

Frontline Medical Communications and Cleveland Clinic Collaborate to Expand Multichannel Reach to Primary Care Physicians

Parsippany, NJ – August 12, 2014 – Frontline Medical Communications (FMC), one of the industry’s largest medical communications companies, and Cleveland Clinic, a nonprofit multispecialty academic medical center that integrates clinical and hospital care with research and education, have formed an exclusive advertising relationship between FMC’s **The Journal of Family Practice**® (JFP) and **Cleveland Clinic Journal of Medicine**® (CCJM) effective January 1, 2015.



Together, JFP and CCJM reach more than 200,000 physicians delivering one of the top primary care advertising buys in terms of print reach, readership and efficiency. On the digital front, JFP and CCJM, along with FMC’s 30 other brands, offer nearly unparalleled engaged reach and innovative advertising opportunities.

Upon signing of the agreement, FMC’s Chairman, Stephen Stoneburn, said, “We could not be more pleased about the multi-channel collaboration with CCJM.” Also, Douglas Grose, representing FMC ownership and spearheading its digital strategy, observed “It equals a transformation of the competitive landscape in both print and digital for pharmaceutical company sponsors in terms of content, audience reach and product suite.”

FMC has long led the market with its advertising vehicle, **PowerBuy**™, composed of **Family Practice News**® and **Internal Medicine News**®. JFP and CCJM now form **PowerBuy2**™, creating another market-leading offering. Together these equal **Super PowerBuy**™, providing even greater impact. Adding FMC’s nurse-practitioner and physician-assistant focused **Clinician Reviews**® to these combinations, these brands deliver powerful reach, comprehensive medical content, and superior value across the broader set of primary care healthcare professionals.

About *The Journal of Family Practice*®

The Journal of Family Practice® is a peer-reviewed and indexed journal that provides its 95,000 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 jfponline.com. The Web site, which logs an average of 140,000 visitors every month, also offers audiocasts and videos by physician specialists and interactive features like Instant Polls and Photo Rounds Friday—a weekly diagnostic puzzler.

About *Cleveland Clinic Journal of Medicine*®

CCJM is a peer-reviewed medical journal circulated monthly to more than 100,000 physicians—internists (including hospitalists), cardiologists, endocrinologists, and diabetologists. CCJM is published by The Cleveland Clinic Foundation. Readers depend on CCJM for practical clinical information that is immediately applicable to day-to-day practice. The journal’s contents are indexed for *Index Medicus* and MEDLINE on PubMed, and are therefore part of the referenced, retrievable medical literature. The journal’s website, www.ccyj.org, is free and open-access. Free continuing medical education credit, offered for select articles in each issue, is certified by the Cleveland Clinic Center for Continuing Education.

About Frontline Medical Communications

Frontline Medical Communications Inc. is one of the healthcare industry's largest medical communications companies, a leader in digital, print and live events. The Company leads in HCP level targeting and multimedia engagement to meet the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and HCPs with our 30 print publications, in 20 distinct market segments, circulating to 700,000 HCPs in print; 125 eNewsletters, 35 active Web sites and multiple mobile apps surrounding 33 brands delivering content daily; 15 live events; and daily newswire services providing the latest medical news generated from on-site reporting at major medical meetings. Visit us at www.frontlinemedcom.com. [Follow us](#) on Twitter | [Like us](#) at Facebook.

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