

2010  
media info

Lower Extremity Review

# ler

Positive Outcomes for Successful Practitioners



- Biomechanics

- Trauma

- Diabetes

- Rehabilitation

- Sports Medicine



[LowerExtremityReview.com](http://LowerExtremityReview.com)

## About Us...

**LER** is brought to you by a team with a combined healthcare publishing experience of more than 40 years. Our research showed that there was a need for a multi-disciplinary publication focused and targeted on the lower extremity. Healthcare reform and the continuum of care has opened the door for the delivery of accurate, practical and relevant information for the various specialists involved in treating the lower extremity. Podiatrists, physical therapists, orthopedic surgeons, orthotists, prosthetists, and pedorthists are all connected in this process, and LER will be bridging the information gap between the various specialists as well as between practitioners and manufacturers of products used to treat lower extremity injuries.

With the ever changing healthcare delivery system and shifts in reimbursement, it is even more important for practitioners to find ways to run their practice more efficiently and improve outcomes for their patients. LER will focus on outcomes and practical applications. With monthly coverage of trauma, diabetes, sports medicine, biomechanics, and rehabilitation, you can be sure that the information will be timely and relevant.



### **Richard Dubin,** *Founder and Publisher*

Richard Dubin has started four successful magazines for the medical, consumer health and technology marketplaces. He was the previous publisher of BioMechanics and has been involved in every aspect of the medical publishing industry for 20 years. He started with Current Podiatry in 1991, moved to Podiatry Today in 1992 and created BioMechanics in 1994 to deliver a multi-disciplinary audience.

### **Jordana Bieze Foster,** *Editor*

Jordana Bieze Foster has been a medical journalist since 1992, most recently as a freelance writer specializing in sports medicine. She was the editor of BioMechanics magazine for seven years, then served as editorial director of both BioMechanics and Applied Neurology magazines. Prior to joining BioMechanics, she covered the radiology field as the editor of Radiology Economic Strategies and news editor of Diagnostic Imaging magazine.

### **Tracy Goodman,** *Executive Assistant*

Tracy Goodman has been involved in all aspects of publishing for 16 years and has worked side-by-side with Rich Dubin throughout the years. As an associate at BioMechanics, she interfaced with advertisers, editors, writers and graphic designers. She is an integral part of the LER team.

# Lower Extremity Review

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**Lower Extremity Review** is a multi-disciplinary collaboration that provides a practical approach to treating the lower extremity. LER bridges the information gap between practitioners and manufacturers with an emphasis on outcomes.

## Coverage includes:

- Practical analysis of the relevant medical literature
- Evidence based device utilization and other treatment techniques
- Cutting-edge clinical and industry news
- Practice management and more useful business advice

## Subject areas include

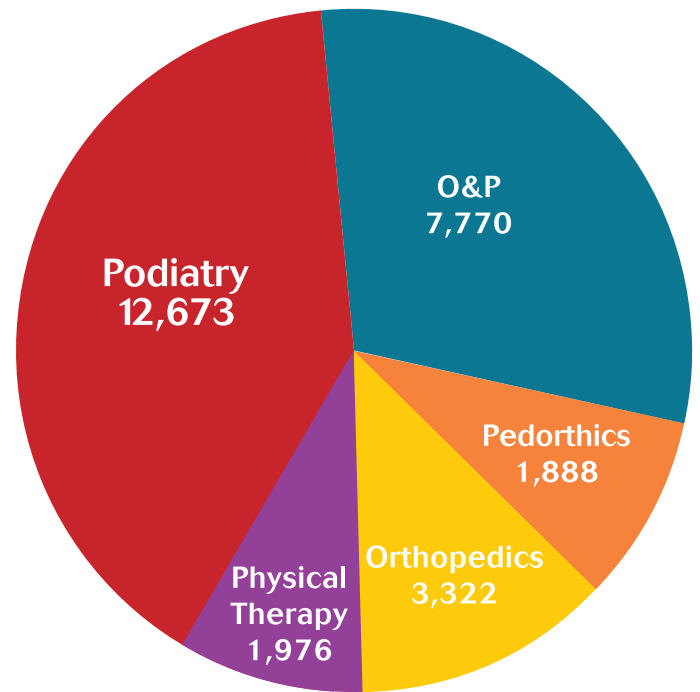
- Foot orthoses
- Ankle braces
- Technology
- Materials
- Sports medicine
- Prosthetics
- Knee braces
- Neuromuscular disorders
- Diabetes
- Footwear
- Rehabilitation
- Trauma

## 2010 rates - all 4-color

SIZE	1x	3x	6x	12x
1 page	4,500	4,200	3,900	3,400
1/2 vert	2,400	2,200	2,000	1,900
1/2 hor	2,400	2,200	2,000	1,900
1/4 page	1,400	1,200	1,100	1,000

*\*Photography, graphic design and production services available.*

## circulation breakdown



total circulation: 27,629

For advertising opportunities, or for more information,  
contact Rich Dubin

518-221-4042 or 518-452-6898  
rich@lowerextremityreview.com  
www.lowerextremityreview.com

## LER show schedule

### Jan 29-31

New York State Podiatric  
Medical Association  
New York, NY

### Feb 17-20

American Physical Therapy  
Association Combined  
Sections Meeting  
San Diego, CA

### Feb 22-26

American College of Foot  
and Ankle Surgeons  
Las Vegas, NV

### Feb 24-27

American Academy of  
Orthotists & Prosthetists  
Chicago, IL

### Mar 10-13

American Academy of  
Orthopaedic Surgeons  
New Orleans, LA

### Mar 11-14

Midwest Podiatry Conference  
Chicago, IL

### May 13-15

FIP World Congress  
of Podiatry  
Amsterdam, The Netherlands

### Jun 2-5

American College of  
Sports Medicine  
Baltimore, MD

### Jun 23-24

National Athletic  
Trainers Association  
Philadelphia, PA

### Jun 24-27

The Western  
Podiatry Conference  
Anaheim, CA

### Jul 7-10

American Orthopaedic  
Foot & Ankle Society  
National Harbor, MD

### Jul 15-18

American Podiatric  
Medical Association  
Seattle, WA

### Jul 15-18

American Orthopaedic  
Society for Sports Medicine  
Providence, RI

### Aug 4-6

American Association of  
Diabetes Educators  
San Antonio, TX

### Aug 18-21

American Society  
of Biomechanics  
Providence, RI

### Sep 16-18

International Foot & Ankle  
Biomechanics  
Seattle, WA

### Sep 29-Oct 2

American Orthotic &  
Prosthetic Association  
Orlando, FL

### Nov 3-7

American Academy of  
Physical Medicine &  
Rehabilitation  
Seattle, WA

### Nov 18-21

Pedorthic Footwear  
Association  
Orlando, FL

## Advertiser Submission Deadlines

Issue	Reserve Space	Submit Ad
Jan	12/11/09	12/29/09
Feb	1/11/10	1/18/10
Mar	2/10/10	2/19/10
Apr	3/12/10	3/19/10
May	4/12/10	4/19/10
Jun	5/10/10	5/17/10
Jul	6/11/10	6/18/10
Aug	7/9/10	7/19/10
Sept	8/11/10	8/20/10
Oct	9/10/10	9/20/10
Nov	10/8/10	10/18/10
Resource Guide	11/12/10	11/22/10

## Ad specs

### Full Page Ads - No Crop Marks

Trim size 8.375" x 10.875"

No bleed 7.625" x 10"

With bleed 8.625" x 11.125"

NEED .125 bleed all around. Keep all text .25" from trim edge.

### 1/2 page ads - No Bleeds - No Crop Marks

Vertical 3.687" x 9.794"

Horizontal 7.625" X 4.849"

### 1/4 page ads - No Bleeds - No Crop Marks

Vertical 3.687" x 4.849"

### 2 Page Spread - No Crop Marks

Trim size 16.75" x 10.875"

No bleed 16" x 10"

With bleed 17 x 11.125 (No crop marks)

Unless you have secured the centerspread of the magazine - be careful of text running through the fold.

