

Vascular Specialist

Vascular Specialist

is an official publication of the Society for Vascular Surgery (SVS)

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SVS Membership

ABOUT THE AUDIENCE

The **Society for Vascular Surgery® (SVS)** advances excellence and innovation in vascular health through education, advocacy, research, and public awareness. Founded in 1946, SVS is the leading professional society for vascular specialists, representing more than 6,600 members worldwide.

SVS members are the decision-makers and thought leaders shaping the future of vascular care. About 41% are practicing surgeons, 7% are early-career, and 23% are trainees—fellows, residents, and students. Another 9% are affiliate professionals such as nurses and PAs, 8% are international members, and 13% are retired but still active contributors.

SVS members drive research, publish in leading journals, mentor the next generation, and influence purchasing and policy decisions—offering companies access to a highly trusted and engaged audience.



AUDIENCE MEMBERS

6,600

NUMBERS AT A GLANCE*

148,000

ANNUAL WEBPAGE VIEWS

DIGITAL

40%

Open Rate

4%

Click Rate

SOCIAL

4,100

LinkedIn Followers

3,800

X/Twitter Followers

7,600

MONTHLY
WEBPAGE
VISITORS

**Numbers are average and estimated based on the last 12-18 months of impressions.*

Advertising Opportunities

INCREASE THE VISIBILITY OF YOUR PRODUCT AND COMPANY BRANDS THROUGH IMAGE-BASED ADVERTS



PRINT



9 MAILED OUT ISSUES & EXCLUSIVE VAM ISSUE

Promote your new and existing products through the print paper, mailed to approximately 5,400 US members.

Print advertising rates

Page Size	Rate (per month)
Full Page	\$5,500
1/2 Page	\$3,500
Page 3 Full	\$6,500
Back Cover	\$7,950
Double Page Spread	\$12,750
Front Page Banner	\$4,950
Cover Tip	\$8,500

Deadline: 15th of the month prior

WEBSITE



**148,000 ANNUAL PAGE VIEWS
8% CLICK-THROUGH RATES**

Showcase your brand with static or dynamic ads across the Vascular Specialist website. Choose from eight placement options with customizable packages—limited to three.

Website rates

Advert	Rate (per month)
MPU1 + Half Banner A	\$2,150
Leaderboard +Half Banner A	\$2,350
MPU2 + Half Banner B	\$1,850
MPU3 + Half Banner B	\$1,350
Adhesive Skyscraper (Desktop Only)	\$2,500
Mobile Adhesive Banner (Mobile Only)	\$2,750

DIGITAL



**40% OPEN RATE
4% CLICK RATE**

EBLAST: Reach vascular professionals with Vascular Specialist's exclusive eBlasts—custom content that drives engagement and traffic to your landing pages.

Targeted eblast rates

Advert	Rate (per month)
Global	\$2,300
US Only	\$1,950

ENEWSLETTER: Connect with the SVS members through Vascular Specialist's twice-monthly eNewsletter featuring top editorial stories and four banner ad sizes to drive traffic directly to your site.

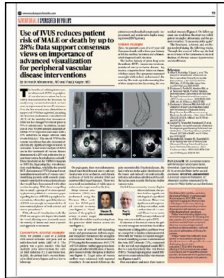
Weekly e-newsletter rates

Advert	Rate (per e-newsletter)
MPU1	\$950
Top Banner	\$875
Bottom Banner	\$750

Strategic Content Collaborations

EDUCATE OUR AUDIENCE THROUGH DEEPER-DIVE CONTENT THAT HIGHLIGHTS YOUR PRODUCT BENEFITS

ADVERTORIALS



Engage vascular professionals with sponsored content that positions your company as a thought leader. Partner with our editorial team to create compelling, credible features—either supplied by you or crafted by us—to showcase your innovations and expertise in alignment with our editorial style and standards.

Print & digital

Included in print and uploaded as a website article page

Advert	Rate
Double Page Spread	\$12,750
Full Page	\$8,250

EDUCATIONAL SUPPLEMENTS



Showcase your expertise and strengthen your brand's credibility with an educational supplement focused on topics that matter to vascular specialists. Sponsorship offers a powerful way to highlight your company, product, or device with an educational approach—distributed directly to the full Vascular Specialist readership.

Supplement rates

Educational supplements (8 pages)

Advert	Rate
8 Page Supplement	\$19,500

DISTRIBUTION PACKAGE

Distribution includes:

- Insertion placed in print version of Vascular Specialist
- Digital version placed on website at VascularSpecialistOnline.com
- eBlast of the digital edition sent to our digital subscribers
- 500 print copies for your own use
- Supplement link shared on Vascular Specialist social media channels



All for a total of
\$6,500

This package is available for both offers

Specs

ADVERTISING SPECIFICATIONS - PRINT

- Live matter: Allow 1/4 inch safety from all trim edges
- Please send a high resolution PDF of artwork in CMYK and 300dpi

Print	Specs
Full Page	Trim size: W: 10 1/2 inches x H: 13 inches Bleed size: W: 10 3/4 inches x H: 13 1/4 inches
Double Page Spread	Trim size: W: 21 inches x H: 13 inches Bleed size: W: 21 1/4 inches x H: 13 1/4 inches
1/2 Page	Advert size: W: 9 3/4 inches x H: 5 5/8 inches
Cover Tip	Trim size: W: 10 inches x H: 4 3/4 inches Bleed size: W: 10 1/4 inches x H: 5 inches
Front Page Banner	Advert size: W: 5 5/8 inches x H: 1 7/8 inches
Educational Supplement	Specs
Front Page Cover	W: 8 1/10 inches x H: 10 3/4 inches
Back Page Cover	W: 8 1/10 inches x H: 10 3/4 inches - additional 1/8 inch bleed on all sides required

Deadline: All print creative files are required by the 15th of the month prior to going to press. (Ex: October file due by September 15th).

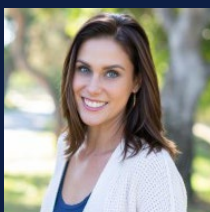
ADVERTISING SPECIFICATIONS - DIGITAL

- Please send all artworks in RGB color and 72 dpi
- Please also provide the link/url with the artwork
- Accepted file format: GIF, JPG (Animated GIFs are acceptable if the first frame conveys your message as it will NOT animate in some e-mail browsers)

Website	Specs
MPU	300 wide x 250 high pixels
Leaderboard	728 wide x 90 high pixels
Half Banner	300 wide x 100 high pixels
Mobile Adhesive Banner	350 wide x 70 high pixels
Adhesive Skyscraper	160 wide x 600 high pixels
Enewsletter	Specs
MPU	300 wide x 250 high pixels
Leaderboard	590 wide x 72 high pixels

Eblast	Specs
File Specs	· One HTML file with inline CSS only · Use table-based layout, max width 600px, center-aligned · No attachments or background images · GIFs allowed, but test for compatibility
Images	· Host on your own server with absolute URLs · Define height and width for each image · Include alt text · Maintain at least 50% text content for deliverability

Deadline: All digital artworks are required 2 weeks prior to going live or to send date.



SALES CONTACT

Nicole Schmitz

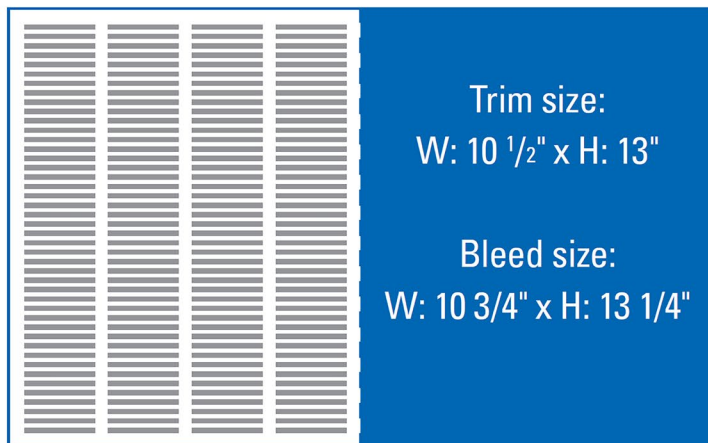
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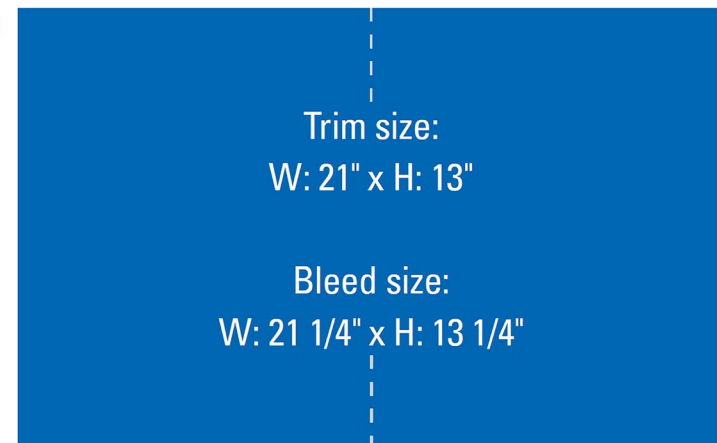
Specs (cont.)

PRINT ADVERTISING SPECS

Full
page



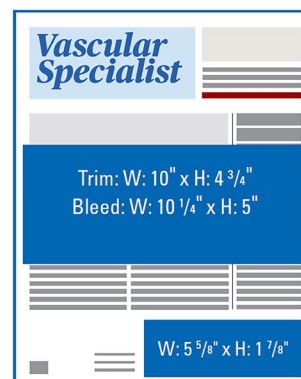
Double
page
spread



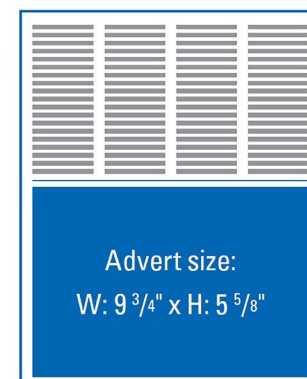
Front-
page
banner



Cover Tip



1/2
page



Journal trim size: W: 10 1/2" x H: 13"

Live matter: Allow 1/4" safety from all trim edges

Contact

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