

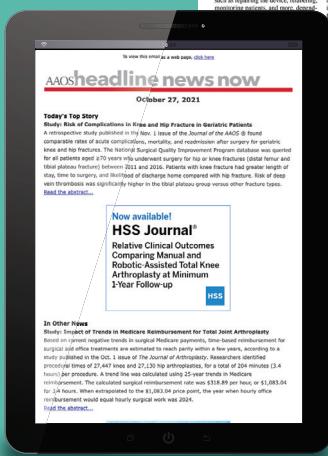
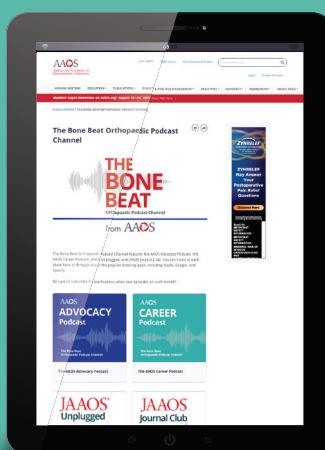
AAOS now

The Official Member News Magazine of the AAOS

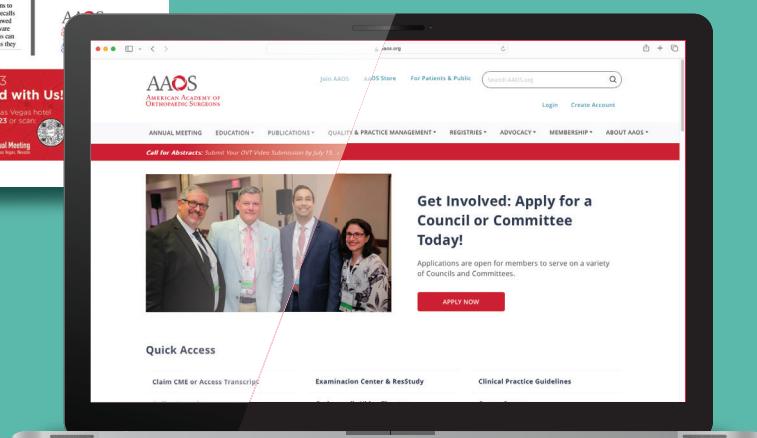
Print



Podcasts



Email



Online

2026
MEDIA KIT



AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

About the American Academy of Orthopaedic Surgeons

AAOS provides education and practice management services for orthopaedic surgeons and allied health professionals. The Academy also serves as an advocate for improved patient care and informs the public about the science of orthopaedics. Founded in 1933, the Academy has grown from a small organization serving less than 500 members to the world's largest medical association of musculoskeletal specialists. The Academy now serves more than 39,000 members worldwide.

Members of the Academy are orthopaedists concerned with the diagnosis, care, and treatment of musculoskeletal disorders. The orthopaedist's scope of practice includes disorders of the body's bones, joints, ligaments, muscles, and tendons.



Advertising & Sales Office

SALES TEAM:
Christina Kardon
 410-584-8480
 christina.kardon@wearemci.com

PRODUCTION:
Emily Shawen
 410-584-1948
 emily.shawen@wearemci.com

About AAOS Now

EDITORIAL:

As the leading orthopaedic news magazine, AAOS Now offers a unique blend of clinical news and information, advocacy updates, practice management advice, reports on research and quality, and the latest news from AAOS.



THE DAILY EDITION 2026:

The official publication of the AAOS Annual Meeting, the *Daily Edition* will be published onsite at the Morial Convention Center in New Orleans. Editorial coverage will include scientific presentations and posters, CME information, reports on meeting activities, and stories on Academy programs and initiatives. [See separate rate card](#).

Meeting dates: Monday, March 2, to Friday, March 6

Contact your sales representative for sponsored content and targeted ad programs highlighting specialties, geography, career stage, and more!

Audience

AAOS MEMBERSHIP:
 39,000+ Domestic and International

BREAKDOWN:

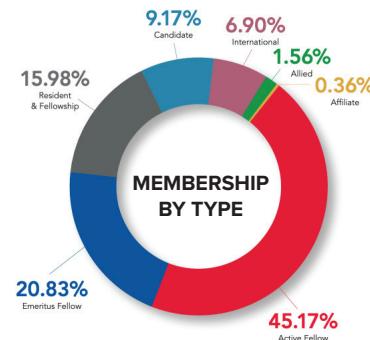
AAOS Members:
 26,625 US / 675 Canada
 Sworn Statement

SUBSPECIALTY TARGETING

AVAILABLE

Please contact your sales representative for details.

AAOS Membership



2026 Editorial Calendar

Issue	Topical Theme	Specialty Theme	Space	Art Due
March	Sports around the Body	Practice Management/Rehab	2/10/2026	2/17/2026
June		Pediatrics, Oncology	4/8/2026	4/15/2026
September		Shoulder & Elbow	7/10/2026	7/17/2026
December		Shoulder & Elbow	10/7/2026	10/14/2026

Earned Rates

Advertisers agree to accept “dual responsibility” for payment to MCI USA if the advertiser’s agency does not remit payment within 90 days of the invoice date.

Advertising Rates

ADVERTISING PAGE B/W RATES:

Frequency	Full Page	3/4 Page	Island Page	1/2 Page	1/4 Page
1x	\$5,686	\$5,087	\$4,085	\$3,413	\$2,699
4x	\$5,534	\$4,977	\$3,964	\$3,397	\$2,594

COVER TIPS:

\$22,000 net (client supplied)
\$26,250 (includes printing cost)

COVER WRAPS:

\$25,000 net

INSERTS:

Furnished inserts billed at B&W space rate, plus an additional \$800 noncommissionable production charge

POLY-BAGGED OUTSETS:

Please contact your sales rep for information

TARGETED SPLIT-RUNS AVAILABLE:

Please contact your sales rep for information

LIST MATCH:

A \$500 noncommissionable product charge will be applied for all list matches

FRONT COVER

BANNERS:

\$8,000

CLASSIFIED SECTION:

Color included. Includes a 30-day job posting

Full Page	Half Page	1/4 Page
\$4,042	\$2,709	\$1,418



Issuance & Closing Dates

FREQUENCY: 4x

MAILING CLASS: Periodical

CLOSING DATES:

Issue	Closing Date	Ad Materials	Furnished Cover Tips & Inserts
March	2/20/26	3/16/26	3/20/26
June	5/1/26	5/12/26	5/15/26
September	7/31/26	8/12/26	8/14/26
December	10/30/26	11/10/26	11/13/26

Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 7 or later, set for compatibility with PDF version 1.6 (Acrobat 7). All images must conform to the following minimum resolution specifications: Grayscale and color images: 300 DPI; Combination Grayscale and Color images: 500-900 DPI; Line art (Bitmap) images: 900-1200 DPI. Do not nest EPS files.

PAGE LAYOUT:

Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:

Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. Formedics cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:

Reproduction material will be held one year from last insertion.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs sent via email or client's filesharing software.

Please go to Send My Ad to submit files
<https://aaos.sendmyad.com>

AD MATERIAL:

Emily Shawen
 410-584-1948
emily.shawen@wearemci.com

Mechanical Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact AMC Media Group before ad is due for additional specifications. Submit in PDF format CMYK. Convert spot colors to CMYK. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

TRIM SIZE: 10.5" x 14"

BLEED: 0.125"

LIVE MATTER: 0.5" from trim and gutter

TYPE OF BINDING: Saddle-stitched

INSERTS:

Quantity: 29,000 required (includes spoilage)

Paper weight: 100# maximum

PAPER STOCK:

Inside: 60 lb. coated stock

Covers: 60 lb. coated stock

REPRODUCTION REQUIREMENTS:

DIGITAL FILES REQUIRED

Ad Sizes:	Non-Bleed	Bleed	Trim
Two Page Spread	20" x 12.25"	21.25" x 14.25"	21" x 14"
Full Page	9.5" x 12.25"	10.75" x 14.25"	10.5" x 14"
3/4 Horizontal	9.5" x 9.185"		NA
3/4 Vertical	7" x 12.25"		NA
Island Spread	15" x 10"		NA
Island Page	7" x 10"		7.5" x 10.625"
1/2 Horizontal	9.5" x 6.125"		NA
1/2 Vertical	4.585" x 12.25"		NA
Front Cover Banner	4.75" x 1.75"		NA
Classified			
Full Page Classified	9.625" x 12.67"		
1/2 Horizontal	9.625" x 6.25"		
1/2 Vertical	4.7" x 12.67"		
1/4 Page	4.7" x 6.25"		

ACCEPTANCE OF ADVERTISING:

All advertisements are subject to review and approval by AAOS.

AD PLACEMENT POLICY:

Interspersed within articles.

Specifications:

- Full Page – 10.625" x 14.125" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
- A-Size (Island Page) – 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with AMC Media Group for availability and other information required.

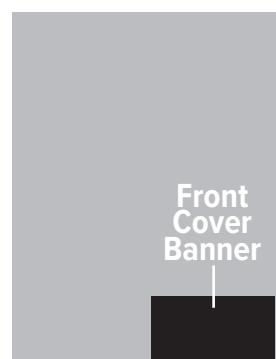
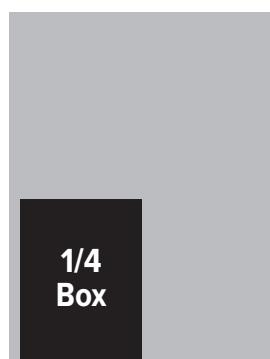
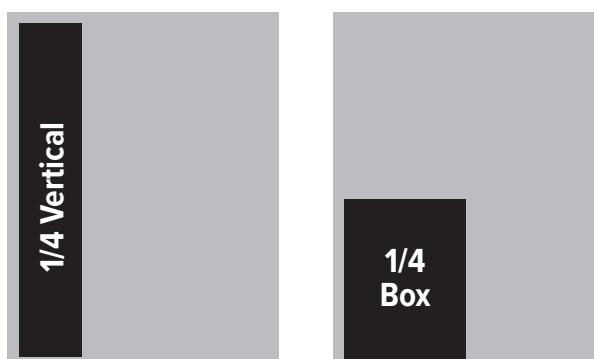
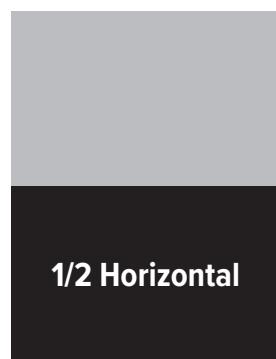
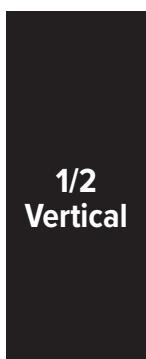
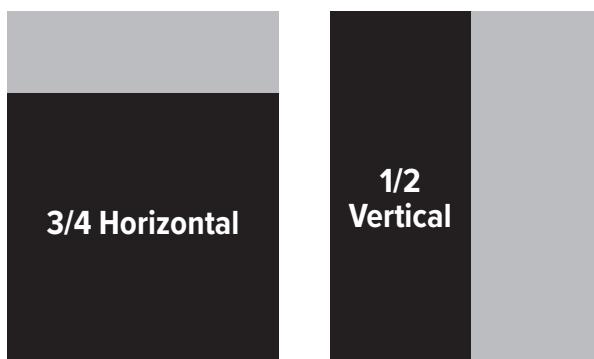
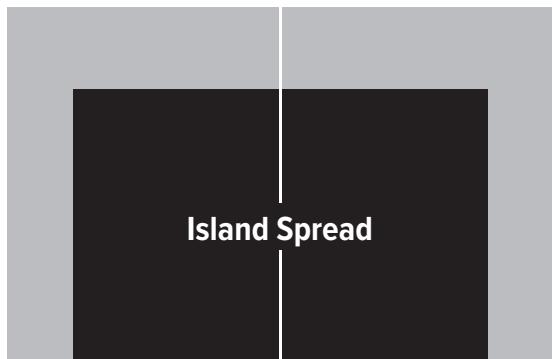
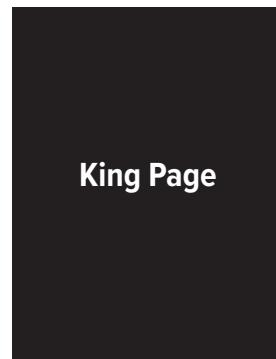
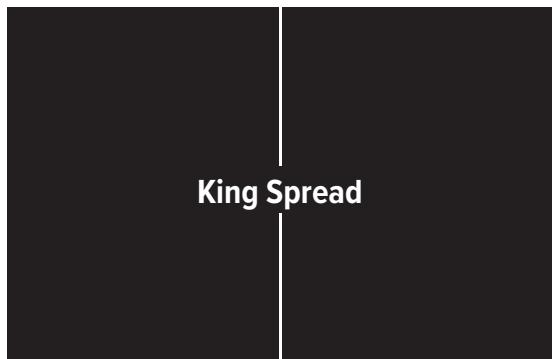
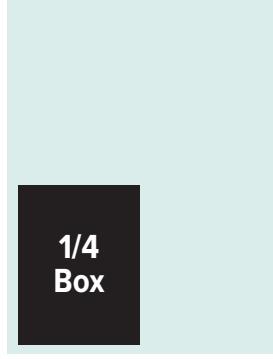
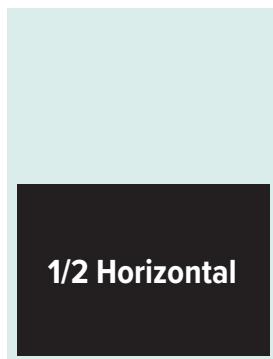
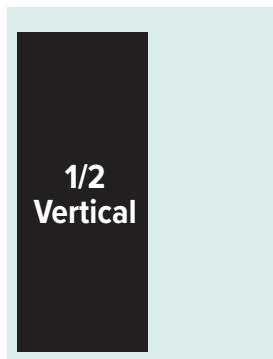
COVER TIPS:

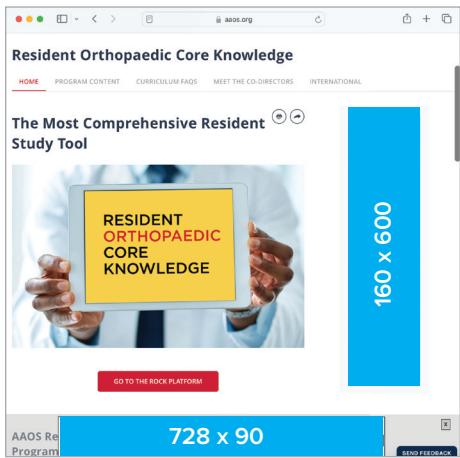
Standard Trim size: 10.5" x 6"

Minimum trim size: 3.5" x 5" for a single page, 4" x 6" for multiple page cover-tips

If client is providing the files for AMC Media Group to print, please include a bleed of 0.125". If client is providing preprinted materials, they must be trimmed to spec.

Cover wraps and outsheets are also accepted in AAOS Now. Contact your sales representative for pricing and available issues. Polybagged items must be no larger than publication trim size.

Display Advertising**Classified Advertising**



ROS ADVERTISING ON AAOS.org

AAOS.org is a one-stop shop for orthopaedists and is the official website of the AAOS. Content includes news, meeting information, AAOS periodicals, guidelines, education, and more.

CPM:

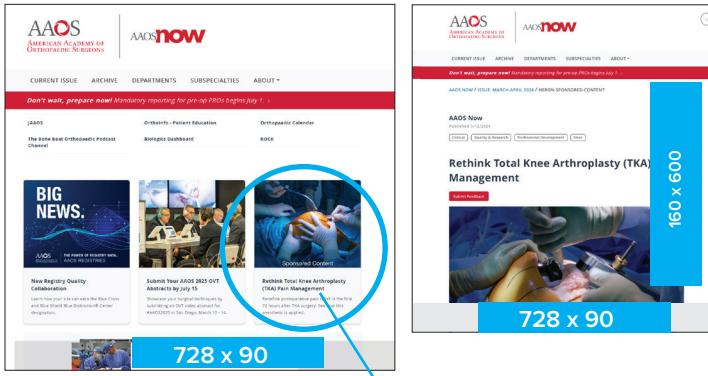
\$120 for US, \$110 for outside US

AVERAGE MONTHLY METRICS:

Page views: 820,000
Impressions: 250,000
Users: 235,000 US
Users: 140,000
Sessions: 350,000

AD SIZES:

728x90
160x600
Sticky banner: 728x90
Mobile: 300x250 / 320x50



SPONSORED CONTENT

Client supplied videos and sponsored content now accepted on AAOS.org. Sponsored content can be a white paper, case study, video, etc.

PACKAGE INCLUDES:

- Your video or written content will be prominently placed on AAOS.org's home page and AAOS Now's landing page
- Banner ad in *Headline News Now* e-newsletter
- 100% SOV banner ads around sponsored content on AAOS Now

BENEFITS:

Align your content with a credible trusted source

COST:

\$6,000/month.

\$7,000/month – Premium placement on AAOS Now and 2 banners in *Headline News Now*.

HEADLINE NEWS NOW eNEWSLETTERS

Headline News Now provides the latest updates in orthopaedics and health care. The bi-weekly e-newsletter includes a brief overview of breaking news and medical announcements with links to more detailed information, keeping orthopaedists current on the latest in this field.

REACH: 30,000 AAOS Members
U.S. SENDS: 24,000

AVERAGE OPEN RATE: 17%

AD POSITONS AND COST:
Static 300x250 plus url
Cost: \$1,800 per ad slot / 3 ad slots per email

ANNUAL MEETING EDITIONS:

HNN will deploy Tuesday and Thursday the week of AAOS Annual Meeting
3 ad slots per email
\$2,200 per ad slot

MATERIALS DUE:

7 days prior to deployment date

To view this email as a web page, [click here](#)

AAOS headline news now

November 10, 2025

Today's Top Story

Study: Risk of Complications in Knee and Hip Fracture in Geriatric Patients
A retrospective study published in the Nov. 1 issue of the *Journal of the AAOS* found complications were more common in patients aged 70 years and older who had knee and hip fractures. The National Surgical Quality Improvement Program database was queried for all patients aged ≥70 years who underwent surgery for hip or knee fractures (distal femur and tibial plateau fracture) between 2011 and 2016. Patients with knee fracture had greater length of stay, time to surgery, and likelihood of discharge home compared with hip fracture. Risk of deep vein thrombosis was significantly higher in the tibial plateau group versus other fracture types. [Read the abstract...](#)

300x250

ADVOCACY NOW E-NEWSLETTERS

Advocacy Now helps orthopedic surgeons stay up-to-date on important developments in healthcare policy along with supporting advocacy efforts and opportunities to advance quality care. It is deployed every other Friday and includes sections on advocacy in action, new episodes of the AAOS Advocacy Podcast, OrthoPAC Corner, and other news areas within AAOS.

REACH: 24,000 U.S. AAOS Members

AVERAGE OPEN RATE: 16%

RATES: \$3,000 for 50% SOV
\$5,500 for 100% SOV

AD SIZES: 2 - 300x250 static

MATERIALS DUE:

7 days prior to deployment date

AAOS advocacy now

May 29, 2024

AAOS Advocacy in Action

- ✓ Led a coalition of spine surgery societies in [raising awareness](#) of Aetna's denial of biomechanical devices for discectomy and fusion surgeries
- ✓ Signed a [position letter](#) to Congress in support of reauthorizing the Dr. Lorna Breen Health Care Provider Protection Act (H.R. 1667), which provides better access to education and training on preventing physician burnout

300x250

AAOS NOW eTOCs

AAOS Now eTOCs are deployed ahead of each issue to readers, highlighting the issue's cover story, featured sections, and more. Sent out on Fridays.

REACH: 25,000 Recipients

AD SIZES: 2 - 300x250 static

AVERAGE OPEN RATE: 5-7.5%

MATERIALS DUE:

7 days prior to deployment date

RATES: \$3,000 for 50% SOV
\$5,500 for 100% SOV

AAOS now

October 2023
The Official Member News Magazine of the AAOS
[aaosnow.org](#)

AAOS Now e-Table of Contents

Click [here](#) to access additional content from the October issue.

Special Coverage: Patient Alternatives

Should Physicians Be Allowed to Practice Outside of Hospitals? A Patient-centered Approach
In the current healthcare model, increasing efficiency, reducing spending, and improving quality of care have led to practice consolidation and integration within hospital systems. The momentum has resulted in the transition from physician-owned to hospital-owned clinics and physician practices within health systems. This article discusses how a physician union presents one mechanism to alter the power dynamic between physicians and healthcare administrators, ultimately providing a counterforce to hospital corporatization.

300x250

AAOS NOW PODCAST

AAOS PODCAST SPONSORSHIPS

\$10K QUARTERLY BUY INCLUDES:

- 30-second script (pre-roll & post-roll)
- Roadblock display banners around podcast episodes page
- Career Bone Beat Podcast Sponsorship includes a banner ad in the HNN e-newsletter (1/month)



Covers the latest health policy issues affecting musculoskeletal health. Each episode features expert insights on the changing landscape of orthopaedics and advocacy efforts to advance quality and access to care.

AAOS CAREER PODCAST

AAOS PODCAST SPONSORSHIPS

\$10K QUARTERLY BUY INCLUDES:

- 30-second script (pre-roll & post-roll)
- Roadblock display banners around podcast episodes page
- Career Bone Beat Podcast Sponsorship includes a banner ad in the HNN e-newsletter (1/month)



Covers professional development topics of interest to the musculoskeletal community, from financial literacy and research opportunities to surgical skills and networking. Conversations between early career surgeons and experienced attendings offer practical tools for guided growth in the specialty.