



# SAN ANTONIO MEDICINE 2024-2025 MEDIA KIT



The Bexar County Medical Society was the first county medical society formed in the state of Texas in 1853. The Society represents 4,800+ physicians in Bexar and contiguous counties. Membership is made up of practicing physicians of all specialties, also including academic physicians, military physicians, physicians in their residency, medical students, and retired physicians. BCMS is a physicians' organization, and therefore is organized and defined by physicians' interests. BCMS has close working relationships with hospitals, the Metropolitan Health Department, practice administrators, emergency response personnel, and vendors of all kinds to the medical community.

## MEMBERSHIP DEMOGRAPHICS:

### Occupation:

Physicians

### Age:

52% between  
ages 29 and 49 years old  
48% 50+ years old

### Gender:

About 70% male  
About 30% female

### Home Zip Codes:

Highest concentrations  
in 78209 and 78230





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Throughout its 164 year existence, Bexar County Medical Society has published a variety of medical magazines. Beginning in 1911 with The Bulletin, Society leaders have made it a priority to educate physician members on current medical trends and events. While the title of BCMS' official publication has changed throughout the years, **San Antonio Medicine** continues the proud tradition that began over 100 years ago.

Published monthly, **San Antonio Medicine** is distributed to 4,800+ physicians and medical professionals throughout Bexar and the surrounding Counties. These physicians and health professionals, in turn, contribute articles to the publication in the spirit of advancing medical knowledge and strengthening the bonds of the local physician community. **San Antonio Medicine** targets a highly educated/affluent consumer that can greatly affect the growth of your business.

## DISTRIBUTION

5,000 copies are mailed each month to the active BCMS membership; military, retired, honorary and lifetime members; elected officials and community dignitaries; sponsors and other interested parties.

## SAM ADVERTISING DISCOUNTS

**Membership must be mentioned prior to advertising commitment.**

All current members of the Circle of Friends will receive a 10% discount on any new annual advertising contracts in San Antonio Medicine.

## ADVERTISING INFORMATION

### COLOR DISPLAY ADVERTISING

Ad Size	Open Rate	3 months	6 months	12 months
Full Page	\$2,075	\$1,925/month	\$1,790/month	\$1,495/month
2/3 Page	\$1,495	\$1,395/month	\$1,295/month	\$1,195/month
1/2 Page	\$1,140	\$1,065/month	\$985/month	\$880/month
1/3 Page (vertical only)	\$925	\$835/month	\$705/month	\$640/month
1/4 Page	\$640	\$575/month	\$545/month	\$475/month

### PREMIUM POSITIONS

Ad Size	Open Rate	3 months	6 months	12 months
Back Cover	N/A	N/A	N/A	\$1,795/month
Inside Front Cover	N/A	N/A	N/A	\$1,695/month
Inside Back Cover	N/A	N/A	N/A	\$1,595/month
Page 3	N/A	N/A	N/A	\$1,695/month
Center Spread	\$4,495	\$3,395/month	\$3,495/month	\$2,995/month

All Rates Are Net. All Ads are placed ROP, for guaranteed positions add 1 5%. Creative services are available at no additional cost.

## SAN ANTONIO MEDICINE DEADLINES

ISSUE	SPACE DEADLINE	ARTWORK	MAIL DATE
May 2024	04/05/2024	04/15/2024	05/01/2024
June 2024	05/03/2024	05/17/2024	06/03/2024
July 2024	06/03/2024	06/17/2024	07/01/2024
August 2024	07/03/2024	07/17/2024	08/01/2024
September 2024	08/02/2024	08/16/2024	09/03/2024
October 2024	09/03/2024	09/17/2024	10/01/2024
November 2024	10/04/2024	10/17/2024	11/01/2024
December 2024	11/04/2024	11/15/2024	12/02/2024
January 2025	12/03/2024	12/16/2024	01/02/2025
February 2025	01/03/2025	01/17/2025	02/03/2025
March 2025	02/03/2025	02/17/2025	03/03/2025
April 2025	03/03/2025	03/17/2025	04/01/2025
May 2025	04/04/2025	04/17/2025	05/01/2025
June 2025	05/05/2025	05/16/2025	06/02/2025
July 2025	06/03/2025	06/17/2025	07/01/2025
August 2025	07/03/2025	07/17/2025	08/01/2025
September 2025	08/04/2025	08/15/2025	09/01/2025
October 2025	09/03/2025	09/17/2025	10/01/2025
November 2025	10/03/2025	10/17/2025	11/03/2025
December 2025	11/03/2025	11/17/2025	12/01/2025





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## AD SIZES & SPECIFICATIONS

### Ad Formats

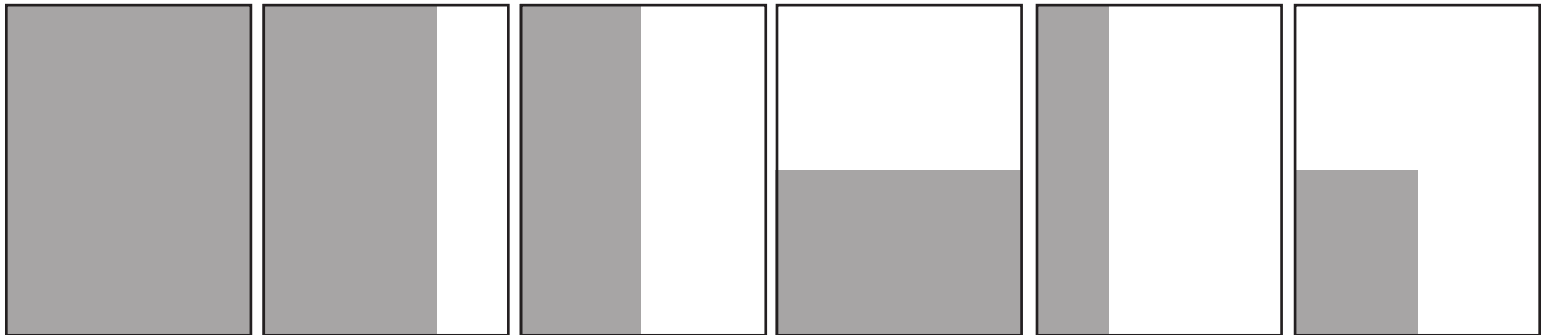
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required of all ads.
- Crop marks must be included.

### Ad Creation & Photography

SmithPrint II, Inc. can create your advertisement to our specifications. Custom photography is available. Ask your account representative for details.

### Ad Submission

Ads can be sent via FTP, Email, CD, or USB flash drive. Ask your account representative for details.



**Full Page/full bleed**  
8.375" x 10.875" trim  
7.375" x 9.875" live area  
8.875" x 11.375" w/ bleed

**Two-Thirds vertical**  
4.875" x 9.875"

**Half Page vertical**  
3.5" x 9.875"

**Half Page horizontal**  
7.375" x 4.685"

**One-Third vertical**  
2.375" x 9.875"

**Quarter Page**  
3.5" x 4.685"

## FOR ADVERTISING INFORMATION CONTACT

**Louis Doucette**

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## ABOUT THE PUBLISHER

Established in 2009, Traveling Blender, LLC. has grown into a multifaceted publication management firm operating primarily in the Central Texas area which includes San Antonio, Austin and the surrounding Hill Country. However, our staff has been involved in publications throughout the country.

We provide our clients with solutions to all of their publication needs including but not limited to Total Publication Management, advertising sales and training, establishing publication production processes, developing effective distribution models and any other solutions their publications may need to become successful.

Magazines are our business and we are very good at it. Our programs are individually tailored to each publication and developed with a close working relationship with our clients.

Over the years we have become very effective magazine turn around specialists.