

Introducing RARE RHEUMATOLOGIC DISEASES

SPECIAL REPORT 2019

THE RARE RHEUMATOLOGIC DISEASES SPECIAL REPORT AND PROGRAM FEATURES:

- Focus on autoinflammatory 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 corporate or brand advertising/advertorial message will be included in the *Special Report* and polybagged with the November 2019 issue of *Rheumatology 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 trade publications, patient advocacy groups, media organizations, professional associations and government agencies.

THE FACTS:

- **25-30 million** Americans have a rare disease.
- **770 of nearly 7,000** identified rare diseases have FDA-approved treatments.
- **820** potential therapies are in development

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.

- 93% of rheumatologists surveyed are treating rare disease patients; 57% are treating more than 5.
- 75% retain and treat the patient once diagnosed.
- 90% feel there is a need for more professional education on rare diseases.
- 61% feel a single-topic or multi-topic print and online medical journal on rare diseases would be very or extremely valuable.
- 83% have searched the medical literature to gain a better understanding of treatment/diagnosis of a rare disease



MATERIALS DEADLINE:
October 17, 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:

- 8,380 copies direct mailed to the **BPA Circulation** of rheumatologists, pediatric and internal medicine physicians and NPs/PAs in rheumatology.
- 2,625 copies emailed to the engaged database of rheumatologic specialists plus 2,500 medical geneticists and counselors
- Bonus distribution at medical meetings and conferences – Perspectives in Rheumatic Diseases, AAFP, AAP, ACP, ACR, CCR (East), ECR – and rare disease related events
- MDedge™ Rheumatology (mdedge.com/rheumatology), 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 ¾" X 10 ¾"

Full Page

Bleed: 8 ⅛" X 11"
Trim: 7 ⅜" X 10 ¾"

Materials: PDF/X-1A required.

SWOP digital proof with color bars required.

PRODUCTION DIRECTOR:

Mike Wendt
973-206-8010
mwendt@mdedge.com



MDedge | Rheumatology

Keeping you informed. Saving you time.

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.

FOR MORE INFORMATION, CONTACT:

Jeanne Gallione | Associate Publisher
jgallione@mdedge.com | 908-872-9399
mdedge.com/rheumatology

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

8,380 total copies
direct mailed to
the **BPA Circulation**
of *Rheumatology*
News

2,625 copies
emailed to the
engaged database
of rheumatologic
specialists plus
2,500 medical
geneticists and
counselors

Additional
print copies
distributed at
medical meetings,
rare disease and
related events

Rheumatology News