

Clinician Reviews® to Nearly Double Circulation

~ Increasing Reach to 137,800 NPs and PAs ~

Parsippany, NJ – October 9, 2015 – *Clinician Reviews*® (CR), a monthly journal serving the Nurse Practitioner/Physician Assistant (NP/PA) market for over 25 years, will increase circulation 84% from 75,000 NPs/PAs to 137,800, effective with the January 2016 issue. With this increase, CR will have the largest combined distribution reaching this ever more important audience.

Frontline Medical Communications is taking this initiative to meet the demanding needs of these primary care providers consistent with the changing face of primary care. Upon making the announcement, Alan Imhoff, CEO of Frontline, noted, “Everything about these two professions is growing – the number of certified NPs and PAs, the required levels of education, their compensation, the number of patients being treated and counseled, and the number of prescriptions being written. Together with our physician-focused, well-read medical news publications (*Family Practice News*®, *Internal Medicine News*®) and peer-reviewed, indexed journals (*The Journal of Family Practice*® in partnership with the *Cleveland Clinic Journal of Medicine*®), Frontline leads in providing clients comprehensive, effective and efficient reach to the primary care audience.”



Continued distribution of the digital edition of *Clinician Reviews*®, as a mobile app, to an even larger portion of the NP/PA audience, offers unsurpassed reach and unique promotional options to advertisers. Clinicians in this growing, ever-changing market benefit through constant, up-to-date, on-demand access to CR's peer-reviewed, association-endorsed content.

For market insights and details on how CR can play an expanded, more efficient role in your print and digital ad campaigns, take advantage of these opportunities by contacting Josh Prizer, Associate Publisher, at 631-245-1235 (mobile) or jprizer@frontlinemedcom.com or Ken Watkins, Account Manager at 973-696-8658 or ksr@watkinsrepgroup.com.

About *Clinician Reviews*®

Clinician Reviews® is a leading source of peer-reviewed clinical content and practical professional news for NPs and PAs. For 25 years, *Clinician Reviews*® has kept NPs and PAs up to date on the latest advances and developments in all aspects of clinical practice. *Clinician Reviews*®, endorsed by the American Society of Endocrine PAs, the National Kidney Foundation-Council of Advanced Practitioners, and Nation Organization for Rare Disorders (NORD), serves the combined NP/PA market. The *Clinician Reviews*® Web site (www.clinicianreviews.com) is a portal to multiple CE/CME offerings, in-depth archives, analyses of malpractice cases, interactive medical quizzes, medical news and practice management issues. The App and Digital Edition are an easy-to-access online replica of the monthly print edition. Daily-Rounds e-newsletters alert NPs and PAs to what's new and relevant to their practice. In addition, *Clinician Reviews*® presents the Metabolic & Endocrine Disease Summit (MEDS), live educational events twice yearly for NPs and PAs. *Clinician Reviews*® connects to NPs and PAs instantly via social media outlets.

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 multimedia engagement, meeting the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and other HCPs with 33 brands serving 20 distinct market segments. Reach in print surpasses 790,000 and extends digitally with 125 eNewsletters, 35 active Web sites and multiple mobile apps. The Company delivers medical news daily generated from on-site reporting at major medical meetings and produces 18 live events through affiliation with Global Academy for Medical Education, LLC, (globalacademycme.com). Visit us at www.frontlinemedcom.com. [Follow us](#) on Twitter | [Like us](#) on Facebook.

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