



We put you in front
of doctors where
they are most
comfortable,
their homes.

OMR
ONTARIO MEDICAL REVIEW

45%

of Canada's doctors
reside in Ontario.*



We deliver your message to Canada's largest physician market.

Received in the homes and offices of more than 38,000* Ontario physicians; reaching specialists, family physicians, residents and medical students.

The *Ontario Medical Review (OMR)* is an OMA member-facing publication providing in-depth articles on key health-system transformation issues, advocacy and negotiations.

Published four times annually, *OMR* is anchored by topics that position the OMA and its members as trusted and credible thought leaders among health-system stakeholders and government.

Longevity and Frequency of OMR

- **Established in 1922**
- Published Quarterly (4x/year)

Circulation and audience demographics

- Specialists (15,946)
- Family physicians (14,192)
- Residents (2,501)
- Medical students (2,426)
- Retired members (3,468)

Home and office delivery

- **73%** members receive the OMR at home
- 27% members receive the OMR at their office

45% of Canadian physicians reside in Ontario

- *86,092 physicians in Canada (reference: CMA Masterfile, January 2019)
- **38,886** physicians in Ontario (reference: CCAB Brand Report, June 2023)

77% of physician members read advertisements from OMA Advantage Partner discounts for members

- ** (reference: OMA Communications/Readership Survey, October 2019)

In-depth thought leadership articles on:

- Key health system transformation issues
- Advocacy
- Negotiations

77%

of physicians read
advertisements from
**OMA Advantage
Partner programs****

73%

members receive
OMR at home

PRINT ADVERTISING — 4 issues per year

NUMBER OF INSERTIONS	1 issue	2 issues	4 issues
4-Colour Process			
Full page	\$5,145	\$4,887	\$4,643
1/2 page (vertical or horizontal)	4,150	3,943	3,746
1/4 page	3,099	2,946	2,798
1/6 page (horizontal)	1,550	1,473	1,399
COVERS POSITIONS and DOUBLE-PAGE SPREADS			
4-Colour Process			
Inside Front Cover.....	\$6,820		
Inside Back Cover.....	\$6,772		
Outside Back Cover.....	\$8,793		
Double-Page Spread	\$8,773		
BLACK AND WHITE ONLY			
40% less than 4-colour process rate			
COMMISSION			
15% agency commission to recognized advertising agencies. No early payment discount.			
All rates are per insertion in Canadian dollars and subject to applicable taxes.			
GUARANTEED POSITION Space rate plus 20%			

SPECIFICATIONS TO SUBMIT AN ADVERTISEMENT

File format: High resolution (300 dpi) PDF format (PDF/X-1a file standard). Please be sure to embed all fonts and graphics. Colour advertisements are accepted in CMYK format (with no spot colours or OPI).

Advertisements should be submitted via email to Angelica Camacho at angelica.camacho@oma.org.

DIMENSIONS	WIDTH	DEPTH
Full Page		
Trim	8.125"	10.875"
Bleed	8.250"	11.125"
Live	7.125"	9.933"
Double Page Spread		
Trim	16.250"	10.875"
Bleed	16.500"	11.125"
1/2P Page		
vertical.....	3.377"	9.519"
horizontal	7.005"	4.961"
1/4 page	4.587"	4.304"
1/6 page horizontal	4.587"	2.152"

CIRCULATION*

38,886

*Average Qualified, CCAB Brand Report, June 2023



COPY AND CONTRACT REGULATION

1. All copy is subject to editorial approval and in certain instances (i.e. pharmaceutical advertising) PAAB approval.
2. Cancellations cannot be accepted after the insertion order closing date.

FREQUENCY

Published quarterly

2024 DEADLINE DATES

Issue	Space Closing	Material Due
Spring 2024	Jan. 12	Jan. 26
Summer 2024	April 12	April 26
Fall 2024	July 12	July 26
Winter 2024	Oct. 11	Oct. 25

CLASSIFIED ADVERTISEMENTS

classifieds.oma.org is the single point of entry for advertisers to create, book, and pay for an online classified advertisement.

To view the classified advertising packages, visit **classifieds.oma.org**

Inquiries may be directed to classifieds@oma.org

Profile

Established: 1922

Print Frequency: 4 times/year

Audience

Exclusive access to the homes of **Ontario physicians**, reaching specialists, family physicians, residents, and medical students.

Mandate

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Sent to members as a membership benefit as part of OMR news updates on the OMA website.

Published by the Ontario Medical Association

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