

Canada's **Lymphedema** Magazine

Pathways

Empowering patients and professionals

A full-colour, professional magazine that provides education for and information to a niche market of Canadians living with lymphedema and the various professionals who support their care.



Overview

Pathways is an official publication of the Canadian Lymphedema Framework (CLF) and produced in collaboration with its provincial affiliates. It is Canada's only lymphedema magazine and addresses the need for lymphedema awareness and education among patients, those at risk and health professionals. Originally produced three times in its inaugural year (2012), due to overwhelming response, it has already grown from 24 pages to 28 pages and in frequency to four times per year. Contributors to *Pathways* are opinion experts in the field of lymphedema who will help advance topics that address the critical issue of promoting lymphedema education and awareness.

Magazine Concept

Pathways is a collaborative effort from the CLF and key lymphedema community leaders who represent the provincial lymphedema organizations in Canada.

The magazine is *not* a newsletter with internally focused updates on association work or initiatives. The provinces create their own 4, 8 or 12 page insert to "house" this type of news and the CLF will continue with an annual report and e-communication updates on their work and initiatives.

Pathways is also *not* a medical journal that needs to be peer-reviewed and targets only clinicians, but rather a unique communication tool that addresses both health professionals and patients.

Circulation

- 2014 estimated readership of 12,000 – 15,000 per issue (based on a readership ratio of 4-5)
- Geographical breakdown ♦ Ontario 38% ♦ Western Canada 25% ♦ Eastern Canada 36% ♦ International 1%

Target audience

Markets served: lymphedema treatment centres, therapists, physicians, lymphedema educators, hospitals, universities, cancer institutions, health policy makers, breast cancer centres, support groups, industry, libraries, national and international conferences, members of provincial lymphedema community organizations, community care workers, retail distributors, patients and those at risk.

Distribution

Pathways is distributed through members of provincial lymphedema associations, the CLF distribution list and individual paid subscriptions.

Disclaimer

The CLF does not guarantee, warrant or endorse any product or service advertised in their publication. The views expressed do not necessarily represent the views of the CLF, its provincial affiliates, Editorial Committee or Directors.

Contributor and Writer Guidelines

□ Biography and photo

Please include a short biography listing your credentials that is between 30 – 50 words in length, along with a digital photograph (headshot).

□ References

All academic articles included in *Pathways* should be evidence-based, incorporating recent literature reviews of the subject covered. A minimum of **three** recent references should be included. Additional references can be attached but will be listed on the *Pathways* website, not the publication itself.

□ Headings and subheadings

We ask that you provide us with a suggested heading, subheading and suggested descriptive for the table of contents which summarizes your article and catches the readers' attention.

□ Photographs, illustrations and graphs

The design of the *Pathways* magazine includes a lot of visual elements including photographs, illustrations and graphics. Please provide suggestions to accompany your article and ensure that all photographs are in full colour, at least 300 dpi resolutions and sent as a separate attachment from your article. You must advise us whether you have received written permission to use the photographs, if taken from a website, patient or other source. If providing graphs, we will require the original graph format so we can reproduce it, if required as a picture for the magazine.

□ Callouts and Quotes

An important design element used in the magazine is the use of callouts or quotes to highlight articles. Please help us identify which components are of particular relevance by providing us with one or two short quotes or sentences from your article that we can highlight accordingly. Please note that all final callouts are at the discretion of the Editor and design team.

□ Abstract

Some of the *Pathways* articles will be condensed and translated into French in order to be included in the Quebec local insert for our French readers. Please provide your suggestion for a condensed version of your article (cut by 25%) that we would then have translated for our French version.

□ Deadlines for all advertising and article submissions

Because of strict timelines with Editorial Board reviews and publisher and printer deadlines, it is important that your article be submitted by no later than midnight of the deadline date below.

Fall 2015 Issue September Distribution	Winter 2016 Issue December Distribution	Spring 2016 Issue March Distribution	Summer 2016 Issue June Distribution
July 10, 2015	October 9, 2015	January 8, 2016	April 8, 2016

Ownership of material

All articles written for *Pathways* become the property of the Canadian Lymphedema Framework. Any content may not be reproduced without written reprint permission from the CLF.

Editorial changes

The Editorial Committee reserves all rights to make slight editorial changes to either fit into the design and layout of the particular issue or if readiness is not yet complete, to delay the article to a subsequent issue (also as a result of last minute additions of advertising copy). Only major rewrites will be reviewed with the author prior to the publication dates.

Editorial Policy on Paid Content

The Canadian Lymphedema Framework believes in protecting the credibility and integrity of contributors to our magazine. We will maintain a strict standard of publishing and journalistic ethics by adopting a **total transparency model** when it comes to editorial content. We will take every effort to make it abundantly clear what content in our magazine is advertising and what content is selected by the Editor and Editorial Committee members.

The ads will look like ads and the editorial content will look like an article or column. If we receive an ad that looks too much like editorial content, we will require the advertiser to redesign it or we will add the word “Advertisement” at the top of the page.

When we offer industry members the option of **paid content** as a benefit of their sponsorship package, we will always identify such content and disclose the nature of the sponsorship. All content is subject to the approval of the Editorial Committee and CLF Executive.

We will also make it clear to readers that the magazine and Editor/Committee does not endorse any user submission or any content expressed by a user.

Specific guidelines about our disclosures

- We will disclose if any of the writers or contributors were sponsored by a particular advertiser or company
- If the editor or writer obtained free products or service samples to write a review, we will disclose to the reader of such
- Contributors that provide endorsements or testimonials must have actually used the product or service and base their comments on personal experience. They may not provide endorsement or testimonial based on a script provided by an advertiser.
- We will not allow any content from a contributor that has invested in a product or service

*Sponsored content examples: story format, clinical trial results, case studies and research pieces. All material is subject to the approval of the CLF Executive and Editorial committee. Word count and proximity of advertisement is negotiable and at the discretion of the Editorial Committee.