



International Journal of MS CARE

The Official Peer-Reviewed Publication of the Consortium of Multiple Sclerosis Centers

Mission Statement

The mission of the journal is to promote multidisciplinary cooperation and communication among the global network of MS health-care professionals, with the goal of maximizing the quality of life of people affected by MS.



“It’s nice to have a journal dedicated entirely to MS instead of getting one addressing multiple neurological conditions that may not be as pertinent to my practice.”



Editorial Objectives

The primary goal of IJMMS is to publish original articles covering various clinical aspects of MS, particularly those relevant to the multidisciplinary management of the disease and its consequences. Topics include neurologic, nursing, rehabilitative, psychological, and psychosocial care and quality-of-life issues of people with MS and reflect the diversity of the journal's readership.

Why Advertise?

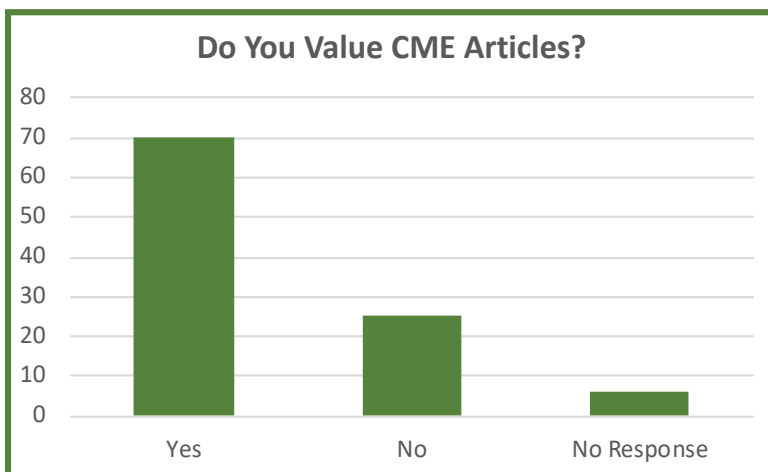
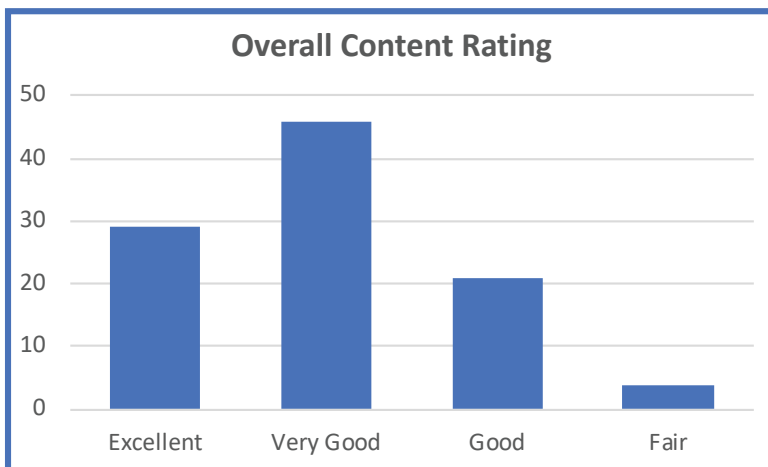
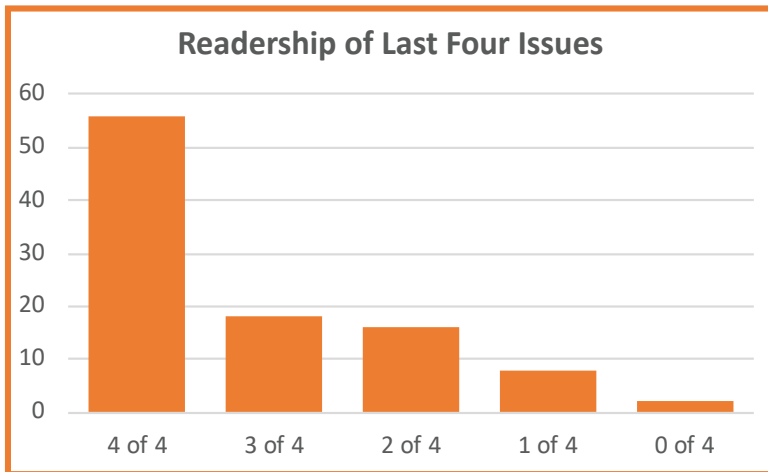
- The official journal of the CMSC and IOMSN:
The CMSC and IOMSN are the leading professional organizations in the area of multiple sclerosis.
- Published 6X in 2020, listed in pubmed central.
- The only multi-disciplinary publication dedicated to Multiple Sclerosis
- CME-Accredited article published in every issue
- Sent to all members of the CMSC: Including MD's, nurses, nurse practitioners, physician assistants, and therapists (domestic)
- Also sent to 1000 high-prescribers of MS therapies that are not currently members of the CMSC
- Over 200 member centers in the US.

Circulation (Domestic):

Neurologists/MD:	2,856
Nurse/Nurse Practitioners:	3,185
Physician Assistants:	148
Pharm/PharmD:	261
Therapists (OT, PT, LCSW):	2,172
Other:	188
Total:	8,810

Reader Feedback

We surveyed readers to determine their level of satisfaction and readership habits of the *International Journal of MS Care*.



“By limiting the information to MS, it serves as an easy reference.”

“As an MS nurse the info helps in the care of my patients by keeping me updated on current issues and new therapies.”

“The articles address many of the less common but very relevant issues for our patients that help us manage their lives.”

“Other Publications do not focus on MS but Neurology or General Medicine or Gerontology where articles of interest may appear.”



2020 Rates and Closing Dates

PUBLISHER

Joseph J. D'Onofrio
 International Journal of MS Care
 PO Box 937
 Glen Rock, NJ 07452-0937
 Phone: 201-906-2586 • Fax: 201-612-8282
 jdonofrio@delmedgroup.com

ISSUANCE AND CLOSING

First Issue: Jan/Feb 2020

Issue	Closing Date	Materials Due
January/February	1/24	1/31
March/April	3/13	3/25
May/June <i>Bonus distribution at the CMSC Annual Meeting in Orlando</i>	5/1	5/7
July/August	7/10	7/24
September/October	9/10	9/24
November/December	11/10	11/24

RATES

Effective Date and Discounts: January 2020

Agency Commission: 15%

Established: September 1999 (online only), October 2000 (print)

Frequency: 6X (J/F, M/A, M/J, J/A, S/O, N/D)

Earned Rates, Full Run: Earned rates are given to advertisers based on advertising frequency within a 12-month period (calendar year). Earned rate determined by the number of insertions. Each page, full or fractional, counts as an insertion. Each page of an insert counts as one insertion.

Demographic Rates: Contact publisher

	1X	6X	12X	24X	36X	48X	60X	72X	96X
Full Page	\$1950	\$1900	\$1850	\$1800	\$1750	\$1695	\$1645	\$1600	\$1550
1/2 Page	1250	1220	1200	1180	1150	1130	1110	1090	1050

3-4 Color: \$1,450

5-Color: \$1,600

Positions: Cover II – Earned rate plus 25%; Cover IV – Earned rate plus 50%

Inserts: Quantity – 9,200; Earned rate plus \$1,000