

AAOS

The Official Member News Magazine of the AAOS

now

Print

SPECIAL COVERAGE: Biomechanics 13 ANNUAL MEETING: Generative AI Could Transform Healthcare 20 ADVOCACY: OrthoPAC Celebrates Its 25th Anniversary

AAOSnow MARCH/APRIL 2025

ANNUAL MEETING

President Paul Tornetta III, MD, PhD, Says Putting Patients First Helps Field Progress

Special Coverage: Biomechanics

History of Biomechanics and Modern Applications

Advocacy: OrthoPAC Celebrates Its 25th Anniversary

Podcasts

THE BONE BEAT

AAOS ADVOCACY Podcast

AAOS CAREER Podcast

Email

Headline news now

October 29, 2023

Latest Top Story

New available! HSS Journal!

Get Involved: Apply for a Council or Committee Today!

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Quick Access

VISTA ALY delivers a clear view without great patient effort!

2025 MEDIA KIT

AAOS

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

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Manalapan, NJ 07726
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Fax 732-862-1116

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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 2025:

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

Meeting dates: Monday, March 10 to Friday, March 14

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

Audience

AAOS NOW CIRCULATION:
26,625 US / 675 Canada
Sworn Statement

AAOS MEMBERSHIP:
39,000+ Domestic and International

SUBSPECIALTY TARGETING AVAILABLE
Please contact your sales representative for details.

AAOS Membership



2025 Editorial Calendar

Issue	Topical Theme	Specialty Theme
January issue	Rural and Urban Orthopaedics	N/A
February issue **Conference Bonus Issue	Patient Communication	N/A
March/April issue	Transition to Retirement	Practice Management/Rehab
May issue	Access to MSK Care	Sports Medicine
June issue	TBD	Hand & Wrist
July issue	TBD	Pediatrics, Oncology
August/September issue	TBD	Trauma, Spine
October issue	TBD	Hip, Knee
November issue	TBD	Foot & Ankle
December issue	TBD	Shoulder & Elbow

Advertising Incentive Programs

NEW PRODUCT/NEW ADVERTISER DISCOUNT:

Commit to 3 paid ads for a new product and receive a 15% discount off the gross cost of each ad for the first 3 issues.

SECOND PRODUCT DISCOUNT:

Run 2 different product ads in an issue and receive a 50% discount off the second (smaller ad unit) product ad.

CONTINUITY DISCOUNT PROGRAM:

Run 6, get 5% off each ad. Run 8, get 10% off each ad. Run 10, get 15% off each ad.

Earned Rates

Rates are based on the total units run in a calendar year (e.g., 6 full pages and 6 half pages earn 10x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

AGENCY COMMISSION: 15%

DUAL RESPONSIBILITY: Advertisers agree to accept “dual responsibility” for payment to the AMC Media Group if the advertiser’s agency does not remit payment within 90 days of the invoice date.

2.5% surcharge for credit card payments

Advertising Rates

ADVERTISING PAGE B/W RATES:

Frequency	Full Page	3/4 Page	Island Page	1/2 Page	1/4 Page
1x	\$5,415	\$4,845	\$3,890	\$3,250	\$2,570
6x	\$5,270	\$4,740	\$3,775	\$3,235	\$2,470
10x	\$5,200	\$4,640	\$3,680	\$3,120	\$2,415

COLOR RATES

(In addition to earned B&W rate):

4-Color Process: \$2,097

POSITIONS (In addition to earned B&W rate):

2nd Cover: 35%

3rd Cover: 10%

4th Cover: 50%

Center Spread: 25%

Opposite Leadership Message: 15%

COVER TIPS:

\$22,000 net (client supplied)

\$25,000 (includes printing cost)

COVER WRAPS:

\$25,000 net

INSERTS:

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

CLASSIFIED SECTION:

Color included. Includes a 30-day job posting on the [DocWire News Career Center](#)

King Page	Half Page	1/4 Page
\$3,850	\$2,580	\$1,350

POLY-BAGGED OUTSERTS:

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



Issuance & Closing Dates

FREQUENCY: 10x

MAILING CLASS: Periodical

CLOSING DATES:

Issue	Closing Date	Ad Materials	Furnished Cover Tips & Inserts
January	12/2/24	12/12/24	12/17/24
February*	1/2/25	1/13/25	1/18/25
March/April	2/21/25	3/14/25	3/20/25
May	4/3/25	4/14/25	4/18/25
June	5/1/25	5/12/25	5/16/25
July	6/4/25	6/16/25	6/20/25
August/September	8/1/25	8/12/25	8/15/25
October	9/4/25	9/15/25	9/19/25
November	10/1/25	10/13/25	10/17/25
December	10/30/25	11/10/25	11/14/25

*February Issue includes Bonus Distribution onsite at the 2025 AAOS Annual Meeting

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. AMC Media Group 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.

CONTRACTS, INSERTION ORDERS, INVOICING:

AMC Media Group
630 Madison Avenue, 2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530 | Fax: 732-862-1116

AD MATERIAL:

Email Ari Mihos at amihos@aaos.org

COVER TIP & INSERT SHIPPING:

Publication Printers Corp.
ATTN: Andy Lawson
2001 South Platte River Dr.
Denver, CO 80223
Phone: 303-936-0303

Packaging should be clearly marked AAOS Now with issue date.

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
King Spread	20" x 12.25"	21.25" x 14.25"	21" x 14"
King Page	9.5" x 12.25"	10.75" x 14.25"	10.5" x 14"
3/4 Horizontal	9.5" x 9.185"	10.75" x 10"	NA
3/4 Vertical	7" x 12.25"	7.8" x 13"	NA
Island Spread	15" x 10"	15.35" x 10.75"	NA
Island Page	7" x 10"	7.75" x 10.75"	7.5" x 10.625"
1/2 Horizontal	9.5" x 6.125"	10.75" x 6.875"	NA
1/2 Vertical	4.585" x 12.25"	5.375" x 13"	NA
1/4 Page	4.585" x 6.125"	5.375" x 6.875"	NA
Front Cover Banner	4.75" x 1.75"	5.125" x 2"	NA
Classified			
King 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:

- King Size (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 preclearance 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:

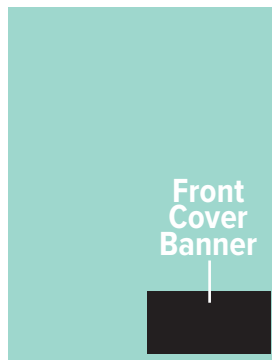
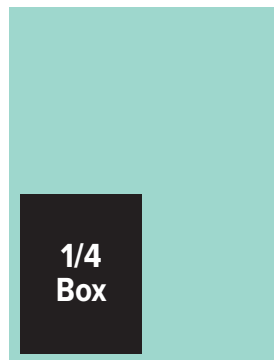
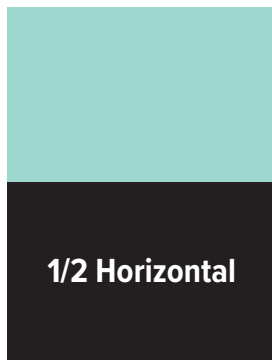
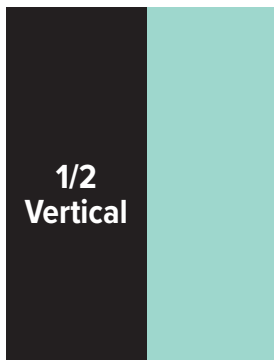
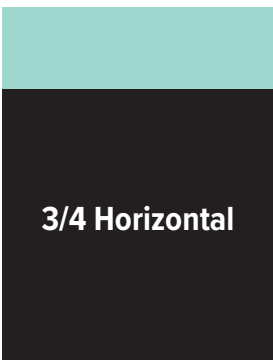
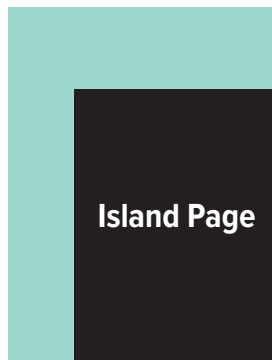
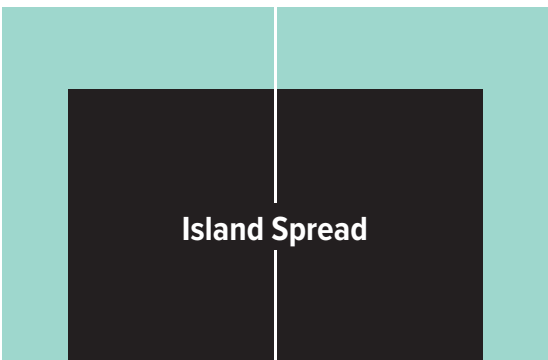
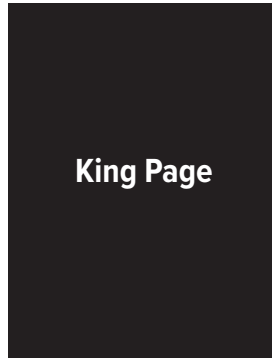
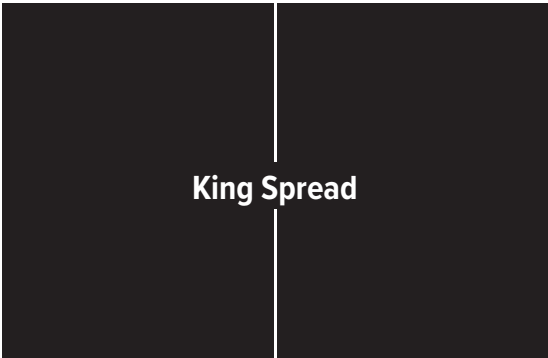
Standard Trim size: 10.5" x 6"

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

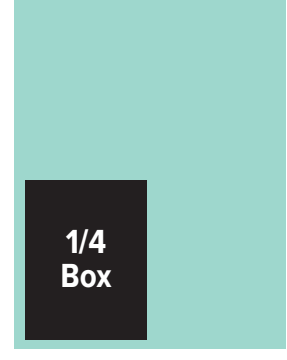
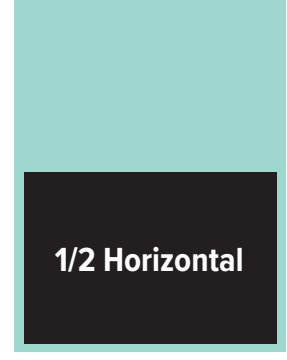
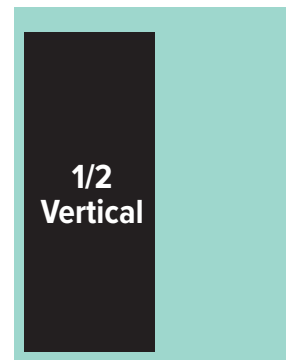
If client is providing the files for AMC Media Group to print, please include a bleed of 0.125". If client is providing preprinted materials, they must be trimmed to spec.

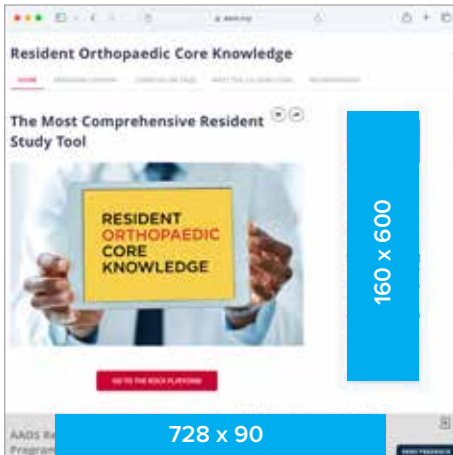
Cover wraps and outserts are also accepted in AAOS Now. Contact your sales representative for pricing and available issues. Polybagged items must be no larger than publication trim size.

Display Advertising



Classified Advertising





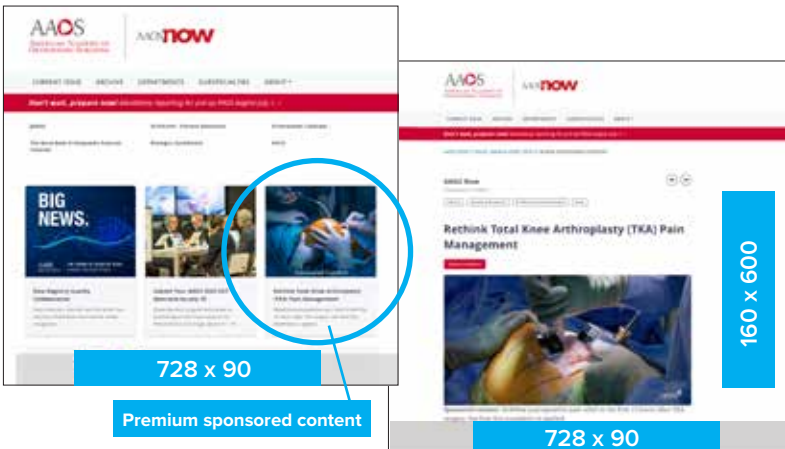
ROS ADVERTISING ON AAOS.org

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
U.S. Users: 140,000
Sessions: 350,000

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



SPONSORED CONTENT

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

PACKAGE INCLUDES:

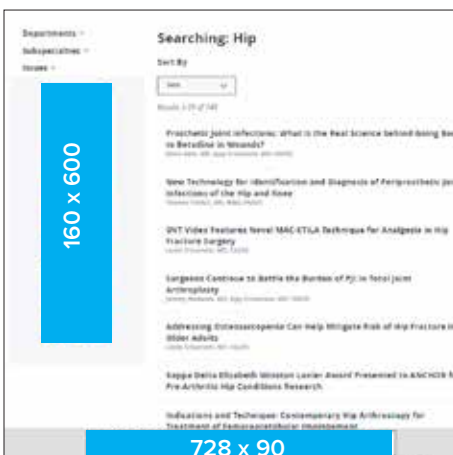
- Your video or written content will be prominently placed on AAOS.org's home page and AAOS Now's landing page
- Banner ad in *Headline News Now* e-newsletter
- 100% SOV banner ads around sponsored content on *AAOS Now*

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*.



SUBSPECIALTY CHANNEL BUY PACKAGE

100% SOV sponsorship of one of 11 subspecialties pages.

PACKAGE INCLUDES:

- 100% SOV across ads in your channel
- 10K impressions each month you sponsor
- 1 Banner in the *Headline News Now* e-newsletter

BENEFITS:

- Align your banners with content relevant to your product/service
- Own the subspecialty, blocking out the competition on AAOS.org

COST:

\$5,000/month

FEATURED SUBSPECIALTIES:

- Hip
- Knee
- Foot & Ankle
- Shoulder & Elbow
- Spine
- Trauma
- Sports Medicine
- Hand
- Pediatrics
- Total Joint
- Arthroscopy

HEADLINE NEWS NOW E-NEWSLETTERS

Headline News Now (HNN) provides the latest updates in orthopaedics and healthcare. The twice-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 POSITIONS 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



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 Wednesday and includes sections on advocacy in action, new episodes of the AAOS Advocacy Podcast, OrthoPAC Corner, and other news areas within AAOS.

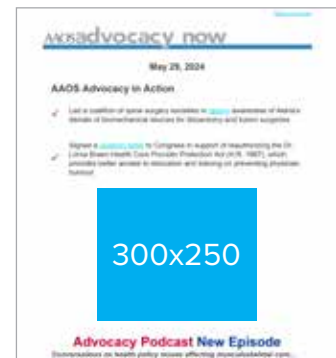
REACH: 24,000 U.S. AAOS Members

AVERAGE OPEN RATE: 16%

AD POSITIONS AND COST:

Static 300x250 plus url
Cost: \$1,500 per ad slot / 2 ad slots per email

MATERIALS DUE: 7 days prior to deployment



AAOS NOW eTOCs

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

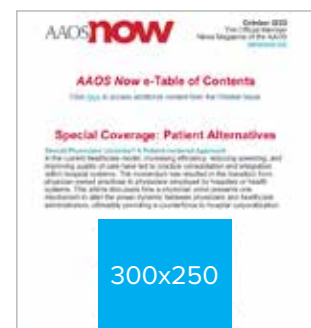
REACH: 25,000 Recipients

AVERAGE OPEN RATE: 5-7.5%

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

AD SIZES: 2 - 300x250 static

MATERIALS DUE: 7 days prior to deployment



THE BONE BEAT PODCAST

**AAOS PODCAST SPONSORSHIPS
\$10K QUARTERLY BUY INCLUDES:**

- 15-second script (pre-roll & post-roll)
- Roadblock display banners around podcast episodes page
- Includes a Banner in the Podcast Marketing email
- Advocacy Podcast Sponsorship includes Banner ad in the *Advocacy Now* e-newsletter (1/month)
- 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.



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.