New in Practice and Guide des résidents

The CMA’s *New in Practice* guide contains everything residents need to know about transitioning to practice — in one place. Our team of practice management experts and physicians have developed the *New in Practice* guide to provide early career physicians with useful information about their new careers, including the financial, legal and administrative matters that will play key roles in their future success.

Contents include

- Evaluating practice opportunities
- The business side of medicine
- Medical billing
- Financial planning and insurance
- Medical law
- Provincial and territorial medical association information

Circulation

*New In Practice* and *Guide des residents* are produced in both English and French and distributed to residents across Canada.

PRINT: 24,500
- 14,250 mailed English
- 3,500 mailed French
- 6,500 English and French mix
  - CMA Resident Starter kits
  - Internal MD Financial offices
  - PTMAs and CMA trade shows
  - 250 for sponsor

DIGITAL
- A digital edition of *New in Practice* is also emailed to 14,000 students and residents

2016 ADVERTISING RATES

(English and French editions)

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All rates are four colour
All taxes extra

 Booking/material deadline: Feb 9, 2016
 Publication date: March 2016

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“The CMA New in Practice guide will be a great resource when I transition into practice. It’s already helped me prepare by teaching me more about the business side of medicine.”

— Kimberly Williams
Resident
Calgary, Alta