

Specialty Pharmacy Continuum®

Serving managed care, health-system and specialty decision makers



Media Kit 2025

Print Offerings

SPC Print Media Planner

Belly Tips

Classifieds

Corporate Profiles

Corporate Spotlight

New Product/Service

Digital Offerings

SPC Digital Media Planner

New Product/Service

Specialty e-Newsletters



Specialty Pharmacy Continuum®

Serving managed care, health-system and specialty decision makers

#1

Specialty Pharmacy Continuum is rated #1 in Quality Clinical Content **AND** Average Page Exposures by:

Pharmacy/Formulary Directors

HMO/PPO/PBM Decision Makers

Source: Kantar 2022 Managed Care Study.



2024 Bronze Award Winner

Are FDA Fast Tracked Drugs Safe? Delayed Data Raise Concerns



2023 Winner: Feature Article

"Payers Pushing Back on Digital Therapeutics"

Total Circulation: 24,142

Hospital & Pharmacy Chiefs & Directors	5,286
Formulary Directors	277
Clinical Pharmacists and others	211
Payers & Managed Care Pharmacy Personnel	6,718
Specialty Pharmacy/Infusion Providers	11,650

Formulary Directors is composed of Formulary Directors and P & T Comm chair.
Specialty Pharmacy/Infusion Providers is sourced from IQVIA & NHIA

Print Media Planner 2025



2025 Calendar: Conference Distribution and Editorial Information

JANUARY/FEBRUARY ISSUE

BONUS DISTRIBUTION:

MHA Annual Business Summit
Orlando, Florida, March 17-19
NHIA, Washington, D.C., March
29-April 2
AMCP Managed Care & Specialty
Pharmacy,
Houston, March 31-April 3
HOPA, Portland, Ore., April 9-12

MEETING COVERAGE:

ASHP Midyear 2024

Featuring:

IVIG update
New drugs in the pipeline

MARCH/APRIL ISSUE

BONUS DISTRIBUTION:

Asembia, Las Vegas, April 27-May 1

MEETING COVERAGE:

CROI

Featuring:

Sterile compounding

MAY/JUNE ISSUE

BONUS DISTRIBUTION:

ASHP Futures, Charlotte, N.C., June
7-11
ASM Microbe, Los Angeles, June 19-23

MEETING COVERAGE:

AMCP 2025
MHA
HOPA

Featuring:

Hematologic oncology update
Cold chain



Distributed at every conference SPC
attends from June 2025 to May 2026.

JULY/AUGUST ISSUE

BONUS DISTRIBUTION:

NASP Annual Meeting & Expo, Denver,
Sept. 14-17

MEETING COVERAGE:

Asembia
NHIA

Featuring:

Safe handling: an operational review

SEPTEMBER/OCTOBER ISSUE

BONUS DISTRIBUTION:

IgNS, Dallas, October 16-19

MEETING COVERAGE:

ASHP Futures
ASM Microbe

Featuring: Solid tumors



Distributed at every conference SPC
attends from September 2025 to
August 2026.

NOVEMBER/DECEMBER ISSUE

BONUS DISTRIBUTION:

ASHP Midyear, Las Vegas, December
7-11

MEETING COVERAGE:

AMCP Nexus
NASP Annual Meeting & Expo

Featuring:

Home infusion
Year in review/2025 new drug
approvals



Additional Opportunities

➔ Digital Media Kit

➔ Corporate Spotlight

➔ 3-Month New Product/Service

Check out our
digital issue
landing page!

Contact us for rates.

Production Specifications

Specialty Pharmacy
Continuum

Advertising Units	Trim Sizes		Non-Bleed Sizes <i>Live Area: 0.25" all sides</i>		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" spread	15.25"	9.375"	14.75"	8.875"	15.5"	9.625"
King page (Tabloid)	10.5"	13"	10"	12.5"	10.75"	13.25"
King spread	21"	13"	20.5"	12.5"	21.25"	13.25"
¾ King page (vertical)	7.625"	13"	7.125"	12.5"	7.875"	13.25"
¾ King page (horizontal)	10.5"	9.375"	10"	8.875"	10.75"	9.625"
½ King page (vertical)	5.25"	13"	4.75"	12.5"	5.5"	13.25"
½ King page (horizontal)	10.5"	6.5"	10"	6"	10.75"	6.75"
¼ King page (vertical)	5.25"	6.5"	4.75"	6"	5.5"	6.75"
¼ King page (horizontal)	7.625"	4.5"	7.125"	4"	7.875"	4.75"
Business Reply Card	6"	4"	5.5"	3.5"	6.25"	4.25"

Belly Tips

	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
For PDFs to be printed	10.25"	6"	9.75"	5.5"	10.5"	6.25"
Supplied belly tip	10.25"	6"				

Paper Stock: From 60# text to 100# text maximum.
Additional production specifications, such as wafer seals, may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket, or is folded closed).

Publication Trim Size: 10.5" × 13"

Page: 4 columns

Printing Process: Web offset

Type of Binding: Saddle-stapled

Inserts: King- and journal-size accepted. Tabloid-size inserts: Allow ½" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a ½" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a ½" head trim. For all inserts, to allow for tipping, no live text should appear within ¾" of the gutter.

Insert and Belly Tip Quantity: 26,000

Paper Stock: From 60# text to 100# text maximum.

PRODUCTION REQUIREMENTS

Acceptable ad Formats:

Adobe Acrobat PDF/X-1a; 300 PPI. No spot colors or RGB. Embed all fonts and artwork. Free system or composite fonts must be outlined. Submit all ads at the bleed size; crop marks must be included to indicate the trim size and be positioned outside of the bleed area.

Ad Reproduction Guarantee:

Publications are printed to SWOP standards. Clients with color concerns provide a color press proof. Ads provided with spot colors or RGB images will automatically be converted to CMYK.

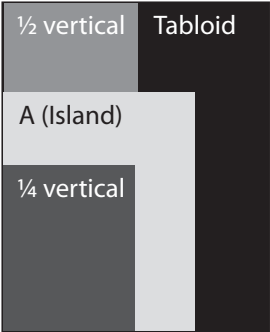
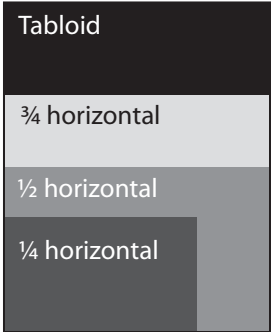
SHIPPING INSTRUCTIONS

Insertion Orders and
Production Materials:

McMahon Publishing
Attn: Leona Smith
545 W. 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300
lsmith@mcmahonmed.com

Receivables:

McMahon Publishing
Attn: Mariella Sindoni
545 W. 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300
Fax: (866) 515-8845
msindoni@mcmahonmed.com



DEADLINES

Issue	Space Reservation	Materials Due	Issuance Date
January/February	1/10/2025	1/18/2025	2/19/2025
March/April	3/7/2025	3/14/2025	4/16/2025
May/June	4/18/2025	4/25/2025	5/28/2025
July/August	7/3/2025	7/10/2025	8/11/2025
September/October	8/20/2025	8/27/2025	10/3/2025
November/December	10/17/2025	10/24/2025	11/25/2025

Supplied Inserts to:

Fry Communications
Attn: Emma Nanii
800 West Church Road – Building 1
Mechanicsburg, PA 17055
Tel: (800) 334-1429 Ext. 3752

Deliveries must arrive between 8 a.m. and 3:30 p.m., Monday through Friday. Supplied materials arriving after hours will not be verified. Telephone notification of quantity, number of pallets, shipper and estimated time of arrival should be forwarded to your Customer Service Account Administrator before shipping. Shipments need to be marked with the publication name, quantity and issue (month).

Staff and Contact Information

Group Publication Director
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dkaplan@mcmahonmed.com

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and Production Offices**
545 W. 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300
Co-founders
Ray and Rosanne McMahon
Corporate Office
West Redding, CT

Specialty Pharmacy Continuum strives to provide accurate, relevant, and up-to-date clinical and business information to specialty pharmacists, home infusion practitioners, managed care organizations and other key providers of specialty pharmacy. In addition to news, the web site includes many of the magazine's regular features, including new FDA drug approvals, our renowned educational reviews, and continuing education activities.

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Source: Kantar 2022 Managed Care Study.

CIRCULATION

24,142

Hospital & Pharmacy Chiefs & Directors	5,286
Formulary Directors	277
Clinical Pharmacists and others	211
Payors & Managed Care Pharmacy Personnel	6,718
Specialty Pharmacy/Infusion Providers	11,650

BONUS CONFERENCE DISTRIBUTION*

January/February: AMCP Managed Care & Specialty Pharmacy, HOPA, MHA Annual Business Summit, NHIA

March/April: Asembia

May/June: ASHP Summer, ASM Microbe

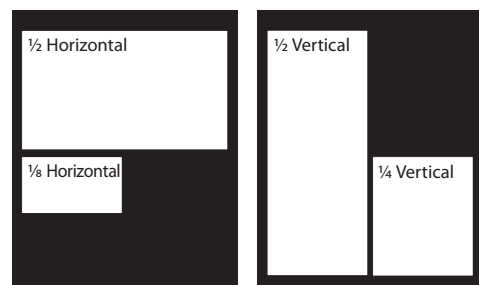
July/August: NASP Annual Meeting & Expo

September/October: AMCP Nexus, IgNS

November/December: ASHP Midyear

*Subject to change

SAMPLE AD SIZES



AD UNIT DIMENSIONS

Ad Unit	Trim Size	
	Width	Height
King page (tabloid)	9.667"	11.5"
1/2 King (horizontal)	9.667	5.667
1/2 King (vertical)	4.75	11.5
1/4 King (vertical)	4.75	5.667
1/8 King (horizontal)	4.75	2.75

Format: Tabloid size

Publication Trim Size: 10.5" x 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

Commitment Deadline: 1st of prior month

Material Due: 10th of prior month

Issuance Date: 15th of each month

AD PLACEMENT/AD MATERIALS

Craig Wilson, Classified Advertising Manager
McMahon Publishing
545 West 45th Street, 8th floor
New York, NY 10036
(347) 721-0571
cwilson@mcmahonmed.com

MATERIAL REQUIREMENTS

Acceptable ad formats: Adobe Acrobat PDF files: Basic Distiller settings; no OPI; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines
Text-only ads may be submitted via Microsoft Word document.

Acceptable software: Acrobat Distiller (PDF files) 4.x and 5.0 (recommended)

ONLINE JOB BOARD

PHARMACYPRACTICENEWS.COM/CLASSIFIEDS

30 days

60 days

90 days

Half rate with all print ad programs

SpecialtyPharmacyContinuum.com

Unit
970 × 250
300 × 600
970 × 90
728 × 90
320 × 50
300 × 250
Instream Video
Monthly Flat Rate

22,490
Page views per month

71,320
Website impressions per month

50,000
Monthly retargeting impressions available

Data supplied by Google Analytics.



Digital Issue (eTOC or Archive) Pages

Unit
970 × 250
970 × 90
728 × 90
320 × 50
300 × 250
100% SOV

The figure shows a desktop screen with a 970 x 250 header, a 300 x 250 unit on the right, and a 728 x 90 footer. A tablet screen next to it shows a 970 x 90 header and a 728 x 90 unit below it.

Advertisers can choose to be coupled with other advertisers on these two premium pages or pay to have 100% SOV.

The latter is a sponsorship offering that allows advertisers to take all advertising units displayed on the digital issue pages for their desired month(s)

e-Newsletter

e-Newsletters
728 × 90
300 × 250
Targeted e-Newsletters
e-Newsletter Series and e-Blasts

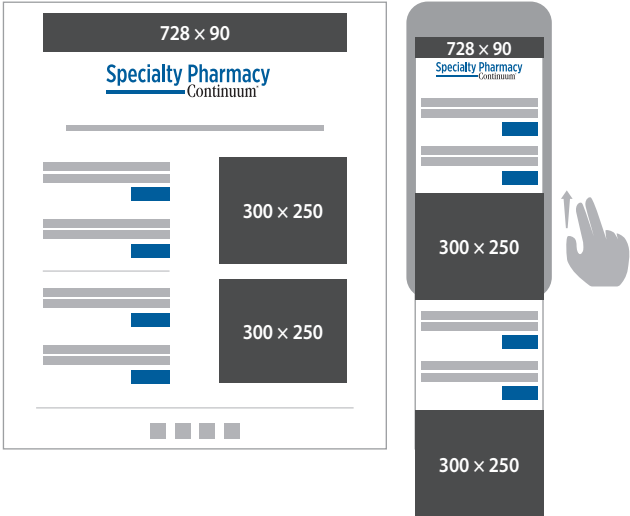
e-Blasts
SPC has e-Blast services available where your ad can be sent in its own email to our entire Opt-in list of subscribers.

e-Newsletter Series
In addition to our standard, thrice-weekly e-Newsletters, we have two types of targeted e-Newsletters.

TARGETED E-NEWSLETTERS

In Focus e-Newsletters feature stories on a particular topic selected by you.

SPC Dispatch e-Newsletters feature news dispatches from medical meetings.



14,458
Opt-in recipients

20.56%
Open rate

Data supplied by Robly.

SpecialtyPharmacyContinuum.com Digital Ad Specifications

Website

Desktop

Dimensions	970 × 250	970 × 90	728 × 90*	300 × 250	300 × 600
Name	Billboard	Super Leaderboard	Leaderboard	Medium Rectangle	Half Page
Initial File Size	50k				
Polite File Size	100k				
Rich Media	Yes				
Third Party	Yes				
Expandable (user initiated)	–	2× (970 × 180)	2× (728 × 180)	2× (600 × 250)	2× (600 × 600)
Expandable Direction	–	Down	Down	Right or left	Left
Static Image	jpg/gif				
HTML 5	Yes				
Frame Rate	24				
Border	1px				
Animation/Looping	Unlimited				
Z-Index	1,000,000	1,000,000	2,000,000	3,000,000	3,000,000

Mobile

Dimensions	320 × 50*	300 × 250	300 × 600
Name	Mobile Leaderboard	Medium Rectangle	Half Page
File Size	30k		
Rich Media	Yes		
Third Party	Yes		
Static Image	jpg/gif		
HTML 5	Yes		
Border	1px		
Animation/Looping	Yes		

e-Newsletter

Dimensions	728 × 90	300 × 250	300 × 600
Name	Leaderboard	Medium Rectangle	Half Page
File Size	40k		
Rich Media	No		
Pixel Tracker	Yes		
Static Image	jpg/gif		
HTML 5	No		
Border	1px		
Animation/Looping	Yes		

Please submit digital ad materials to digitalads@mcmahonmed.com

Send submission email, including the name of the website and the month in which the ad is scheduled to run, at least 3 business days before the start of the scheduled month.

Contact Information

Group Publication Director
David Kaplan, (973) 885-2315
dkaplan@mcmahonmed.com

Senior Account Manager
Lillie Onday, (732) 979-7009
londay@mcmahonmed.com

Advertising, Editorial and Production Offices
545 West 45th Street, 8th Floor | New York, NY 10036
Tel: (212) 957-5300

Corporate Office
West Redding, CT

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags except tracking pixels must be submitted as Internal Redirects.

All audio must be user initiated (via click).

Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

*If you reserve a Leaderboard (728×90), you must also provide a Mobile Leaderboard (320×50) file to appear on mobile devices.

Animated gifs are permitted, but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1×1 and click tracker.

Advertorial Spotlight:

Title: 50 characters including spaces
Description: 400 characters including spaces
Photo/Logo: 100×100 (maximum size)

e-Blasts:

Keep the width between 600 to 700 pixels for better readability.

Use inline CSS for better compatibility.

No JavaScript, advanced CSS, form elements, or external fonts are allowed.

Mobile Responsive: Ensure mobile compatibility with percentage-based widths, table layouts, and media queries.

Cross-Client Compatibility: Ensure mobile and desktop compatibility across Outlook, Apple Mail, Gmail, Yahoo Mail, Hotmail, and other major email clients.

File Format and Delivery: Please send the HTML file compressed in a zip file.