

Introducing

RARE PEDIATRIC DISEASES

SPECIAL REPORT 2019

THE RARE PEDIATRIC DISEASES SPECIAL REPORT FEATURES:

- Focus on pediatric diseases, genetic testing, and gene therapies from clinical and patient perspectives, tying the critical support network within the community to clinical diagnosis and treatment.
- Your advertising message will be included in the *Special Report* and polybagged with the November 2019 issue of *Pediatric News*.
- A Readership Survey conducted post publication to assess a reader's engagement and interest. The Executive Summary of the research will be sent to all advertisers.
- Include dissemination of a joint press release from FMC and NORD to industry, trade publications, patient advocacy groups, media organizations, professional associations and government agencies.

THE FACTS:

- 25-30 million Americans have a rare disease.
- Children make up more than half of those afflicted.
- 770 of nearly 7,000 identified rare diseases have FDA-approved treatments.
- 820 potential therapies are in development.
- Many rare diseases result in premature deaths of infants and young children.

SURVEY SAYS:

Research uncovered these challenges as the biggest obstacles to patient care and diagnoses: lack of proper training and education, professional clinical information, and networking opportunities/ access to experts.

- 79% of pediatricians surveyed are treating rare disease patients; 34% of pediatricians are treating more than 5.
- 29% retain and treat the patient once diagnosed.
- 87% feel there is a need for more professional education on rare diseases.
- 62% feel a single-topic or multi-topic print and online medical journal on rare diseases would be very or extremely valuable.



MATERIALS DEADLINE:
September 13, 2019

PUBLICATION:
November 2019

See back page for details.

Frontline Medical Communications (FMC) & the National Organization For Rare Disorders (NORD) are harnessing the power and resources of Rare Disease thought leaders, professional organizations, medical congresses, patient organizations, health care professionals, pharma and clinical medical journals to deliver important education about all facets of the management of patients with rare diseases.

THIS PATIENT-CENTRIC SPECIAL REPORT will be distributed via:

- 30,000+ copies direct mailed to the **BPA Circulation** of high-volume pediatric prescribers and infectious disease physicians and NPs/PAs in pediatrics.
- 28,760 copies emailed to the engaged database of pediatricians plus 2,500 medical geneticists and counselors
- Bonus distribution at medical meetings and conferences – ACR, CCR, ECR, AAFP, AAP, NAPNAP, ACP – and rare disease related events
- MDedge™ Pediatrics (mdedge.com/pediatrics), social media and on the NORD website, rarediseases.org

ADVERTISING NET COST PER BRAND:

½ Page Ad Unit: \$8,000 net
1 Page Ad Unit: \$12,500 net
2 Page Ad Unit: \$25,000 net
3 Page Ad Unit: \$37,500 net
4 Page Ad Unit: \$50,000 net
5 Page Ad Unit: \$62,500 net

AD SIZE:

Spread

Bleed: 16 ¼" X 11"
Trim: 15 ⅞" X 10 ¾"

Full Page

Bleed: 8 ⅞" X 11"
Trim: 7 ⅞" X 10 ¾"

Materials: PDF/X-1A required.
SWOP digital proof with color bars required.

PRODUCTION DIRECTOR:

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FMC is a leading medical communications company in digital, print and live events with more than 30 different brands serving 20 distinct markets. With MDedge™, our state-of-the-art integrated web portal, and audited email database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.



The National Organization for Rare Disorders (NORD), an independent nonprofit, is leading the fight to improve the lives of rare disease patients and families. We do this by supporting the rare community - its people and organizations. We work together to accelerate research, raise awareness, provide valuable information and drive public policy that benefits the estimated 25-30 million Americans impacted by rare diseases.

Posted on MDedge™ Pediatrics, social media and on the NORD® website, rarediseases.org

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