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 **ACS Surgery News**

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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
The Official Journal of
No Stomach For CancerSM

GI & HEPATOLOGY NEWS
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The NEW GASTROENTEROLOGIST
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HematologyTimesTM

THE **Hospitalist**

HOSPITAL PHYSICIAN
HEMATOLOGY-ONCOLOGY
Board Review Manual

IDPractitioner

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JCOM
JOURNAL OF CLINICAL ONCOLOGY MANAGEMENT
EVIDENCE-BASED PRACTICAL INFORMATION
FOR IMPROVING HEALTH CARE QUALITY

The Journal of **COMMUNITY**
and Supportive **ONCOLOGY**
— RESEARCH AND REVIEWS FOR THE ONCOLOGY CARE TEAM —

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Journal of **Hospital Medicine**

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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**
Official Journal of the Sarcoma Foundation of America

Seminars in
Cutaneous Medicine and Surgery

Vascular Specialist

About Frontline Medical Communications

Frontline Medical Communications Inc. is one of the healthcare industry's 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 MDedge™, our state-of-the-art integrated web portal, and audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs. We reach 1.3 million+ physicians, NPs, PAs, HCPs, and key healthcare decision makers through more than 35 media brands serving 25 distinct markets. Print reach surpasses 850,000 and extends digitally, giving providers immediate content access through interactive Websites, newsletters, mobile apps, digital editions, and social media platforms. FMC delivers award-winning indexed, clinical reviews, practice and policy information, and medical news daily from on-site reporting at major medical meetings; many in collaboration with notable societies, medical associations, and opinion leaders. FMC produces live events, digital click-for-credit, and CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com) and Hemedicus (www.hemedicus.com).

We'll elevate your brand with true omnichannel engagement.

- ▶ **MDedge™:** Our state-of-the-art, integrated web portal of personalized medical news, indexed and clinical reviews, and interactive learning opportunities, provides HCPs with a powerful, seamless user experience.
 - ▶ **#1 and #2: According to Kantar data¹ Frontline ranks #1** in combined web + print engagements—30 million annually—and #2 in web reach² among physician-focused, ad supported media.
- ▶ **Branded Websites and Disease-state Hubs:** Customer centric, highly trafficked, mobile friendly websites provide HCPs with the very latest in practice, policy information, and news affecting their specialty. Clinical reviews and practice pearls; KOL analyses, interviews, and commentaries; and clinical guideline updates keep readers well-informed. Unique interactive features help HCPs test their knowledge and prepare for board certification. Advertisers gain innovative solutions for sponsorship.
 - **Project Journey™:** A multifaceted exploration of a disease/condition and its impact on clinicians, patients and their families, research, therapy, and policy. Personal story telling and journalistic integrity at its best.
 - **Video Roundtables/Webinars:** Virtual or in-person, scripted or pre-specified, KOL sessions/interviews.
 - **Peer-to-Peer™:** Audio, video, and text-based long-form interviews and commentary featuring a Frontline KOL.
 - **Quick Learn™:** A one-question quiz on home- and article-pages with landing page answers/product assets.
 - **Sponsored social media**
- ▶ **MDedge™ Hematology & Oncology:** Our extensive family of print and digital media brands provide efficient, flexible, and comprehensive opportunities to reach oncologists, hematologists, and clinicians allied to the field through all channels.
 - ▶ **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 and Custom Programs:** Frontline delivers multidisciplinary learning experiences, educating your key targets with branded/unbranded messaging. As content experts with unrivaled HCP access and deep KOL relationships, Frontline creates relevant, compelling, integrated multichannel solutions that address your strategic brand imperatives. Our team of expert writers, designers, e-media techs, and program managers produce exceptional, custom educational programs fully compliant with the medical, legal, regulatory review process. We build custom microsites/resource centers too!
 - The valued content of Frontline's indexed, peer-reviewed, and medical news brands (print and digital) provide optimal context for your targeted communications or educational campaign. Virtually all Multimedia formats (webcasts, videos, apps, microsites, digital editions and more) are available to meet the requirements of the campaign.

Visit us at frontlinemedcom.com

¹June 2017 Medical Surgical Readership and Website Usage Studies, MARS Medical Online System Reach Analysis.

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



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 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*: 87,814 ▶ Frequency: 12x ▶ Contacts: Rey Valdivia, Artie Krivopal, Mark Branca

The American Journal of Orthopedics®



The primary goal of *The American Journal of Orthopedics* is to provide timely, practical, 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 Tools of the Trade, Practice Management, Imaging Series, Orthopedic Technologies and Techniques, and Tips of the Trade. Content is enhanced with multimedia resources, expert commentary, eNewsletters, editorials from our Resident Advisory Board, online polls, and the latest news. The Website, www.amjorthopedics.com, averages 46,000+ users per month—year over year growth of more than 60%—and new in 2018, the AJO Product Guide will showcase popular products/medical devices within the ideal environment of practical, clinical content. *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* provides its readers with diverse practice topics, including surgical procedures, diagnosis and treatment, arthroscopy, sports medicine, trauma, pediatric and geriatric orthopedics, and rehabilitation.

Brand Audit Reach*: 74,541 (unique browsers; email) ▶ Frequency: N/A; Digital Only ▶ Contacts: Jeanne Gallione, 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 30,500 cardiovascular specialists and related subspecialists in a print format. All articles are researched, written, and produced by professional medical journalists. *Cardiology News* online, www.mdedge.com/ecardiologynews, provides news and views that matter to cardiologists in a timely and interactive format, providing the best way for physicians to stay current, save time, and gain perspective. They can join the conversation through commentary, blogs, and social media pages.

Brand Audit Reach*: 83,647 ▶ Frequency: 12x ▶ Contact: Rey Valdivia, Valerie Bednarz

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 19,000 specialists in pulmonary disease, critical care medicine, sleep medicine, pediatric pulmonary medicine, cardiovascular medicine, and cardiothoracic surgery 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, policy initiatives, and the professional contributions of CHEST's leadership and fellows. All articles are researched, written, and produced by professional medical journalists. *CHEST Physician's* website, www.mdedge.com/chestphysician,

is the online multimedia destination providing news and views that matter to cardiopulmonary and critical care specialists in a timely and interactive format. Daily news coverage, immediate access, and interaction with colleagues through online commentary are features physician readers value to stay current, save time, and gain perspective.

Brand Audit Reach*: 34,725 ▶ Frequency: 12x ▶ Contacts: Rey Valdivia, Angela Labrozzi, Mark Branca

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 16,500 endocrinology specialists and related subspecialists in print. All articles are researched, written, and produced by professional medical journalists. Online, www.mdedge.com/clinicalendocrinologynews, the site provides news and views that matter to endocrinologists in a timely and interactive format with daily news coverage, columns and commentaries, videos, and special reports that are immediately accessible; e-blasts and newsletters keep them aware of the latest information relevant to their practice. *Clinical Endocrinology News* is the best way for endocrinologists to stay current, save time, and gain perspective, and physicians can join the conversation through commentary, social media, and blogs.

Brand Audit Reach*: 43,181 ▶ Frequency: 12x ▶ Contact: Rey Valdivia, 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's* (www.mdedge.com/clinicalneurologynews) clear, concise, accessible online 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, so physicians can stay current and save time. Neurologists can gain perspective and join the conversation through commentary, blogs, Facebook, and Twitter.

Brand Reach: 20,563 (unique browsers) ▶ Frequency: N/A; Digital Only ▶ Contact: Rey Valdivia, Joshua Norton

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 43,000 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*: 108,488 ▶ **Frequency:** 12x ▶ **Contact:** Rey Valdivia, Tracey Sears

Clinician Reviews®



Clinician Reviews is a leading source of peer-reviewed, practical, clinical content that engages PAs and NPs in a collaborative and collegial approach to health care. For 28 years, *Clinician Reviews* has kept NPs and PAs in primary care up-to-date on all aspects of clinical practice. *Clinician Reviews*, endorsed by the American Society of Endocrine PAs, the Association of Family Practice PAs and NPs, 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* Web site (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, delivered to an average of 70,000 engaged NPs and PAs, alert them to what's new and relevant to their practice. In addition, *Clinician*

Reviews presents 2 live educational events for NPs and PAs: the Cardiovascular, Allergy & Respiratory Summit® (CARPS) and the Metabolic & Endocrine Disease Summit® (MEDS). *Clinician Reviews* connects to NPs and PAs instantly via social media ([Facebook.com/ClinRev](https://www.facebook.com/ClinRev) and [Twitter@ClinRev](https://twitter.com/ClinRev)).

Brand Audit Reach*: 267,447 ▶ **Frequency:** 12x ▶ **Contacts:** Rey Valdivia, Phil Soufleris, Ken Watkins

Cosmetic Dermatology®



Cosmetic Dermatology has a 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. This peer-reviewed content continues to enhance the physician's ability to repair, improve, and renew the skin.

Contact: Sharon Finch

Current Psychiatry® and Annals of Clinical 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, and the #1 journal-affiliated site in the market in terms of unique monthly visitors*, *Current Psychiatry* reaches 44,488 office- and hospital-based psychiatrists/advanced practice clinicians with solutions to common clinical problems in daily practice. In addition to print, *Current Psychiatry* offers a robust multichannel platform to advertisers that includes: online, live events, custom educational programs, and our partnership with *Annals of Clinical Psychiatry*, the official publication of the American Academy of Clinical Psychiatrists.

*June 2017 Medical/Surgical Readership Study: Psychiatry Office & Hospital. © Copyright 2017 Kantar Media; June 2017 Website Usage & Qualitative Evaluations: Medical/Surgical Edition – Psychiatry. © Copyright 2017 Kantar Media.



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 members of the American Academy of Clinical Psychiatrists quarterly in February, May, August, and November. Full-text articles are available online at www.aacp.com and via bonus distribution 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, details regarding the AACP's annual meetings, and more information about the AACP is available at www.aacp.com.

Brand Audit Reach*: 366,807 ▶ Frequency: 12x ▶ Contact: Rey Valdivia, 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 53 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, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists. According to a recent survey*, 72% 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.com/cutis) features an extensive archive of quality clinical content

that provides readers with tools for point of care. Image-based quizzes are ranked most valuable by readers, followed by current issue contents*. Other sources of original content online include disease state pages, latest news, and multimedia including procedural videos. Online content for residents to aid dermatologists in-training include monthly resident columns, fast facts for board review with practice questions, the Top 10 Fellow and Resident Grant winning entries from Cosmetic Surgery Forum, and quizzes. *Cutis* is partners with the Association of Military Dermatologists (AMD), Skin of Color Society, and Cosmetic Surgery Forum through columns focusing on skin diseases in which AMD physicians have extensive expertise to share, and valuable information on the care of the hair, skin, and nails of underserved populations. Resident Highlights from Cosmetic Surgery Forum are published online only.

**Cutis* Reader Input and Evaluation Study (July 2017)

Brand Audit Reach*: 79,796 ▶ Frequency: 12x ▶ Contact: Alison Paton, Sharon Finch

Dermatology News[®]



For nearly 50 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 15,300 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* is accessible online at www.mdedge.com/edermatologynews, with 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*: 98,920 ▶ **Frequency:** 12x ▶ **Contact:** Alison Paton, Sally Cioci

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* web site is more than just an online portal to the digital 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. Practice economics articles cover regulatory, specialty, and healthcare reform issues that affect how emergency physicians practice. MD-IQ[™] quizzes round out the interactive offerings and E-newsletters provide a practical tool for alerting emergency physicians to what’s new and relevant to their practice.

Brand Audit Reach*: 92,338 ▶ **Frequency:** N/A; Digital Only ▶ **Contacts:** Rey Valdivia, Angela Labrozzi, Mark Branca

Family Practice News[®]



For 47 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 99,000 family physicians and related subspecialists. All articles are researched, written, and produced by professional medical journalists. *Family Practice News*, online at www.mdedge.com/familypracticenews, 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*: 227,763 ▶ **Frequency:** 20x ▶ **Contacts:** Rey Valdivia, Gina Bennicasa, Jodi Smith

Federal Practitioner®



Founded in 1984, *Federal Practitioner* is a monthly peer-reviewed clinical journal serving more than 35,700 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. In addition to the 12 regular issues, Fed Prac publishes unique special issues each year on select disease states, including a series of issues that are developed in cooperation with the Association of VA Hematology and Oncology (AVAHO). The Fed Prac peer-reviewed articles, special issues, online exclusive news, and facilities directory are available in print, online and in the app. Fed Prac 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.

Brand Audit Reach*: 35,603 (print only) ▶ **Frequency:** 12x ▶ **Contacts:** Alison Paton, Lea Drag, JoAnn Wahl

The Gastric Cancer Journal – Official Journal of No Stomach For Cancer™



The Gastric Cancer Journal – Official Journal 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 seasonally by MDedge™ Hematology & Oncology, *The Gastric Cancer Journal – Official Journal of No Stomach For Cancer*, (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: 10,500 ▶ **Frequency:** Seasonally ▶ **Contacts:** Frank Iorio, Devin Gregorie

GI & Hepatology News®



GI & Hepatology News is the official newspaper of the AGA Institute. Over 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, the online destination of *GI & Hepatology News*, provides news and views that matter to physicians in a timely and interactive format, and includes award-winning columns and commentaries, videos, podcasts, and special reports, all immediately accessible online and through e-blasts and newsletters. *The New*

Gastroenterologist™ landing page and eNewsletter updates younger physicians 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. Physicians can join the conversation by commenting via blogs, Facebook, and Twitter. *GI & Hepatology News* is the best way for physicians to stay current, save time, and gain perspective.

Brand Audit Reach*: 39,191 ▶ **Frequency:** 12x ▶ **Contacts:** Rey Valdivia, Artie Krivopal, Mark Branca

Hematology News®



Hematology News is the tabloid publication that provides 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 are addressed in *Hematology News*. The *Hematology News* online (www.mdedge.com/hematologynews) and print franchise is one of the latest product rollouts undertaken by the publishers of *Internal Medicine News* who have 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 includes unique features and addresses the impact of trends in practice management and healthcare policy.

Brand Reach: 28,548 (unique browsers; email) **print (estimated) 17,516** ▶ **Frequency: 12x** ▶
Contacts: Rey Valdivia, Frank Iorio, Devin Gregorie

Hematology Times™



A recent addition to the Frontline family, *HematologyTimes.com* is a news website dedicated to reporting the latest discoveries in the field of hematology. Founded in 2007, *HematologyTimes.com* covers both benign and malignant diseases and related issues of interest to the practicing hematologist. The site provides coverage of international hematology meetings and news on studies published in leading industry journals. *HematologyTimes.com* offers a continually updated listing of coming events, Media on Demand, Continuing Medical Education programs, and an interactive forum for article discussion. Physicians can also post their views, comments, and questions on *Hematology Times*'s Facebook and Twitter pages. Concise, accurate reporting and daily updates make this website valuable for busy professionals.

Brand Reach: 21,752 (unique browsers; email) ▶ **Frequency: N/A; Digital Only** ▶ **Contacts: Frank Iorio, 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, reaching more than 33,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine. The award-winning newsmagazine features a range of compelling articles in print and online including practical, evidence-based clinical reviews in subject matter areas most important to hospitalists; quality improvement initiatives and developments; research related to the clinical management of inpatients; regulatory and medico-legal issues; operational strategies for HM group leaders; coverage of domestic and international developments; and, profiles and interviews with hospital medicine leaders. Articles are written by professional journalists, clinicians, and researchers 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. Online, *The Hospitalist* publishes articles and information to its website daily, www.the-hospitalist.org/hospitalist. *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 hospital-based clinicians to stay current, save time, and gain perspective.

Brand Audit Reach*: 33,215 (print only) ▶ **Frequency: 12x** ▶ **Contacts: Angela Labrozzi, Mark Branca**

Hospital Physician® Hematology-Oncology Board Review Manual



Hospital Physician Hematology-Oncology Board Review Manual is a peer-reviewed solution-driven publication that provides clinical review articles on core topics in hematology and oncology for fellows and practicing physicians preparing for their initial board certification or maintenance of certification exams. Emphasizing fundamental skills in the evaluation and treatment of patients with cancer and hematologic diseases, each article published in the manual provides a concise review of essential facts and is accompanied by an interactive self-assessment section. Content development is under the editorial oversight of experienced academic physicians. The *Hospital Physician Hematology-Oncology Board Review Manual* is also available in a reader-friendly mobile app. Its Website (www.mdedge.com/jcso/hphemonc) features robust Case-Based Review/Clinical Review content organized by issue along with convenient to use in-depth interactive Board Review Questions that are related back to the published content for an immediate and engaging learning experience. Launched in January 2017

and published every other month (bimonthly), the *Hospital Physician Hematology-Oncology Board Review Manual* print and digital program delivers highly engaging board review and board recertification learning solutions to 15,000 hematology-oncology physicians who are continually preparing for their board certification and board recertification exams (maintenance of certification exam) while maintaining a full practice.

Brand Audit Reach*: 15,144 (print only) ▶ **Frequency: 6x** ▶ **Contacts: Alison Paton, Joshua Norton, Bruce White**

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 provides 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. With *IDPractitioner*, FMC delivers useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians.

Brand Reach: 10,136 (e-mail list only) ▶ **Frequency: N/A; Digital Only** ▶ **Contact: Rey Valdivia, Devin Gregorie**

Internal Medicine News®



For 50 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 113,000 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/internalmedicineneeds. 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*: 214,378 ▶ **Frequency: 20x** ▶ **Contacts: Rey Valdivia, Gina Bennicasa, Jodi Smith**

Journal of Clinical Outcomes Management®



Journal of Clinical Outcomes Management, JCOM, a peer-reviewed, indexed, monthly journal and affiliated website, is in its 24th year of publication. JCOM is consistently rated the top ranked evidence-based managed care/payer journal in the marketplace for Readership*. As the first and only clinical outcomes application-to-practice journal, JCOM provides nearly 40,000 BPA-audited key managed care/payer formulary decision makers with evidence-based practical information for improving the quality and value of care. Healthcare has moved away from “fee for service” to “value-based service” which is tied directly into improving patient outcomes through evidence-based/patient-centered improvement strategies. JCOM articles translate the evidence into practical information, helping the managed care/payer decision makers to improve the safety and cost-effectiveness of care. A key feature is the case-based review, which presents a critical review of the literature as well as how to apply the evidence to a specific patient case. The journal also publishes original research, clinical reviews, Outcomes Research & Reviews and reports on improvement strategies and system innovations in our Reports from The Field series in print and in a reader-friendly digital format online at www.mdedge.com/jcomjournal.

*2016 Managed Care Readership Study. © Copyright 2016 Kantar Media.

Brand Audit Reach*: 39,910 (print only) ▶ **Frequency: 12x** ▶ **Contacts: Rey Valdivia, Jim Brady, Bruce White**

The Journal of Community and Supportive Oncology®



JCSO (*The Journal of Community and Supportive Oncology*) is a web-based peer-reviewed journal (www.mdedge.com/jcso) featuring Research, Review, Case Report, and How We Do It articles in clinical oncology and supportive care. Its readership is comprised of highly engaged, practice-based medical and radiation oncologists, hematologists, supportive care specialists, nurses and physician assistants, and pharmacists—in other words, the entire oncology care team. JCSO is also published as a reader-friendly, bimonthly digital issue available as an app. Its in-depth content and its reach across the clinical and supportive spaces make it a uniquely positioned conduit for advertisers to reach their target audiences. A recent survey showed readers value the journal’s content, with almost 60% reporting that they incorporate information from the journal into patient care. 2017 Kantar Media data show JCSO users spend a mean of 15.9 minutes on the site per visit. JCSO is a sister site to *Oncology Practice*™ and *Hematology News*®, and combined, reach delivers complete market coverage to HCPs in team-based oncology care.

Brand Audit Reach*: 66,136 (unique browsers; email) ▶ **Frequency: N/A; Digital Only** ▶ **Contacts: Josh Norton, Frank Iorio**

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 at www.mdedge.com/jfponline. The Web site, which logs an average of more than 300,000 unique browsers every month, also offers audiocasts and videos by physician specialists and interactive features like Photo Rounds Friday—a weekly diagnostic puzzler.

Brand Audit Reach*: 494,077 ▶ **Frequency: 12x** ▶ **Contacts: Rey Valdivia, Phil Soufleris, Geoff Watkins**

Journal of Hospital Medicine®



The *Journal of Hospital Medicine* (JHM) is the premier peer-reviewed, indexed (Web of Science, PubMed) publication for the specialty of Hospital Medicine, and is dedicated to publishing evidence that will transform care of the hospitalized patient. JHM advances excellence in Hospital Medicine clinical care and research through the dissemination of peer-reviewed studies, evidence-based clinical care updates and reviews, and rigorous evaluations of approaches to improve the quality, safety, and value of care for hospitalized adults and children. Broad areas of interest include 1) Treatments for common inpatient conditions (such as pneumonia, COPD, sepsis, thromboembolism, or asthma); 2) Approaches to improving perioperative care; 3) Improving care for hospitalized patients with geriatric or pediatric vulnerabilities (such as mobility problems, or those with complex longitudinal care); 4) Evaluation of innovative health delivery system or educational models; 5) Approaches to improving the quality, safety, and value of healthcare across the acute and postacute continuum of care; and 6) Evaluation of policy and payment changes that affect hospital and postacute care. JHM provides print and online-first content for more than 30,000 physicians and health care professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.

Brand Reach: 11,445 (print only) ▶ **Frequency: 12x** ▶ **Contacts: Rey Valdivia, Angela Labrozzi, Mark Branca**

Neurology Reviews®



Neurology Reviews celebrates its 25th anniversary! Launched in 1993, *Neurology Reviews* is the first and original news source in neurology and has a 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, relevant, and insightful news affecting the practice of neurology and all its subspecialties. In addition to the monthly print issue reaching over 25,000 neurologists and clinicians interested in neuroscience, the *Neurology Reviews* website, www.mdedge.com/neurologyreviews, features online ahead of print conference reporting, audio and video interviews, disease-specific microsites, self-assessment quizzes, patient handouts, supplements, sponsored educational programs, a calendar of relevant medical meetings, and, a career center listing job openings around the country. *Neurology Reviews*

provides its content in print, through an App, on a mobile-friendly website, in digital editions, and through targeted e-blasts.

Brand Audit Reach*: 90,531 ▶ **Frequency: 12x** ▶ **Contacts: Alison Paton, Elizabeth Katz, Toni Haggerty**

OBG Management®



For 30 years now *OBG Management* has been a proven, longtime leader in delivering expert, relevant, evidence-based, and award-winning clinical content, as well as timely practice management information to engage women's health care specialists in print, online, and on mobile devices with the content they 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 complementary and stand-alone surgical technique videos. Web exclusives also include expert audio commentaries, news for your practice, polls, quizzes, and recent research summaries. A

consistent leader in delivering readership and exposures over its 30-year history, *OBG Management* ranks #1 in APEX and average page exposures, outperforming all other journals in the specialty*. Further, readers tell Kantar Media that *OBG Management* is a publication they like spending time with*.

*June 2017 Medical/Surgical Readership Study: Obstetrics/Gynecology Office & Hospital. © Copyright 2017 Kantar Media.

Brand Audit Reach*: 209,789 ▶ **Frequency: 12x** ▶ **Contact: Alison Paton, Dianne Reynolds**

Ob.Gyn. News®



Since 1966, *Ob.Gyn. News* has been the leading independent newspaper for obstetricians/gynecologists. Now in its 52nd year, it serves the needs of physician readers with breaking news and insightful commentary in a clear, concise, accessible format, allowing busy physicians to quickly stay up-to-date on clinical advances that affect their daily practice. *Ob.Gyn. News* is published monthly and circulates to more than 43,000 obstetricians/gynecologists and related subspecialists. All articles are researched, written, and produced by professional medical journalists. The website, 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, and offers the best way for obstetricians/gynecologists to stay up-to-date, save time, and gain valuable perspective.

Brand Audit Reach*: 108,285 ▶ Frequency: 12x ▶ Contacts: Alison Paton, 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* (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 daily news coverage,

physicians get immediate information, alerted through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.

Brand Reach: 64,858 (unique browsers; email) ▶ Frequency: N/A; Digital Only ▶ Contacts: Frank Iorio, Devin Gregorie

Pediatric News®



For 51 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*: 145,376 ▶ Frequency: 12x ▶ Contact: Alison Paton, Sally Cioci

Physician's 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: 269,396 (unique browsers; email) ▶ **Frequency: N/A; Digital Only** ▶ **Contact: Julian Knight**

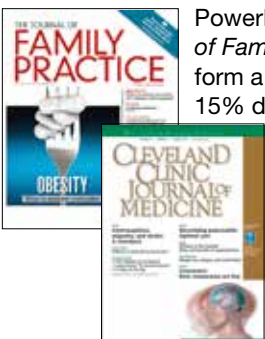
PowerBuy[™]



For 47 years, *Family Practice News*[®] has been the leading independent newspaper for the family physician. For 50 years, *Internal Medicine News*[®] has been the leading independent newspaper for internal medicine. Readers rely on *Family Practice News* (FPN) and *Internal Medicine News* (IMN) 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 212,000 physicians, and afford advertisers discounts and other incentives to reach physicians most efficiently. All articles are researched, written, and produced by professional medical journalists. (See individual brands above for more details.)

Brand Audit Reach*: FPN: 227,763 IMN: 214,378 ▶ **Frequency: 20x** ▶ **Contacts: Rey Valdivia, Gina Bennicasa, Jodi Smith**

PowerBuy2[™]



PowerBuy2 brings together the top peer-reviewed clinical, indexed primary care journals, *The Journal of Family Practice*[®] (JFP) and *Cleveland Clinic Journal of Medicine*[®] (CCJM). 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*, published monthly by Cleveland Clinic, provides its more than 123,000 recipients with up-to-date, practical, clinical information relevant to internists (including hospitalists), cardiologists (including interventional cardiologists), endocrinologists, and physicians in related fields. Readers depend on both publications for practical clinical information that is immediately applicable to day-to-day practice. (See individual brands above for more details.)

Brand Audit Reach*: JFP: 97,391 (print only) CCJM: 123,644 (print only) ▶ **Frequency: 12x** ▶ **Contacts: Rey Valdivia, Phil Soufleris, Geoff Watkins**

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 nearly 8,000 rheumatologists, selected primary care physicians, and NP and PA specialists in rheumatology. All articles are researched, written, and produced by professional medical journalists. *Rheumatology News* online, at www.mdedge.com/rheumatologynews, 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. Columns, commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Rheumatologists can save time, stay up-to-date, and gain perspectives, as well as join the conversation and share

content via social media.

Brand Audit Reach*: 46,909 ▶ Frequency: 18x ▶ Contact: Rey Valdivia, Jeanne Gallione

The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™



The Sarcoma Journal—Official Journal 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 seasonally by MDedge™ Hematology & Oncology, *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America* (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—Official Journal of the Sarcoma Foundation of America* 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: 10,500 ▶ Frequency: Seasonally ▶ Contacts: Frank Iorio, 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.

Brand Audit Reach*: 2,225 (print only) ▶ Frequency: 4x ▶ Contact: Sally Cioci

Vascular Specialist®



Vascular Specialist is the official publication of the Society for Vascular Surgery and is produced in partnership with Frontline Medical Communications. Nearly 5,000 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, with daily news coverage, columns and commentaries,

videos, podcasts, and special reports. E-blasts and newsletters alert physicians and provide immediate access to online content. 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*: 18,865 ▶ Frequency: 12x ▶ Contacts: Rey Valdivia, Valerie Bednarz, Mark Branca

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