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
REY VALDIVIA
National Account Manager
Digital Sales Specialist
TEL: 973-600-4446
E-MAIL: rvaldivia@mdedge.com

MIKE GUIRE
VP, Sales
TEL: 609-203-1598
E-MAIL: mguire@mdedge.com

CONTRACTS / INSERTION ORDERS
SHERI WILLIAMS
Advertising/Billing Coordinator
TEL: 973-206-8022
FAX: 973-206-9378
E-MAIL: swilliams@mdedge.com

CLASSIFIEDS / RECRUITMENT
TIM LAPELLA
Senior Sales Director
TEL: 484-921-5001
E-MAIL: tlapella@mdedge.com

CUSTOM SOLUTIONS
WENDY RAUPERS
Vice-President, Custom Solutions
TEL: 551-427-7140
E-MAIL: vraupers@mdedge.com

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.

For USA & CANADA ONLY CONTACT:
Brett Petillo, Sales Manager
Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Toll Free: 877-652-5295
Cell: 832-458-9467
Email: frontline@wrightsmedia.com
Website: www.wrightsmedia.com

ALL OTHER CONTACT:
Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St. Suite 102
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: ray.thibodeau@contentednet.com
Website: www.contentednet.com

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
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%
- **UN SOLICITED:** 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.
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 Frontlinerates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available here.

Digital Advertising

Custom Programs

Medical Conferences

MEDS
Metabolic & Endocrine Disease Summit

Acute Leukemia FORUM 2019

Perspectives in Rheumatic Diseases

Digestive Diseases: New Advances

Women’s & Pediatric Dermatology Seminar

Medical Conferences

For further information, contact the publisher.
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.


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

Email us at sales@mdedge.com.

For further information, contact the publisher.