

MDedge™

Clinician Reviews®

2019 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

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 29 years, *Clinician Reviews*® has kept NPs and PAs in primary care up-to-date on all aspects of clinical practice. 2019 brings a significantly expanded digital presence via enhanced specialty coverage in dermatology, neurology, oncology, pediatrics, and rheumatology. *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 (mdedge.com/clinicianreviews, part of the MDedge™ web portal,) provides access to multiple CE/CME offerings, in-depth clinical review articles, and interactive medical quizzes in dermatology, cardiology, and radiology. Daily Rounds e-newsletters, delivered to an average of 75,000 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 and Twitter@ClinRev).

ADVERTISING

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FRONTLINE
MEDICAL COMMUNICATIONS

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ABOUT FRONTLINE

AMM Association of
Medical Media

For further information,
contact the publisher.

REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

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Classified Ads

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Clinician Reviews*® online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See [classified rate card](#) here or contact Tim LaPella, Senior Sales Director, at 484-921-5001 or tlapella@mdedge.com

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EDITORIAL

General Editorial Direction

For nearly 30 years, Clinician Reviews® has been dedicated to keeping the NP and PA professions up to date on all aspects of clinical practice. Clinician Reviews® is committed to delivering a unique combination of peer-reviewed clinical content and practical professional information. Clinical content includes accredited CE/CME activities; dermatology, radiology, and ECG clinical quizzes; and case presentations. Nonclinical content offers topics such as professional news, letters to the editor, and practice management.

Average Issue Information

- **AVERAGE NUMBER OF FEATURE ARTICLES PER ISSUE:** (2)
- **AVERAGE ARTICLE LENGTH:** CE/CME articles, 3,000 words; feature articles, 1,500-3,000 words; departments, 800-1,200 words
- **EDITORIAL DEPARTMENTS:** ECG Challenge, DermaDiagnosis, Radiology Review, Cardio Consult, Endocrine Consult, MS Consult, Renal Consult, PURLs

Origin of Editorial

- **STAFF WRITTEN:** 0%
- **SOLICITED:** 10%
- **UNSOLICITED:** 90%
- **PEER REVIEW:** Clinical articles are reviewed by NPs and PAs with expertise in the topic. Rejection rate of unsolicited articles is approximately 20%.

Editorial Research

Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board Panel.

Personalized Publishing

- **REACH JUST YOUR TARGET CLINICIANS**
- **EXCLUSIVE MARKETING**
- **RECOGNIZED BRAND, WITH PERSONALIZED CONTENT**
- **36 PAGE FOLIO**
 - 19 Pages Core Clinician Reviews content
 - 8 Pages Specialty Related content
 - 8 Pages Promotional - Max
 - 1 Page Customized Front Cover

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other Standard Terms and Conditions of our Rate Card – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and (save the Publisher harmless against any expense) arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

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INTEGRATED MEDIA OPPORTUNITIES

Awareness | Education | Targeted/Expanded Reach | Frequency

Identify your objectives and work with our network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 30+ multimedia brands in 25 markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.2M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge™ brand are accessible at Frontlinrates.com.

[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.](#)

Digital ad specifications are available [here](#).



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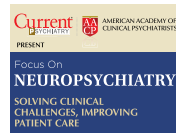
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An HCP Trusted Source for News and Clinical Content



As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company ranks 1st in combined web and print engagements and leads in HCP-level targeting. With MDedge™, our network of trusted brands and affiliated portal, custom solutions group, BPA-audited print/digital publications, and conferences group, FMC meets the marketing challenges of our clients through superior reach, optimal sponsorship opportunities, and multi-faceted, multi-channel advertising programs.

- MDedge™, our integrated web portal, features personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, and more.
- Our portfolio of 30+ print and digital publications in 20+ distinct market segments, surpasses circulation to 740,000 HCPs.
- Access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.
- 21 live events offering clinicians CME/CE credits
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge™ | FMC delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2019 discount programs: corporate level discounts and earned frequencies; new business/launch programs; and continuity discounts. For details:

Contact your [account manager](#) directly or call 973-206-3434.

Visit www.frontlinemedcom.com.

Access all rate cards and our integrated media kit (an extensive array of MDedge digital advertising and custom opportunities) at www.frontlinerate.com.

Email us at sales@mdedge.com.

MDedge™
True HCP Engagement
In Every Way, On Every Day

<i>Cardiology News®</i>	<i>IDPractitioner®</i>
<i>CHEST® Physician</i>	<i>Internal Medicine News®</i>
<i>Clinical Endocrinology News®</i>	<i>Journal of Clinical Outcomes Management®</i>
<i>Clinical Neurology News®</i>	<i>The Journal of Family Practice®</i>
<i>Clinical Psychiatry News®</i>	<i>Journal of Hospital Medicine®</i>
<i>Clinician Reviews®</i>	<i>Neurology Reviews®</i>
<i>Cosmetic Dermatology®</i>	<i>OBG Management®</i>
<i>Current Psychiatry®</i>	<i>Ob.Gyn. News®</i>
<i>Cutis®</i>	<i>OncologyPractice™</i>
<i>Dermatology News®</i>	<i>Pediatric News®</i>
<i>Family Practice News®</i>	<i>Physicians' Travel & Meeting Guide®</i>
<i>Federal Practitioner®</i>	<i>Rheumatology News®</i>
<i>GI & Hepatology News®</i>	<i>The Sarcoma Journal™</i>
<i>Hematology News®</i>	<i>Vascular Specialist®</i>
<i>Hematology Times™</i>	
<i>The Hospitalist®</i>	
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