



Hôpital général juif
Jewish General Hospital



Jewish General Hospital
Foundation



Jewish General Hospital
The Auxiliary



Jewish General Hospital
Lady Davis Institute for Medical Research



HOPE & COPE
L'ESPOIR C'EST LAVIE

JGH INSIDER

*The Magazine of the
Jewish General Hospital Family*

Advertising rates

JGH Insider is the official magazine of the Jewish General Hospital Family comprising the JGH, JGH Foundation, JGH Auxiliary, the Lady Davis Institute – the research arm of the JGH – and Hope & Cope.



Overview

JGH Insider is a full-colour magazine averaging 36 to 40 pages per issue, with separate versions published in English and French. The magazine focuses on the human side of healthcare, featuring stories about the initiatives, notable achievements and exceptional individuals that make the Jewish General Hospital such a special and valued institution today. It provides unique insights on the people, disciplines, technologies and programs that are shaping the future of healthcare at the JGH and across Quebec. It also features the latest news about the JGH Foundation, the Auxiliary, the Lady Davis Institute and Hope & Cope, together with inspiring stories about donors and how their efforts and commitment are helping the JGH remain at the forefront of scientific discovery and clinical excellence.

Circulation

JGH Insider is published twice per year, with a total print run of about 20,000 copies per issue (15,000 in English and 5,000 in French). Close to 17,000 copies are mailed to individuals who have made an active commitment to the Jewish General Hospital family and are genuinely interested in learning more about the hospital and its activities. These include donors, board members, volunteers, and supporters. The remaining 3,000 copies are placed in waiting rooms, family rooms, and other high-traffic areas throughout the Hospital, the Lady Davis Institute, the Segal Cancer Centre and the Hope & Cope Wellness Centre (Lou's House) for the benefit of patients, visitors and staff members. An electronic version of each issue can also be consulted and downloaded on the websites of the JGH (jgh.ca), JGH Foundation (jghfoundation.org), Lady Davis Institute (ladydavis.ca) and Hope & Cope (hopeandcope.ca) either as a PDF file or via a link to the JGH Foundation's website.

Audience

JGH Insider is geared to a broad spectrum of readers: patients, visitors, medical staff, administrative personnel, support staff, volunteers, donors and the wider community. Many of these stakeholders are professionals who are affluent, well-educated and leaders in their fields, with an active lifestyle and a vested interest in quality healthcare.

Purchasing an advertisement in the *JGH Insider* magazine is a truly worthwhile investment that will enable you to:

- Promote your products and services to thousands of patients, visitors and medical professionals;
- Showcase your company's commitment to the health and well-being of our community;
- Be part of a tradition of excellence in patient care, teaching and research that benefits all of us.



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Advertising formats and rates

Format	Cost per issue (1 issue)	Cost per issue (2 issues)	Cost per issue (4 issues)
Back Cover Full bleed: 8.75" (w) x 11.25" (h) (8.5" x 11 /trim) Non bleed: 7.5" x 10"	\$ 3,000	\$ 2,700	\$ 2,400
Inside Front Cover Full bleed: 8.75" (w) x 11.25" (h) (8.5" x 11 /trim) Non bleed: 7.5" x 10"	\$ 2,600	\$ 2,340	\$ 2,080
Inside Back Cover Full bleed: 8.75" (w) x 11.25" (h) (8.5" x 11 /trim) Non bleed: 7.5" x 10"	\$ 2,600	\$ 2,340	\$ 2,080
Full Page Full bleed: 8.75" (w) x 11.25" (h) (8.5" x 11 /trim) Non bleed: 7.5" x 10"	\$ 2,000	\$ 1,800	\$ 1,600
1/2 Page Horizontal – 7.5" (w) x 4.875 (h) Vertical – 4.875" (w) x 7.5" (h)	\$ 1,000	\$ 900	\$ 800
1/3 page Vertical – 2.375" (w) x 10" (h) Square – 4.875" (w) x 4.875" (h)	\$ 800	\$ 720	\$ 640
Mailing Sponsorship Package (includes 1 full page ad and special recognition on mailing envelope)	\$ 5,000	\$ 4,500	\$ 4,000

Specifications

- All ads must be submitted digitally by e-mail or on a CD in press-ready PDF format only.
- Graphic images must be submitted in CMYK format (for colour print reproduction) with a minimum resolution of 330 dpi (dots per inch). Where there is a great deal of line art, 600 dpi is recommended.
- Trim: 8.5" (wide) x 11" (deep) plus 1/8" bleed on all four sides.
- Live matter must be at least 1/2" from trim on full-page, full-bleed ads. Full page ads must have crop marks (and bleeds if used) included. Bleeds must be 1/8" and bleed pages should be designed to accommodate both a right or left page.
- Email files directly to pfischer@jgh.mcgill.ca, or use DropBox or a similar file transfer application and supply a live link.