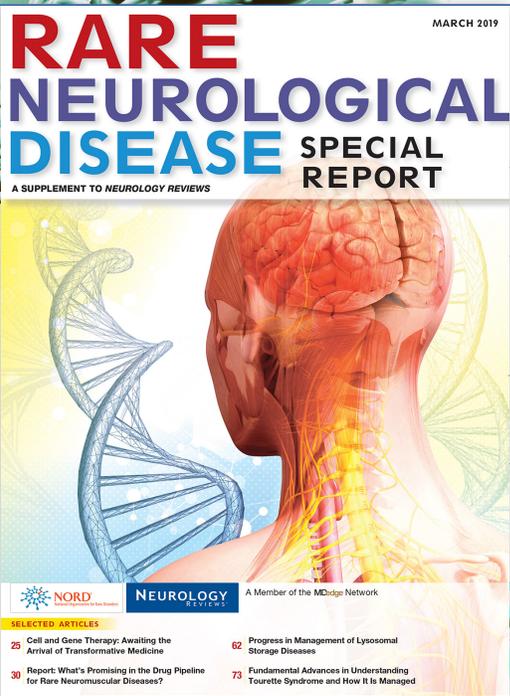


RARE NEUROLOGICAL DISEASE

SPECIAL REPORT | MARCH 2020

In celebration of Rare Disease Day, February 29, 2020, *Neurology Reviews* is pleased to announce once again a collaboration with the National Organization for Rare Disorders (NORD) in the publishing of our 6th annual *Rare Neurological Disease Special Report*.



HIGHLIGHTS OF THE READERSHIP SURVEY ON THE 2019 SPECIAL REPORT

- **82%** of respondents received/read the 2019 *Special Report*, print or digitally.
- More than **90%** indicated the content was very useful/effective in terms of the quality of material and its impact to their patient care.
- **76%** indicated their interest in updates on genetic therapies/genetic research.
- **58%** agree that they have a greater awareness of certain neurological rare diseases and the diagnostic delay often involved.
- **56%** saved some or all content for future reference.
- **43%** became newly aware of products/services from articles.

The **top 5** rare diseases that respondents listed that they would be interested in learning more about:

- ALS
- Rett Syndrome
- Spinal Muscular Atrophy
- Mitochondrial Disorders
- Batten Diseases



NEUROLOGY
REVIEWS

- Advertising in this *Special Report* will provide your corporate or brand message with a powerful multichannel platform within timely and relevant editorial content.
- Your advertising message will be included in the *Special Report* and polybagged with the March 2020 issue of *Neurology Reviews*. BPA Circulation: 25,664 (16,267 Adult neurologists, 1,811 Child Neurologists; 2,632 high-prescribing PCPs; 1,800 NP/PAs and 3,099 neurology specialists in the Neurosciences.
- Bonus distribution of the *Special Report* at ALL meetings that *Neurology Reviews* attends in 2020, including AAN, CMSC, AHS, NORD Summit, CNS, AANEM, AES, and more.
- All ads and editorial content will be converted into a digital edition (electronic magazine) and hosted on the *Neurology Reviews* website for 1 year.
- A reciprocal link to the *Special Report* will be hosted on NORD's website, featured in their monthly e-newsletter, and distributed at their meetings and conferences at which they will be exhibiting throughout 2020.
- House ads to run in *Neurology Reviews* to bring awareness to this *Special Report* and its digital edition.
- 100 complimentary copies of the *Special Report* will be provided to advertisers.
- Run-of-site banners and native ads will be featured on the *Neurology Reviews* website.
- Multiple custom e-blasts will be sent to *Neurology Reviews*' email database (over 18,500 engaged users – neurologists and allied HCPs) plus 2,500 medical geneticists and genetic counselors. Opportunity to syndicate the digital edition to a different HCP audience is available. Additional costs will apply.
- A Readership Survey will be conducted post publication to assess a reader's engagement and interest. The Executive Summary of the research will be sent to all advertisers.
- Extensive Social Media outreach to the *Neurology Reviews* 35,000 Facebook and Twitter followers as well as to the *Neurology Reviews*' association partnerships (CNF, HNF, LGS Foundation, CMSC, SCNS, INMED and the Dravet Foundation) to increase exposure and engagement with the content.
- Press release by NORD and *Neurology Reviews* announcing the *Special Report* to over 25,000 print subscribers as well as industry trade publications, patient advocacy groups, media organizations, professional associations, and government agencies.



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**ADVERTISING DEADLINES
FOR THE MARCH 2020
SPECIAL REPORT:**

MATERIALS ARE DUE: February 14, 2020

■ **AD SIZE:**

SPREAD	FULL PAGE
BLEED: 16.25" X 11"	BLEED: 8.125" X 11"
TRIM: 15.875" X 10.75"	TRIM: 7.875" X 10.75"

■ **ADVERTISING NET COST PER BRAND:**

1 PAGE AD UNIT:	\$12,500 net
2-PAGE AD UNIT:	\$25,000 net
3-5 PAGE AD UNIT:	\$37,000 net
6-8 PAGE AD UNIT:	\$42,000 net

■ **MATERIALS: PDF OR PDFX 1A.**

Digital contract color proof required.
Click URL for your ad may be provided for the digital edition.

■ **PRODUCTION CONTACT:**

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