: No
 - Subscription rates:** U.S.: \$391/yr individual; Canada: add 5% GST; Outside U.S.: add \$92/year
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** LSC Communications
- Date and source of breakdown:** BPA Worldwide, July 2020
- Estimated total circulation for 2021:** 53,905

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 healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy 2 weeks prior to closing date.
2. **New Product Releases:** Yes
3. **Editorial Research:** Yes
4. **Ad Format and Placement Policy:**
 - a) Format: Within articles
 - b) Are ads rotated? Yes
5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
6. **Value-Added Services:**
 - a) **Bonus Convention Distribution:** See Editorial Calendar
 - b) **Other:** Advertiser Index
7. **Online Sponsorship Opportunities:** Contact your sales representative.
8. **Additional Advertising Opportunities:**
 - a) **BRC inserts:** See 5b, under Insert Information for specifications.
 - b) **Split-run advertising.** Contact publisher for information.
9. **Reprints:** Yes, email: scsreprints@sheridan.com

INSERT INFORMATION

1. **Availability and Acceptance:**
 - a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
 - b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.
2. **Insert Charges:**
 - a) **Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.
 - b) A-size inserts charged at Island half-page rate.
 - c) Tabloid-size inserts charged at the King page rate.
3. **Sizes and Specifications:**

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"

 - a) **Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
 - b) **A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.
4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Inserts are jogged to the foot. Book trims ⅛" at head face and foot.
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 binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.
6. **Quantity:** Full run – 60,000, CARD Demo 35,000 (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 Healo Strategic Solutions will not be responsible for shortages 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.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
¾ Page (Vertical)	7.05"	x 13.5"	7.55"	x 14"
¾ Page (Horizontal)	10"	x 10"	10.5"	x 10.5"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
½ Page (Vertical)	4.68"	x 13.5"	5.18"	x 14"
½ Page (Horizontal)	10"	x 6.5"	10.5"	x 7.0"
⅓ Page	4.68"	x 10"	5.18"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"
⅙ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅙ Page (Horizontal Block)	4.68"	x 2.84"	5.18"	x 3.34"

- a) **Trim size of journal:** 10.5" x 14"
- b) To view thumbnails of ads specs, visit healo.com/adspecs
 For spread ads, keep content (images/text) ¼" in on each side of the gutter
 For bleed ads, add ⅛" on all sides of trim size.

2. Type of Binding:

2. **Type of Binding:** Saddle-stitch or Perfect bound
3. **Print Ad Requirements:** For specifications, go to: healo.com/adspecs

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.

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

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healo Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

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

Childhood trauma and CVD 4 | Sleep apnea 'hurts hearts' 11 | At issue: Women's heart health 22

Healio
Cardiologytoday
NEWS & PERSPECTIVE FOR THE CARDIOVASCULAR SPECIALIST

Volume 24 | Number 6
June 2020

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HEALTH ECONOMICS
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MEETING NEWS
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FEATURE
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See Healio's COVID-19 Resource Center at [Healio.com/coronavirus](https://www.healio.com/coronavirus)

2021 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE
January	12/1/2020	12/16/2020	2020 Drug and Device Update	National Lipid Association
February	1/4/2021	1/20/2021	Vascular Medicine and Intervention	
March	2/1/2021	2/18/2021	Cardiac Amyloidosis	International Stroke Conference
April	3/1/2021	3/18/2021	Treatment and Management of Arrhythmia Disorders	
May	4/1/2021	4/19/2021	Cardiometabolic and Lipid Disorders	
June	5/3/2021	5/19/2021	Developments in Blood Pressure and Hypertension	Society for Cardiovascular Angiography and Interventions Heart Rhythm Society American College of Cardiology
July	6/1/2021	6/15/2021	Diabetes and the Heart	
August	7/1/2021	7/19/2021	Stroke Prevention and Treatment	
September	8/2/2021	8/19/2021	Issues in Cardiac Intervention	
October	9/1/2021	9/20/2021	Tools for Cardiovascular Disease Prevention	European Society of Cardiology
November	10/1/2021	10/20/2021	Diagnosis and Treatment of Myocardial Infarction	Cardiometabolic Health Congress Transcatheter Cardiovascular Therapeutics
December	11/1/2021	11/16/2021	Heart Failure Therapies	American Heart Association

Note: Editorial content subject to change