The Brands of

FRONTLINE MEDICAL COMMUNICATIONS®

Frontline Medical Communications Inc. is one of the largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP level targeting and is ranked 1st in combined web and print engagements. With the launch of MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible multi-channel advertising programs. We reach 1.2 million+ physicians, NPs, PAs, and other HCPs through more than 30 media brands serving 22 distinct markets. Print reach surpasses 800,000 and extends digitally with newsletters, interactive websites, mobile apps and digital editions. FMC delivers independent professional education and medical news from on-site reporting at major medical meetings, and in collaboration with notable societies, and medical associations. FMC produces 22 live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com).

We can elevate your brand with True HCP Engagement, In Every Way, On Every Day.

- **MDedge™:** Our state-of-the-art, integrated web portal of medical news, clinical content and interactive learning opportunities, offering a streamlined, powerful and seamless user experience.
- **Frontline Oncology:** Our expanded family of print and digital media brands providing efficient and flexible opportunities to reach oncologists, hematologists, and clinicians allied to the field.
- **#1 and #2:** According to Kantar data[1] Frontline ranks #1 in combined web + print engagements – 24 million annually – and #2 in web reach[2] among physician-focused, ad supported media.
- **HCP Level Targeting/Data**: HCP targeting, engagement and analyses from our unique, integrated database. Designate your audience, segment your message, reach your target, and evaluate performance.
- **Respected content:** As content experts, FMC creates relevant, integrated, and compelling multichannel solutions that address your strategic brand imperatives. We deliver a superior level of quality, integrity and market depth – custom educational programs produced – based on the expertise of our knowledgeable, creative staff; experts in the medical, legal, regulatory review process.
- **Branded Websites and Disease-state Hubs:** Comprehensive, highly trafficked, responsive design websites with practice and policy information, clinical and practice pearls by condition; KOL analyses, interviews, and commentaries; clinical guideline updates; and other interactive features. We build custom microsites/resource centers too!
  - **Project Journey:** An immersive content experience for HCPs includes a patient's "Journey" in a specific therapeutic area, with HCP, Caregiver and Patient perspectives.
  - **Specialty Focus Channels:** the best and latest news and clinical content by disease-state.
  - **MD-IQ™ | Clinician-IQ™**: Weekly challenges for HCPs to test their clinical knowledge.
  - **ClinicalEdge®:** Weekly "short-form" must-read updates from the latest clinical literature.

Click on any logo to advance to the media brand's profile, reach, and sales contacts.

ACS Surgery News
AJO The American Journal of Orthopedics
Cardiology News
CHEST Physician
Clinical Endocrinology News
Clinical Neurology News
Clinical Psychiatry News
Clinician Reviews
cosmetic DERMATOLOGY
Current Psychiatry
cutis
Dermatology News
EMERGENCY MEDICINE
Family Practice News
FEDERAL PRACTITIONER
The Gastric Cancer Journal
GI & HEPATOLOGY NEWS
The NEW GASTROENTEROLOGIST
Hematology News
The Hospitalist
IDPractitioner
Internal Medicine News
The Journal of Community and Supportive Oncology
THE JOURNAL OF FAMILY PRACTICE
Journal of HOSPITAL MEDICINE
NEUROLOGY REVIEWS
OBG MANAGEMENT
Ob.Gyn. News
Oncology Practice.com News. Views. Research.
Pediatric News
PHYSICIANS' TRAVEL & MEETING GUIDE
PowerBuy: Family Practice News + Internal Medicine News
PowerBuy2: The Journal of Family Practice + Cleveland Clinic Journal of Medicine
Rheumatology News
the SARCOMA JOURNAL
Seminars in Cutaneous Medicine and Surgery
THORACIC SURGERY NEWS
Vascular Specialist

[1]June 2016 Medical Surgical Readership and Website Usage Studies, MARS Medical Online System Reach Analysis.

[2]Based on Frontline's analysis of reported total reader/website visitor metrics among measured, MD-focused, ad-supported media.

Visit us at www.frontlinemedcom.com for details on additional sponsorship or advertising solutions.

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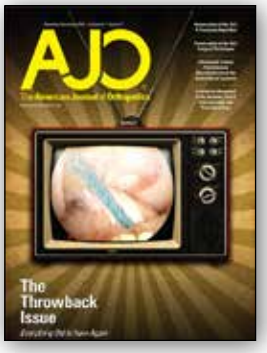
ACS Surgery News®

ACS Surgery News is the official news publication of the American College of Surgeons. General surgeons rely on *ACS Surgery News* every month to cover the world of surgery with breaking news, on-site meeting coverage, and expert perspectives in print and online. It is the official newspaper of the world's largest surgical association and has been published since 2005. Our independent reporting gives surgeons the informational edge to stay up to date on the latest advances in surgery, and is available online in PDF and as an interactive digital format accessible through the *ACS Surgery News* app. News from ACS keeps active members up to date on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists. *ACS Surgery News* can be found online at www.mdedge.com/acssurgerynews. This site provides news and views that matter to surgeons in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Surgeons can join the conversation through commentary, blogs, Facebook, and Twitter. *ACS Surgery News* is the best way for surgeons to stay current, save time, and gain perspective.

Brand Audit Reach*: 81,690
Frequency: 12x
Contacts: Artie Krivopal, Mark Branca



The American Journal of Orthopedics®

The primary goal of *The American Journal of Orthopedics* is to provide timely, practical, and readable clinical and technical information of the highest caliber to the orthopedic surgeon in everyday practice. We present comprehensive, peer-reviewed, and clinically relevant review articles, original studies, case reports, and practical department features, including Practice Management, Imaging Series, Orthopedic Technologies and Techniques, and Tips of the Trade. The content of each issue is enhanced by multimedia resources, expert commentary, e-publications, eNewsletters, editorials from our Resident Advisory Board, online polls, and the latest news, available on our website, www.mdedge.com/amjorthopedics. *The American Journal of Orthopedics* publishes original research studies referenced in Index Medicus/Medline, making it a much-needed vehicle for research, and one that delivers the research findings to the universe of US orthopedic surgeons while also providing high-appeal expert opinion through its invited series. *The American Journal of Orthopedics* strives to provide its readers with a variety of topics, taking into account the diversity of practice interests, including surgical procedures, diagnosis and treatment, arthroscopy, sports medicine, trauma, pediatric and geriatric orthopedics, and rehabilitation.

Brand Audit Reach*: 78,667
Frequency: Bimonthly
Contacts: Bob Brawn, Mark Branca

Cardiology News®

Cardiology News is the leading independent newspaper for the cardiologist. Readers rely on *Cardiology News* for breaking news, topical features, and insightful commentary—in a clear, concise, accessible online format—that can be used daily in practice. *Cardiology News* is published monthly and circulates to more than 30,000 cardiovascular specialists and related subspecialists in a print format. All articles are researched, written, and produced by professional medical journalists. *Cardiology News* can also be found online at www.mdedge.com/ecardiologynews. This site provides news and views that matter to cardiologists in a timely and interactive format. With award winning daily news coverage and stories from the print publication, physicians can get immediate information online. They can join the conversation through commentary, blogs, Facebook, and Twitter. *Cardiology News* is the best way for physicians to stay current, save time, and gain perspective.

Brand Audit Reach*: 60,889
Frequency: 12x
Contact: Valerie Bednarz

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*

CHEST® Physician

CHEST Physician is the official newspaper of CHEST. Readers rely on *CHEST Physician* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Over 17,000 specialists in pulmonary disease and critical care medicine rely on *CHEST Physician* every month to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. Launched in partnership with CHEST, *CHEST Physician*'s independent reporting keeps specialists up to date with the latest clinical and practice economics news, and provides news from CHEST to keep members informed on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists. *CHEST Physician*'s website, www.mdedge.com/chestphysician, is the online multimedia destination of *CHEST Physician*. This site provides news and views that matter to cardiopulmonary and critical care specialists in a timely and interactive format. With award-winning daily news coverage, physicians can get immediate information online. They can join the conversation through commentary, blogs, Facebook, and Twitter. *CHEST Physician* is the best way for physicians to stay current, save time, and gain perspective.

***Brand Audit Reach: 28,606**
Frequency: 12x
Contacts: Mark Branca, Angela Labrozzi

Clinical Endocrinology News®

Clinical Endocrinology News is the leading independent news source for the endocrinologist. Readers rely on *Clinical Endocrinology News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Clinical Endocrinology News* is published monthly and circulates to more than 16,700 endocrinology specialists and related subspecialists in print. All articles are researched, written, and produced by professional medical journalists. *Clinical Endocrinology News* can be found online at www.mdedge.com/clinicalendocrinologynews. This site provides news and views that matter to endocrinologists in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can join the conversation through commentary, blogs, Facebook, and Twitter. *Clinical Endocrinology News* is the best way for endocrinologists to stay current, save time, and gain perspective.

Brand Audit Reach*: 32,810
Frequency: 12x
Contact: Tracey Sears

Clinical Neurology News®

Clinical Neurology News is a leading independent web site with clinical and practice economics news and commentary tailored to the clinical neurologist. Readers rely on *Clinical Neurology News* (www.mdedge.com/clinicalneurologynews) clear, concise, accessible format for daily updates in their specialty. All articles are researched, written, and produced by professional medical journalists in a timely and interactive format. Award-winning coverage is immediately accessible online and through e-blasts and e-newsletters. Neurologists can also join the conversation through commentary, blogs, Facebook, and Twitter. With *Clinical Neurology News*, physicians can stay current, save time, and gain perspective.

Brand Reach: 21,752 (unique browsers; email)
Digital only
Contact: Joshua Norton

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*

Clinical Psychiatry News®

Clinical Psychiatry News is the leading independent news source for the practicing psychiatrist. Readers rely on *Clinical Psychiatry News* for daily, specialty-specific news and insightful commentary in a clear, concise, accessible format. The print edition of *Clinical Psychiatry News* is published monthly and circulates to over 42,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by professional medical journalists. *Clinical Psychiatry News* can be found online at www.mdedge.com/clinicalpsychiatrynews. Each day, our award-winning news coverage is updated and includes physician commentaries that add perspective on how the news matters to the way psychiatrists practice. Columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists can join the conversation through online commentary on articles, and via social media sharing through Facebook and Twitter. *Clinical Psychiatry News* is the best way for psychiatrists to stay current, save time, and gain perspective.

Brand Audit Reach*: 101,236
Frequency: 12x
Contact: Tracey Sears

Clinician Reviews®

Clinician Reviews is a leading source of peer-reviewed clinical content and practical professional news that engages PAs and NPs in a collaborative and collegial approach to health care. For 27 years, *Clinician Reviews* has kept NPs and PAs in primary care up to date on the latest advances and developments in all aspects of clinical practice. *Clinician Reviews*, endorsed by the American Society of Endocrine PAs, the International Organization of Multiple Sclerosis Nurses, the National Kidney Foundation-Council of Advanced Practitioners, and National Organization for Rare Disorders, serves the combined NP/PA market. The *Clinician Reviews* website (www.mdedge.com/clinicianreviews) provides a portal to multiple CE/CME offerings, in-depth clinical review articles, and interactive medical quizzes in dermatology, cardiology, and radiology. The App and Digital Edition are an easy-to-access online replica of the monthly print edition. Daily Rounds e-newsletters are delivered to an average of 70,000 engaged NPs and PAs to alert them about what's new and relevant to their practice. In addition, *Clinician Reviews* presents the Cardiovascular & Respiratory Summit (CARPS) and the Metabolic & Endocrine Disease Summit (MEDS), a live educational event for NPs and PAs. *Clinician Reviews* connects to NPs and PAs instantly via social media outlets.

Brand Audit Reach*: 245,020
Frequency: 12x
Contacts: Josh Prizer, Ken Watkins

Cosmetic Dermatology®

Cosmetic Dermatology has long-standing history of educating dermatologists, facial plastic surgeons, cosmetic surgeons, and physicians in other related fields on the rapid advances occurring in the field of cosmetic rejuvenation. *Cosmetic Dermatology* is published with sponsorship only and mailed as a supplement to *Cutis*. The archive of previously published content resides on the *Cutis* website under the Aesthetic Dermatology topic page. This peer-reviewed content continues to enhance the physician's ability to repair, improve, and renew the skin.

Contact: Sharon Finch

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*

Current Psychiatry®

Current Psychiatry is the leading peer-reviewed source of practical, evidence-based information that is valued by psychiatric clinicians. As the #1 A-size clinical review publication in both readers and exposures,* *Current Psychiatry* reaches 44,502 office- and hospital-based psychiatrists/AP clinicians with solutions to common clinical problems in daily practice. In addition to print, the *Current Psychiatry* website, www.mdedge.com/currentpsychiatry, offers a robust multichannel platform to advertisers including: online, live events, custom educational programs, and our partnership with *Annals of Clinical Psychiatry*, the official publication of the American Academy of Clinical Psychiatrists.

Annals of Clinical Psychiatry provides an international forum for exploring the etiology, diagnosis, and treatment of psychiatric disorders, publishing high-quality, peer-reviewed articles focused on advancing patient care including original research, timely reviews, case reports, letters to the editor, and book reviews. Annals is distributed to the members of the American Academy of Clinical Psychiatrists, quarterly, February, May, August, and November. Full-text articles are available online at www.aacp.com and through bonus distributions at the AACP's educational meetings and other psychiatric meetings. Indexed with the National Library of Medicine, the journal has a 2015 impact factor of 1.583. Donald W. Black, MD, Professor of Psychiatry at the University of Iowa is the Editor-in-Chief. Current and archived issues, benefits of membership, annual meetings, and more information about AACP is available at www.aacp.com.

*June 2016 Kantar Media Medical/Surgical Multispecialty Readership Data ©

Brand Audit Reach*: 260,116
Frequency: 12x
Contact: Sharon Spector

CUTIS®

Cutis is a monthly peer-reviewed journal referenced in Index Medicus/MEDLINE that provides concise clinical articles focusing on the practical side of dermatology. An educational resource for 52 years, dermatologists incorporate the diagnosis and treatment information presented in *Cutis* articles into patient care. Readers also become aware of new products and services through case reports, original research, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. According to a recent survey,* 80% of respondents indicated that content from an indexed publication (Index Medicus/PubMed) is more credible than from a non-indexed publication. The *Cutis* website, www.mdedge/cutis, features an extensive archive of quality clinical content that provides readers with tools for point of care. Photo challenges are ranked most valuable by readers, followed by current issue contents.* Other sources of original content online include disease state pages, latest news, multimedia, and physician blog entries. Online content for residents to aid dermatologists in-training include monthly resident columns, fast facts for board review with practice questions, and quizzes. *Cutis* is partners with the Association of Military Dermatologists (AMD) whereby *Cutis* is the official journal of the organization. A quarterly Military Dermatology column in the journal focuses on skin diseases that readers may see in their practices but an area in which AMD physicians have extensive expertise to share.

*Source: Cutis Reader Input and Evaluation Study (August 2016)

Brand Audit Reach*: 54,353
Frequency: 12x
Contact: Sharon Finch

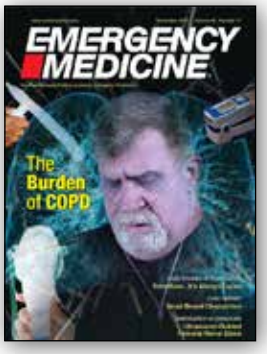
Dermatology News®

For over 46 years *Dermatology News* has been the leading independent newspaper for medical, surgical, and aesthetic dermatology. Readers rely on *Dermatology News* for specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format that can be used daily in practice. *Dermatology News* is published monthly and circulates to more than 15,800 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and physician assistants. All articles are researched, written, and produced by experienced medical journalists. Daily news updates and commentary from *Dermatology News* can be found online at www.mdedge.com/edermatologynews. This site provides even more specialty-specific news and views organized by clinical "specialty focus" topics in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Dermatologists can join the conversation by commenting online at the site, and by sharing articles via social media, including Facebook and Twitter. *Dermatology News* is the best way for dermatology specialists to stay current, save time, and gain perspective.

Brand Audit Reach*: 34.993
Frequency: 12x
Contacts: Sally Cioci

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*



Emergency Medicine®

For more than 40 years, *Emergency Medicine* has been the only practical, clinical publication for the specialty, reaching office- and hospital-based physicians in emergency medicine. *Emergency Medicine* provides state-of-the-art review articles with hands-on information in a precise, reader-friendly format. The *Emergency Medicine* website, www.mdedge.com/emed-journal, is more than just a portal to the print publication's review articles, case studies, and departments. The site offers daily news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect how emergency physicians practice. MD-IQ™ quizzes round out the interactive offerings. eNewsletters are a practical tool for alerting emergency physicians to what's new and relevant to their practice.

Brand Audit Reach:* 72,478
Frequency: 12x
Contacts: Bob Brawn, Mark Branca

Family Practice News®

For 46 years, *Family Practice News* has been the leading independent newspaper for the family physician. With news in perspective and insightful commentary—in a clear, concise, accessible format—*Family Practice News* keeps busy physicians up to date on clinical advances that impact their daily practice of medicine. *Family Practice News* is published 20 times per year and circulates to more than 96,000 family physicians and related subspecialists. All articles are researched, written, and produced by professional medical journalists. *Family Practice News* can be found online at www.mdedge.com/familypracticenews. This site is updated daily with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. The site also features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Family physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Family Practice News* is the best way for family physicians to stay current, save time, and gain perspective.

Brand Audit Reach*: 198,756
Frequency: 20x
Contact: Gina Bennicasa, Jodi Smith

Federal Practitioner®

Founded in 1984, *Federal Practitioner* is a monthly peer-reviewed clinical journal serving more than 35,000 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. The journal publishes case reports, clinical review articles, original research, editorials, columns, as well as in-depth profiles of new programs and procedures within the federal health care system. *Federal Practitioner* aims to meet the unique needs of those practicing within the federal health care community by keeping the readership apprised of practice guidelines pertinent to treating the nation's armed forces and veterans and by recognizing the distinct health care perspective these readers possess. In addition, the *Federal Practitioner* website (www.mdedge.com/fedprac) is a robust resource that features monthly digital editions and audiocasts, the digital edition of the Directory of VA and DoD Health Care Facilities, webcasts, a blog community, special issues and supplements, and web-exclusive content, all with a federal health care perspective. Fed Prac also has an established app that features all regular issues, special issues, supplements, and the Directory.

Brand Audit Reach: 35,468 (print only)
Frequency: 12x
Contacts: JoAnn Wahl, Lea Drag

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*

The Gastric Cancer Journal™

The Gastric Cancer Journal™, official publication of No Stomach For Cancer (NSFC), www.nostomachforcancer.org, a leading gastric cancer patient advocacy organization, is a conduit to inform and educate physicians and allied healthcare professionals (HCPs) on the latest research, prevention, diagnosis and treatments for gastric cancer and hereditary forms of gastric cancer. Published quarterly by Frontline Oncology, *The Gastric Cancer Journal*™, (www.gastriccancerjournal.org) addresses the needs of clinical oncologists and other HCPs involved in gastric cancers by providing professional resources covering the most current medical news and educational content on these cancer types. The journal supports NSFC's activities focused on awareness, education, clinical trials, throughout the U.S. and abroad, bringing together members of the medical and scientific community and genetic counselors, to support screening and early detection, as part of the continuum of care.

Brand Reach: 10,000
Frequency: 3x in 2017; Quarterly in 2018
Contact: Frank Iorio, Kevin Dunn, Devin Gregorie

GI & Hepatology News®

GI & Hepatology News is the official newspaper of the AGA Institute. Nearly 18,000 gastroenterologists and hepatologists rely on *GI & Hepatology News* every month to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the AGA Institute was launched in partnership with Frontline Medical Communications in January 2007. Our independent reporting focuses on impacting the way gastroenterologists practice medicine and news from the AGA Institute keeps active members up to date on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists. www.mdedge.com/gihepnews is the online destination of *GI & Hepatology News*. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can join the conversation through commentary, blogs, Facebook, and Twitter. *GI & Hepatology News* is the best way for physicians to stay current, save time, and gain perspective.

The New Gastroenterologist™

The New Gastroenterologist is a quarterly supplement to *GI & Hepatology News*. It is available in print, as a mobile app and via an online digital edition accessible at www.mdedge.com/gihepnews. *The New Gastroenterologist* features updates on hot clinical topics, perspectives on post-fellowship career pathways, primers on pertinent financial and insurance topics, inspiring stories from our GI colleagues, and other resources that will be useful to the young GI community.

Brand Audit Reach*: 34,256
Frequency: 12x
Contacts: Mark Branca, Jim Cunningham, Kevin Dunn, Artie Krivopal

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*

Hematology News®

Hematology News is the new tabloid publication that will provide indispensable information relevant to the practice of hematology. Through coverage of important clinical research at medical meetings and published in journals, with commentaries that put these advances in perspective, *Hematology News* strives to be useful, relevant, and of high interest to the practicing hematologist. The print-version tabloid *Hematology News* monthly publication was created in response to the wide acceptance of the *Hematology News* website. Research has uncovered many unmet needs in hematology that will be addressed in *Hematology News*. The *Hematology News* online (www.mdedge.com/hematologynews) and print franchise is the latest product rollout undertaken by the publishers of *Internal Medicine News* who have nearly 50 years of experience in the medical news and commentary for specialty physicians. With a staff of experienced medical journalists, the *Hematology News* brand goes beyond just important papers, opinion pieces, and meeting reports, to address more underlying controversies. It will also include unique features and address the impact of trends in practice management and health care policy.

Brand Reach: 16,800 (unique browsers; email) print (estimated)14,250
Frequency: 12x
Contact: Frank Iorio, Jim Cunningham, Kevin Dunn, Devin Gregorie

The Hospitalist®

The Hospitalist is the official newsmagazine of the Society of Hospital Medicine. Now in its 20th year of publication, *The Hospitalist* reports on issues and trends in the practice of hospital medicine. *The Hospitalist* reaches more than 30,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine. Articles are written by professional journalists and physicians in the field of hospital medicine. Each issue also includes opinions from a variety of industry leaders, including the Society of Hospital Medicine's board of directors, as well as experts in clinical care, practice management, and quality improvement. In addition to the monthly magazine, *The Hospitalist* regularly publishes articles and information to its website, www.the-hospitalist.org. *The Hospitalist* also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward clinicians in hospital-based settings. *The Hospitalist* is the best way for physicians to stay current, save time, and gain perspective.

Brand Reach: 33,200 (print only)
Frequency: 12x
Contact: Mark Branca, Angela Labrozzi

IDPractitioner™

IDPractitioner is the independent, digital resource that provides indispensable information relevant to infectious disease practitioners. As leaders with over 50 years of experience in medical news and commentary for specialty physicians, FMC will provide thorough coverage of important clinical research with insightful commentaries that put advances into perspective. The site (www.mdedge.com/idpractitioner) is updated throughout the day with specialty-specific news and commentaries, physician-written columns, MD-IQ™ quizzes, ClinicalEdge® summaries, as well as business and regulatory issues that impact their daily practice of medicine. Multimedia coverage includes videos, podcasts, and special reports. In addition, an exciting new social media technology from watzan, named zen, will personalize the user experience enabling clinicians to discover relevant content quickly and easily and customize content they receive. With *IDPractitioner*, FMC endeavors to provide useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians.

List size: 12,635
Digital only
Contact: Devin Gregorie

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

▶ *Click on any journal cover to go to the website.* ▶ *Click on contact for phone and email information.*

Internal Medicine News®

For 49 years, *Internal Medicine News* has been the leading independent newspaper for internal medicine. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Internal Medicine News* keeps busy physicians up to date on clinical advances that impact their daily practice of medicine. *Internal Medicine News* is published 20 times per year and circulates to more than 110,000 general internists and related subspecialists. All articles are researched, written, and produced by professional medical journalists. *Internal Medicine News* can also be found online at www.mdedge.com/internalmedicinenews. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. The site also features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Internal Medicine News* is the best way for physicians to stay up to date, save time, and gain perspective.

Brand Audit Reach*: 192,443
Frequency: 20x
Contact: Gina Bennicasa, Jodi Smith

The Journal of Community and Supportive Oncology®

JCSO (*The Journal of Community and Supportive Oncology*) is a web-based peer-reviewed journal that features Original Research and Review articles, Case Reports, and How We Do It essays in clinical oncology and supportive care. It is also available as a bimonthly digital edition. The highly engaged readership is comprised of 17,000 practice-based medical oncologists and hematologists, supportive care specialists, and mid-level providers. JCSO's in-depth clinical content provides advertisers with a conduit to significant MD and HCP engagement – a 2016 readership survey showed that almost 60% of JCSO readers incorporate the information presented in the journal into patient care, and according to 2016 Kantar data, JCSO is a leader in average time spent per session at 16.7 minutes. JCSO is a sister site to *Oncology Practice* and *Hematology News*, and their combined reach would deliver complete market coverage to HCPs in team-based oncology care.

Brand Reach: 17,000
Frequency: Digital Only
Contacts: Frank Iorio, Devin Gregorie, Josh Norton

The Journal of Family Practice®

The Journal of Family Practice is a peer-reviewed and indexed journal that provides its more than 97,000 family physician readers with timely, practical, and evidence-based information that they can immediately put into practice. Research and applied evidence articles, plus patient-oriented departments like Practice Alert, PURLs, and Clinical Inquiries can be found in print and online at www.mdedge.com/jfponline. The website, which logs an average of 93,000 visitors every month, also offers audiocasts and videos by physician specialists and interactive features like the Resident's Rapid Review quiz and Photo Rounds Friday—a weekly diagnostic puzzler.

Brand Audit Reach*: 264,019
Frequency: 12x
Contacts: Josh Prizer, Geoff Watkins

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

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Journal of Hospital Medicine®

Journal of Hospital Medicine (JHM) is the only peer-reviewed, ISI-indexed research publication devoted to the specialty of hospital medicine. JHM features evidence-based clinical research and review articles across a diverse range of topics that improve hospital care, solve clinical problems, advocate safety, and instruct on techniques and guidelines for performing research. Our readers consist of physicians and health care professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world. Visit our website at www.journalofhospitalmedicine.com.

Brand Reach*: 10,700 (print only)
Frequency: 12x
Contacts: Mark Branca, Angela Labrozzi

Neurology Reviews®

Neurology Reviews is the first and original news source in neurology. *Neurology Reviews* has a 24-year history of providing independent, unbiased news to neurologists and clinicians interested in the neurosciences. *Neurology Reviews* covers medical conferences and clinical research findings, as well as specialty trends, expert opinions, and the breadth of influences affecting the practice of neurology. Experienced medical journalists deliver timely and relevant news affecting the practice of neurology and all its subspecialties. In addition to the monthly print issue reaching nearly 23,000 neurologists and clinicians interested in neuroscience, the *Neurology Reviews* website, www.mdedge.com/neurologyreviews, features timely on-site conference reporting, audio and video interviews with researchers, expert commentaries, disease-specific microsites, self-assessment quizzes, patient handouts, supplements and sponsored multimedia educational programs, a calendar of relevant medical meetings, and a career center listing job openings around the country.

Brand Audit Reach*: 64,983
Frequency: 12x
Contacts: Elizabeth Katz, Toni Haggerty

OBG Management®

OBG Management is a proven, long-time leader in delivering expert, relevant, evidence-based, and award-winning clinical content, as well as timely practice management information that women's health care specialists need to care for the next woman who walks into their practice. *OBG Management* is led by a select Editorial Board, elite professionals representing all areas of obstetrics and gynecology, and Editor-in-Chief Robert L. Barbieri, MD, Kate Macy Ladd Professor of Obstetrics, Gynecology and Reproductive Biology, at Harvard Medical School in Boston. Through its award-winning website, www.mdedge.com/obgmanagement, articles appearing in *OBG Management* are interactively reinforced with surgical technique and expert commentary videos and audio interviews with leading authorities in their fields. A consistent leader in delivering readership and exposures over its 28-year history, *OBG Management* ranks #1 in APEX and average page exposures, outperforming all other journals in the specialty.*

*Source: June 2016 Medical/Surgical Readership Study, Obstetrics/Gynecology. © 2016 Kantar Media.

Brand Audit Reach*: 185,519
Frequency: 12x
Contact: Dianne Reynolds

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Ob.Gyn.News®

Since 1966, *Ob.Gyn. News* has been the leading independent newspaper for obstetricians/gynecologists. Now in its 51st year of serving our physician readers' need for breaking news and insightful commentary—in a clear, concise, accessible format—that keep busy physicians up to date on clinical advances that impact their daily practice of medicine. *Ob.Gyn. News* is published monthly and circulates to more than 42,000 obstetricians/gynecologists and related subspecialists. All articles are researched, written, and produced by professional medical journalists. *Ob.Gyn. News* website, which can be found at www.mdedge.com/obgynnews, is the online destination and multimedia property of *Ob.Gyn. News*. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Ob.Gyn. News* is the best way for the obstetrician/gynecologist to stay up to date, save time, and gain perspective.

Brand Audit Reach*: 113,583
Frequency: 12x
Contact: Dianne Reynolds, Monique Michowski

OncologyPractice™

OncologyPractice provides busy oncologists and cancer care professionals, easy access to the latest on cancer treatments, emerging trends, and practice economics. This monthly, all-digital report includes commentary and analysis, giving busy clinicians news they can use at their convenience, with the ability to quickly share content via email and social media. *OncologyPractice* displays a user-friendly print-like format, but enhances meeting coverage and journal reports with both audio and video features. Each issue includes clinical developments arranged by tumor site, commentary from thought leaders and patient advocates, updates on health care policy and regulations that affect the physician's practice, and links to related content, online exclusives, and other resources. *OncologyPractice*, which can be found at www.mdedge.com/oncologypractice, offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites. With award-winning daily news coverage, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.

Brand Reach: 65,740 (unique browsers; email)
Digital only
Contact: Frank Iorio, Devin Gregorie

Pediatric News®

For 50 years, *Pediatric News* has been the leading independent newspaper for pediatricians. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Pediatric News* keeps busy physicians up to date on clinical advances that impact their daily practice of medicine. *Pediatric News* is published monthly and circulates to over 60,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by professional medical journalists. *Pediatric News* can be found online at www.mdedge.com/pediatricnews. This site is updated throughout the day with news that includes Views on the News—expert clinician commentary on how the news affects medical practice in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Pediatric News* is the best way for pediatricians to stay up to date, save time, and gain perspective.

Brand Audit Reach*: 122,479
Frequency: 12x
Contact: Sally Cioci

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Physicians' Travel & Meeting Guide®

PTMG.com (Physicians' Travel & Meeting Guide) is a comprehensive databank of domestic, international online CME and non-accredited medical meetings based on specialty. It features extensive listings of over 2,000 future medical meetings, searchable by date, specialty, location, and keyword. Updated daily, each listing contains the sponsoring organization, the topic or title of the meeting, the credits available, registration fee, recreational activities, and special events for attendees, contact information and registration opportunities. This website (www.PTMG.com) regularly issues eNewsletters highlighting meetings of interest by specialty.

Brand Reach: 38,094 (unique browsers; email)
Frequency: Digital Only
Contact: Julian Knight

PowerBuy®

For 46 years, *Family Practice News* has been the leading independent newspaper for the family physician. For 49 years, *Internal Medicine News* has been the leading independent newspaper for internal medicine. Readers rely on *Family Practice News* and *Internal Medicine News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Published twenty times per year, the newspapers circulate to more than 203,000 physicians. All articles are researched, written, and produced by professional medical journalists.The online destinations of *Family Practice News* and *Internal Medicine News* can be found at mdedge.com/ familypracticenews and mdedge.com/ internalmedicinenews. Both sites are updated throughout the day with specialty specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. The sites also feature commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Family Practice News* and *Internal Medicine News* are the best way for physicians to stay up to date, save time, and gain perspective.

Brand Audit Reach*: FPN: 198,756 IMN: 192,443
Frequency: 20x
Contacts: Gina Bennicasa, Jodi Smith

PowerBuy2®

PowerBuy2 brings together the top peer-reviewed clinical, indexed primary care journals, *The Journal of Family Practice* and *Cleveland Clinic Journal of Medicine*. JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency. Buy both and earn a 15% discount off each journal. *The Journal of Family Practice*, published monthly, by Frontline Medical Communications, provides its more than 97,000 family physician readers, with timely, practical, and evidence-based information that they can immediately put into practice. *Cleveland Clinic Journal of Medicine*, also published monthly by Cleveland Clinic, provides its more than 100,000 readers with up-to-date, practical, clinical information relevant to internal medicine, cardiology and related fields. Readers depend on both of these publications for practical clinical information that is immediately applicable to day-to-day practice.

Brand Audit Reach: JFP: 97,446 (print only) CCJM: 105,913 (print only)
Frequency: 13x
Contacts: Josh Prizer, Geoff Watkins

*Brand Audit Reach is the 6 month average shown on June '16/July '16 BPA statements, including print, email and unique browsers unless otherwise noted above. Current digital reach likely higher; contact your sales representative for the latest data.

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Rheumatology News®

Rheumatology News is the leading independent newspaper for the practicing rheumatologist. With specialty focused news and insightful commentary—in a clear, concise, accessible format—*Rheumatology News* keeps busy rheumatologists up to date on clinical advances that impact their daily practice of medicine. *Rheumatology News* is published 18x per year and circulates to 7,500 rheumatologists and selected primary care physicians. All articles are researched, written, and produced by professional medical journalists. *Rheumatology News* can be found online at www.mdedge.com/rheumatologynews. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Rheumatologists can join the conversation through commentary, Facebook, and Twitter. *Rheumatology News* is the best way for physicians to stay up to date, save time, and gain perspective.

Brand Audit Reach*: 27,766
Frequency: 18x
Contact: Jeanne Gallione

The Sarcoma Journal™

The *Sarcoma Journal*™, official publication of the Sarcoma Foundation of America (SFA), www.curesarcoma.org, a leading sarcoma patient advocacy organization, is a conduit to inform and educate physicians and allied healthcare professionals (HCPs) on the latest research and leading treatments for soft/connective-tissue tumors. Published quarterly by Frontline Oncology, *Sarcoma Journal*™ (www.sarcomajournal.org) addresses the needs of oncologists, pediatric oncologists and other HCPs treating sarcomas by providing professional resources covering the most current medical news, diagnosis and treatment information on these cancer types. The journal supports SFA's activities focused on funding research, increasing awareness, and providing information on clinical trials throughout the U.S. By facilitating communication among the medical and scientific community, *The Sarcoma Journal*™ seeks to support early detection, patient education, and more rapid developments of new and better sarcoma treatments, as part of the continuum of care.

Brand Reach: 10,000
Frequency: 3x in 2017; Quarterly in 2018
Contact: Frank Iorio, Kevin Dunn, Devin Gregorie

Seminars in Cutaneous Medicine and Surgery®

Over 2,000 recipients, including paid subscribers and requesting dermatologists, published quarterly. Started in 1981, Seminars devotes each issue to a single clinical topic of importance to the practicing dermatologist and presents well-rounded and authoritative discussions of important clinical areas, especially those undergoing rapid change in dermatology. Visit our website at www.scmsjournal.com.

Brand Audit Reach: 2,046 (print only)
Frequency: 4x
Contact: Sally Cioci

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Thoracic Surgery News®

Thoracic Surgery News, an official publication of the American Association for Thoracic Surgery, is produced in partnership with Frontline Medical Communications. More than 5,000 thoracic surgeons worldwide rely on *Thoracic Surgery News* to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the world's premier thoracic surgery association has been published since 2005. Our independent reporting focuses on keeping thoracic surgeons up to date on the latest developments that influence patient treatment and care. Our news from AATS keeps members up-to-date on educational opportunities, practice trends, and policy initiatives. All articles are researched, written, and produced by professional medical journalists. Online, *Thoracic Surgery News*, www.mdedge.com/thoracicsurgerynews, provides news and views that matter to thoracic surgeons in a timely and interactive format. Award winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Thoracic surgeons can join the conversation through commentary, Facebook, and Twitter. *Thoracic Surgery News* is the best way for thoracic surgeons to stay current, save time, and gain perspective.

Brand Audit Reach*: 16,845
Frequency: 12x
Contacts: Bob Brawn, Mark Branca

Vascular Specialist®

Vascular Specialist is the official publication of the Society for Vascular Surgery and is produced in partnership with Frontline Medical Communications. More than 5,100 vascular surgeons, interventional cardiologists, vascular and interventional radiologists, and other vascular medicine specialists rely on *Vascular Specialist* to cover the world of vascular surgery with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. Since 2005, *Vascular Specialist* has provided independent reporting focused on keeping vascular specialists up to date on the latest developments that influence patient treatment and care and our news from SVS section keeps members up-to-date on educational opportunities, practice trends, and policy initiatives. All articles are researched, written, and produced by professional medical journalists. Online, *Vascular Specialist*, www.mdedge.com/vascularspecialistonline, provides news and views that matter to physicians in a timely and interactive format. Award winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can join the conversation through commentary, Facebook, and Twitter. *Vascular Specialist* is the best way for vascular physicians to stay current, save time, and gain perspective.

Brand Audit Reach*: 13,865
Frequency: 12x
Contacts: Valerie Bednarz, Mark Branca

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