

ENToday

ENToday, an official publication of the Triological Society, reports on breaking news, issues, and trends in the field of otolaryngology. The publication delivers credible, up-to-the-minute, balanced reporting of technological advances, cutting edge research, and practice issues in the field, as well as expert perspectives on key areas of concern and controversy.

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Editor-in-Chief:

Robin W. Lindsay, MD, MBA

Audience:

The most comprehensive list available in otolaryngology, comprised of members of the prestigious Triological Society, and supplemented by the AMA otolaryngology list. *ENToday* uses the Triological Society member list to match against AMA physicians to capture the entire otolaryngology physician universe. This includes AMA physicians in allergy and immunology, allergy, head and neck surgery, otology/neurotology, pediatric allergy, and facial plastic surgery.

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Reach

Print	Total Print (Controlled Circulation)	14,188
	Frequency	12 issues per year
Digital	Unique Visitors on www.ENTtoday.org	63,000
	Average Monthly Page Views	11,300

From 1 January 2025 to 4 November 2025

Print Circulation by Region



■ Americas: 14,188

For More Information

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2026 Advertising Rate Card

Rates

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Ad Size	2026 Price
Full Page Mono	\$ 3,155
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Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
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Frequency Insertion Rates Mono (B/W)		
Frequency	King Page Mono	Half Page Mono
1x	\$3,155	\$2,025
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12x	\$2,780	\$1,865
24x	\$2,650	\$1,785
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,640	

Issue Deadlines

Issue number	Mail Date	Ad Closing Date	Ad Materials Due	Insert Dates
January 2026	8-Jan-26	12/08/25	12/15/25	12/16/25
February 2026	5-Feb-26	01/08/26	01/15/26	01/16/26
March 2026	5-Mar-26	02/09/26	02/17/26	02/17/26
April 2026	9-Apr-26	03/09/26	03/16/26	03/18/26
May 2026	7-May-26	04/08/26	04/15/26	04/19/26
June 2026	4-Jun-26	05/08/26	05/15/26	05/15/26
July 2026	9-Jul-26	06/08/26	06/15/26	06/18/26
August 2026	6-Aug-26	07/08/26	07/15/26	07/17/26
September 2026	10-Sep-26	08/10/26	08/17/26	08/17/26
October 2026	8-Oct-26	09/08/26	09/15/26	09/18/26
November 2026	7-Nov-26	10/08/26	10/15/26	10/16/26
December 2026	8-Dec-26	11/09/26	11/16/26	11/17/26

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Print Ad Specifications

News Magazine Trim Size

10.875" x 15"

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Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
King Page	250.825 x 352.425 mm 9.875" x 13.875"	11.125" X 15.25"
Half Page - Vertical	123.825 x 352.425 mm 4.875" x 13.875"	
Half Page - Horizontal	250.825 x 177.8 mm 9.875" x 7.0"	
Quarter Page	123.825 x 177.8 mm 4.875" x 7.0"	
Three Quarter Page - Vertical	187.325 x 346.075 mm 7.375" x 13.625"	
Three Quarter Page - Horizontal	250.825 x 254.0 mm 9.875" x 10.0"	
Island Half	187.325 x 254.0 mm 7.375" x 10.0"	
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Formats & Details

For specifications, formats, and further details see:

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