Brands of MDedge

MDedge Network of Specialty Brands

MDedge
- All specialties

MDedge | Cardiology
- Cardiology News

MDedge | Dermatology
- Cutis
- Dermatology News

MDedge | Endocrinology
- Clinical Endocrinology News

MDedge | Family Medicine
- Family Practice News
- Journal of Family Practice
- Power Buy
- Power Buy2

MDedge | Federal Practitioner
- Federal Practitioner

MDedge | Hematology & Oncology
- Hematology News
- Hematology Times
- Hematology-Oncoology Board Review
- Oncology Practice

MDedge | Infectious Disease
- ID Practitioner

MDedge | Internal Medicine
- Internal Medicine News

MDedge | JCOM
- Journal of Clinical Outcomes Management

Neurology
- Clinical Neurology News
- MDedge | Neurology
- Neurology Reviews

Nurse Practitioners / Physician Assistants
- Clinician Reviews

MDedge | ObGyn
- OBG Management
- Ob.Gyn. News

MDedge | Pediatrics
- Pediatric News

MDedge | Psychiatry
- Annals of Clinical Psychiatry
- Current Psychiatry
- Clinical Psychiatry News

MDedge | Rheumatology
- Rheumatology News

Partnerships

Gastroenterology
- GI & Hepatology News

Hospital Medicine
- Journal of Hospital Medicine
- The Hospitalist
- HM Daily News

Internal Medicine
- The Cleveland Clinic Journal of Medicine

Neurology
- Rare Neurological Disease Special Report

Oncology
- The Sarcoma Journal

Pulmonary Medicine
- CHEST Physician

Rheumatology
- EULAR Congress News

Thoracic Surgery
- AATS Daily News

Vascular Medicine
- Vascular Specialist
- Vascular Connections

Professional Resources

- MedJobNetwork.com
- Physicians’ Travel & Meeting Guide

Visit us at frontlinemedcom.com
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 is ranked 1st in combined web and print engagements1. With MDedge™, our network of trusted brands and integrated web portal, custom solutions group, BPA-audited print/digital publications, and conferences group, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and multi-faceted, multi-channel advertising programs. We reach 1.2 million+ physicians, NPs, PAs, and key healthcare decision makers through more than 30 media brands serving 20 distinct markets. Print reach surpasses 740,000 HCPs and extends digitally, giving providers immediate content access through interactive websites and disease specific resource centers, podcasts, roundtables, newsletters, educational programs, and social media platforms. FMC delivers award-winning content daily including on-site conference coverage from major medical meetings, to content produced in collaboration with notable societies and opinion leaders. FMC produces live events, click-for-credit, and CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com) and Hemedicus (hemedicus.com).

Our brands elevate your brand through true omnichannel engagement:

Disease state Resource Centers/Branded Web sites/Board Reviews: Customer centric, highly trafficked, mobile friendly websites provide HCPs with the very latest in practice, policy, and news affecting their specialty. Practice pearls; daily podcasts; KOL analyses, interviews, and commentaries; clinical guideline updates; and career information keep readers well-informed. Unique interactive features help HCPs test their knowledge and prepare for board certification. Advertisers gain innovative solutions for sponsorship.

- **MDedge Daily News Podcast**: A quick roundup of the day’s top medical news delivered every morning.
- **Postcall Podcast | Psychcast™ | Cardcast™**: Career and specialty specific news recaps on demand.
- **Conference Opportunities**: eNews, door drops, Product Theater Reporters reach attendees with your message before, during, and after meetings.
- **Board Review Programs**: disease and specialty specific reviews provide key learnings for board recertification.
- **Project Journey™**: A multifaceted exploration of a disease/condition and its impact on clinicians, patients and their families, research, therapy, and policy. Personal story telling and journalistic integrity at its best.
- **Video Roundtables/Webinars**: Virtual or in-person, scripted or pre-specified, KOL sessions/interviews.
- **Partnerships**: Valued partnerships with societies, advocacy groups, and medical associations, including AGA, AVAHO, CHEST, NORD, SFA, SHM among many others, enhance content offerings and extend reach.

MDedge Hematology & Oncology: Our extensive family of print and digital media brands and live events provide multi-channel opportunities to reach oncologists, hematologists, and clinicians allied to the field.

We offer the following advantages:

- **#1 and #2**: According to Kantar data1 Frontline ranks #1 in combined web + print engagements—26.7 million annually—and #2 in web reach2 among physician-focused, ad supported media.
- **HCP Level Targeting/Data**: HCP targeting, engagement and performance evaluation from our unique, integrated database.
- **Respected Content and Deep Engagement Custom Programs**: Frontline delivers multidisciplinary learning experiences, educating your key targets with branded/unbranded messaging. As content experts with unrivaled HCP access and deep KOL relationships, Frontline creates relevant, compelling, integrated multichannel solutions that address your strategic brand imperatives. Our team of expert writers, designers, e-media techs, and program managers produce exceptional, custom educational programs fully compliant with the medical, legal, regulatory review process. We build custom patient education programs and resource centers too!

Visit us at frontlinemedcom.com.  

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1 June 2018 Medical/Surgical Readership and Website Usage Studies, MARS Medical Online System Reach Analysis.  
2 Based on Frontline’s analysis of reported total reader/website visitor metrics among measured, MD-focused, ad supported media.
MDedge Network of Specialty Brands

ALL SPECIALTIES

MDedge

• MDedge.com, our integrated web portal of more than 30 specialty-specific digital and print brands in 20 markets, keeps HCPs informed and saves them time.
• MDedge.com provides readers/users with a powerful, seamless, tailored experience, and easy access to the latest medical developments and interactive learning opportunities. MDedge™ features medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, policy and practice information, quizzes/self-assessments, the MDedge Daily News and Postcall podcasts, and videos. Lifestyle, The Optimized Doctor, and MDedge On Demand appeals to reader’s professional lives in terms of their health/well-being, offering practical insights on achieving personal and professional balance.
• MDedge provides a gateway to disease-state microsites (Resource centers and Journeys), roundtables, webcasts, medical education, and guidelines information (ClinicalEdge®).
• 2019 features include MDedge Residents, It’s a Puzzlement, Livin’ on the MDedge, additional specialty podcasts, and more.

Brand Reach (Digital only): 1.3 million (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
Contacts: Your account manager

CARDIOLOGY

Cardiology

• Cardiology News, online at www.mdedge.com/cardiology, keeps cardiologists and related subspecialists updated throughout their day.
• Readers rely on this leading, independent newspaper for medical news and views, insightful commentary, perspectives, conference coverage and Business of Medicine columns.
• Interactive options such as CardioCast™, other podcasts, videos, and self-assessment quizzes provide immediate information and learning opportunities.
• Commentary, blogs and social media pages allow these specialists to connect with their peers.
• As part of the MDedge™ web portal, Cardiology News provides news and views that matter to cardiologists in a timely and interactive format, providing the best way for physicians to stay current and save time, through award-winning daily news coverage.
• All articles are researched, written, and produced by professional medical journalists.

Brand Audit Reach* (Digital and Print): 70,146
Print Frequency: 12x
Contacts: Valerie Bednarz, Amanda Smith, Mark Branca

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
**DEPARTMENTS OF FRONTLINE MEDICAL COMMUNICATIONS**

Click on any journal cover to go to the website. Click on contact for phone and email information.

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**Dermatology**

- *Cutis* is a monthly peer-reviewed journal referenced in Index Medicus/MEDLINE.
- An educational resource for 54 years with case reports, original research, clinical pearls and concise clinical reviews focus on the practical side of dermatology.
- Quizzes offer 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology.
- The *Cutis* website, www.mdedge.com/cutis—part of the MDedge™ web portal, features an extensive archive that provides readers with tools for point of care.
- Features include disease state pages, latest news, procedural videos, the *Cutis* Peer to Peer podcast (available on Apple Podcasts), resident columns, and fast facts for board review with practice questions.
- *Cutis* is partners with the Association of Military Dermatologists (AMD), Skin of Color Society, and Society for Dermatology Hospitalists; their content equips readers to meet the specific needs of these patient populations.
- *Cosmetic Dermatology* educates dermatologists, facial plastic surgeons, and cosmetic surgeons, on the rapid advances occurring in the field of cosmetic rejuvenation.
- Archives reside on the MDedge | Dermatology website. This peer-reviewed content continues to enhance the physician’s ability to repair, improve, and renew the skin.

**Brand Audit Reach* (Digital and Print): 93,374**
**Print Frequency:** 12x
**Contacts:** Sharon Finch, Amanda Smith

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**Dermatology News**

- For nearly 50 years Dermatology News has been the leading independent newspaper for medical, surgical, and aesthetic dermatology.
- Specialty-specific news and insightful physician commentary in a clear, concise format offers ease of applicability to daily.
- Reaching dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and physician assistants.
- Content is researched, written, and produced by experienced medical journalists.
- Daily news updates and commentary is online at www.mdedge.com/edermatologynews, part of the MDedge™ web portal.
- Clinical "specialty focus" topics provide timely updates in an interactive format including videos, podcasts, and special reports.
- E-blasts and newsletters, commenting, and sharing articles via social media, keeps dermatology specialists current, saving them time, and providing perspective.

**Brand Audit Reach* (Digital and Print): 108,316**
**Print Frequency:** 12x
**Contacts:** Sally Cioci, Amanda Smith

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*Brand Audit Reach is the 6-month average shown on June ’18/July ’18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.*
ENDOCRINOLOGY

**MDedge | Endocrinology**

- *Clinical Endocrinology News*, www.medge.com/endocrinology, part of the MDedge™ web portal, is updated daily with specialty-specific Views on the News--expert clinician commentary on how the news affects medical practice.
- Commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and Clinical Edge™ summaries offered in a timely and interactive format. Videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters.
- *Clinical Endocrinology News* is the best way for endocrinologists to stay current, save time, and gain perspective. Endocrinologists can engage online by commenting on articles, contacting editors, and sharing articles via social media.
- *Clinical Endocrinology News* is the leading independent news source for the endocrinologist and related subspecialties. Readers rely on its clear, concise, accessible format—that can be used daily in practice.
- All articles are researched, written, and produced by professional medical journalists.

Brand Audit Reach* (Digital and Print): 51,294
Print Frequency: 12x
Contacts: Tracey Sears, Alison Paton

FAMILY MEDICINE

**MDedge | Family Medicine**

- For 48 years, *Family Practice News* (FPN) has been the leading independent newspaper for the family physician. With news in perspective and insightful commentary—in a clear, concise, accessible format—*Family Practice News* keeps busy physicians up to date on clinical advances that impact their daily practice of medicine.
- Published monthly, FPN circulates to more than 101,000 family physicians and related subspecialists and features articles researched, written, and produced by professional medical journalists.
- FPN can be found online at www.medge.com/familypracticenews, part of the MDedge™ web portal. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters, helping them to stay current, save time, and gain perspective.
- Family physicians further engage online by commenting on articles, contacting editors, and sharing articles via social media.

Brand Audit Reach* (Digital and Print): 168,229
Print Frequency: 12x
Contacts: Gina Bennicasa, Jodi Smith, Rey Valdivia

**The Journal of Family Practice (JFP)** is peer-reviewed and indexed in numerous sources including Index Medicus. The journal is relied upon by more than 101,000 family physician readers for timely, practical, and evidence-based information they 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 www.medge.com/jfponline, part of the MDedge™ web portal.
- The website logs an average of more than 300,000 unique browsers every month.
- JFP online also offers audiocasts and videos by physician specialists, Residents’ Rapid Review—a 5-question quiz designed specifically for those preparing to take the family medicine (re)certification exam, and interactive features like Photo Rounds Friday—a weekly diagnostic puzzler.

Brand Audit Reach* (Digital and Print): 431,484
Print Frequency: 10x
Contacts: Geoff Watkins, Rey Valdivia

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
PowerBuy™

Family Practice News® and Internal Medicine News® provide a combination buy to reach nearly 219,000 family and internal medicine physicians and related subspecialties.

Affords advertisers substantial discounts and other incentives to reach primary care physicians most efficiently. (See individual brands above and below for more details.)

Brand Audit Reach*: FPN: 168,229 + IMN: 165,206
Print Frequency: 12x
Contacts: Gina Bennicasa, Jodi Smith

PowerBuy2™

PowerBuy2 brings together the top peer-reviewed clinical, indexed primary care journals, The Journal of Family Practice® (JFP) and Cleveland Clinic Journal of Medicine® (CCJM). JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency.

Buy both and earn a 15% discount off earned page rates in each with combined reach to 224,000 family and internal medicine physicians and related subspecialties. (See individual brands above and below for more details.)

Brand Audit Reach*: JFP: 101,004 (Print) CCJM: 125,046 (Print)
Print Frequency: JFP-10x; CCJM-12x
Contacts: Geoff Watkins

FEDERAL MARKET: VA, DoD, PHS

Federal Practitioner

Founded in 1984, Federal Practitioner is a peer-reviewed clinical journal serving more than 35,700 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service.

Journal articles include case reports, clinical review articles, original research, editorials, columns, and in-depth profiles of new programs and procedures within the federal healthcare system.

Recognized for its quality content by the National Library of Medicine, articles are now included in PubMed Central®.

Fed Prac meets the unique needs of those practicing within the federal healthcare community by keeping the readership apprised of practice guidelines pertinent to treating the nation’s armed forces and veterans and by recognizing the distinct healthcare perspective these readers possess.

The Federal Practitioner® website (www.medge.com/fedprac, part of the MDedge™ web portal) is a robust resource that features monthly digital editions and audiocasts, the digital edition of the annual Directory of VA and DoD Health Care Facilities, webcasts, a blog community, special issues and supplements, and web-exclusive content, all with a federal healthcare perspective.

Fed Prac also has an established app that features all regular issues, special issues, supplements, and the directory.

Fed Prac’s exclusive partnership with AVAHO offers membership reach and ad opportunities via 4 special issues and a microsite.

Brand Audit Reach*: 35,786 (print only); 40,195 (Google Analytics average unique monthly visitors, February - July 2018, U.S. only)
Print Frequency: 12x
Contacts: Lea Drag, Amanda Smith, JoAnn Wahl

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
INFECTION DISEASES

**MDedge** | Infectious Disease

- **IDPractitioner** (IDP) is the independent, digital resource that provides indispensable information relevant to infectious disease practitioners.
- As leaders with over 50 years of experience in medical news and commentary for specialty physicians, IDP provides coverage of important clinical research with insightful commentaries that put infectious disease advances into perspective.
- The IDP website, www.mdedge.com/infectiousdisease—part of the MDedge™ web portal, is updated throughout the day with specialty-specific news and commentaries, physician-written columns, MD-IQ™ quizzes, ClinicalEdge® summaries, as well as business and regulatory issues that impact their daily practice of medicine.
- Multimedia coverage includes videos, podcasts, and special reports.
- With IDPractitioner, FMC provides useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians.

**Brand Reach (Digital):** 17,228 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
**Print Frequency:** N/A; Digital Only
**Contacts:** Devin Gregorie, Alison Paton

INTERNAL MEDICINE

**MDedge** | Internal Medicine

- For 50 years, **Internal Medicine News** (IMN) has been the leading independent newspaper for internal medicine.
- Specialty-focused news and insightful commentary—in a clear, concise, accessible format—keeps busy physicians up to date on clinical advances that impact their daily practice of medicine.
- Circulating to more than 117,000 general internists and related subspecialists, IMN features articles researched, written, and produced by professional medical journalists.
- Online at www.mdedge.com/internalmedicinenews, part of the MDedge™ web portal, the IMN site is updated throughout the day with specialty-specific news with expert clinician commentary, key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries, videos, podcasts, and special reports, immediately accessible online and through e-blasts and newsletters.
- Physicians engage online by commenting on articles, contacting editors, and sharing articles via social media and to stay up to date, save time, and gain perspective.
- PowerBuy™ and PowerBuy2™ provide special discount programs to reach primary care physicians. (See **FAMILY MEDICINE** above and INTERNAL MEDICINE for details below.)

**Brand Audit Reach** (Digital and Print): 165,206
**Print Frequency:** 12x
**Contacts:** Gina Bennicasa, Jodi Smith, Rey Valdivia

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.*
MEDICAL DIRECTORS & PHARMACY DIRECTORS

- Journal of Clinical Outcomes Management® (JCOM), a peer-reviewed, indexed journal and affiliated website, is in its 25th year of publication.
- JCOM is consistently rated the top ranked evidence-based managed care/payer journal in the marketplace for Readership**. As the first and only clinical outcomes application-to-practice journal, JCOM provides nearly 40,000 BPA-audited key managed care/payer formulary decision makers with evidence-based practical information for improving the quality and value of care.
- Healthcare’s move away from “fee for service” to “value-based service” is tied directly into improving patient outcomes through evidence-based/patient-centered improvement strategies. JCOM articles translate the evidence into practical information, helping managed care/payer decision makers improve the safety and cost-effectiveness of care.
- Key features include the case-based clinical review, which presents a critical review of the literature as well as how to apply the evidence to a specific patient case; original research; clinical reviews; Outcomes Research & Reviews.
- All features, including its highly valued improvement strategies and system innovations in the Reports from The Field series, appear in print and in a reader-friendly digital format online at www.mdedge.com/jcomjournal, part of the MDedge™ web portal.

**Managed Care Readership Studies. © Copyright Kantar Media.

Brand Audit Reach*: 39,481 (print only)
Print Frequency: 6x
Contacts: Bruce White, Rey Valdivia

NEUROLOGY

- Clinical Neurology News (CNN) is a leading independent website with clinical and practice economics news and commentary tailored to the clinical neurologist.
- CNN is available on the MDedge™ web portal at www.mdedge.com/clinicalneurologynews.
- Readers rely on Clinical Neurology News’ clear, concise, accessible online format for daily updates in their specialty. All articles are researched, written, and produced by professional medical journalists in a timely and interactive format.
- Coverage is immediately accessible online and through e-blasts and e-newsletters, saving physicians time and keeping them current. Neurologists gain perspective and join the conversation through commentary, blogs, Facebook, and Twitter.

Brand Reach (Digital): 20,697 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
Print Frequency: N/A; Digital Only
Contacts: Joshua Norton, Amanda Smith

*Brand Audit Reach is the 6-month average shown on June ’18/July ’18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
Launched in 1993, Neurology Reviews is the first and original news source in neurology. Neurology Reviews (NR) has a 26-year history of providing independent, unbiased news to neurologists and clinicians interested in the neurosciences.

NR covers medical conferences and clinical research findings, as well as specialty trends, expert opinions, and the breadth of influences affecting the practice of neurology. Experienced medical journalists deliver timely, relevant, and insightful news affecting the practice of neurology and all its subspecialties.

In addition to the monthly print issue reaching over 25,000 neurologists and clinicians interested in neuroscience, NR is accessible online at www.mdedge.com/neurologyreviews, part of the MDedge™ web portal. The site features online ahead of print conference reporting, audio and video interviews, disease-specific microsites, self-assessment quizzes, supplements, sponsored educational programs, a calendar of relevant medical meetings, and a career center listing job openings around the country.

The 5th annual Rare Neurological Disease Special Report, coinciding with Rare Disease Day, is developed through our valued partnership with NORD.

NR provides its content in print, through an App, on a mobile-friendly website, in digital editions, and through targeted e-blasts.

NR’s partnerships with numerous neurological associations (e.g., CMSC, CNF) extend reach to important audiences.

Brand Audit Reach* (Digital and Print): 84,662
Print Frequency: 12x
Contacts: Elizabeth Katz, Toni Haggerty, Alison Paton

NURSE PRACTITIONERS & PHYSICIAN ASSISTANTS

Clinician Reviews

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 (CR) 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.

CR is 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.

The CR website, www.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 70,000 engaged NPs and PAs, alert them to what’s new and relevant to their practice.

CR presents 2 live educational events for NPs and PAs: Metabolic & Endocrine Disease Summit (MEDS) and the Cardiovascular, Allergy & Respiratory Summit (CARPS) and connects to NPs and PAs instantly via social media (Facebook.com/ClinRev and Twitter@ClinRev).

Brand Reach (Digital): 57,321 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
Print Frequency: N/A; Digital Only
Contacts: Rey Valdivia

*Brand Audit Reach is the 6-month average shown on June ’18/July ’18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
OBSTETRICS/GYNECOLOGY

MDedge® ObGyn

• For more than 30 years OBG Management has been a proven, long-time leader in delivering expert, relevant, evidence-based, and award-winning clinical content, and timely practice management information to engage women’s healthcare specialists in print, online, and on mobile devices.

• Content focuses on what these specialists need to care for the next woman who walks into their practice.

• OBG Management is led by a select Editorial Board, elite professionals representing all areas of obstetrics and gynecology, and Editor-in-Chief Robert L. Barbieri, MD, Kate Macy Ladd Professor of Obstetrics, Gynecology and Reproductive Biology, at Harvard Medical School in Boston.

• Through its award-winning website, www.mdedge.com/obgyn (part of the MDedge™ web portal), articles appearing in OBG Management are interactively reinforced with complementary and stand-alone surgical technique videos. Web exclusives also include expert audio commentaries, news for your practice, polls, quizzes, and recent research summaries.

• A consistent leader in delivering readership and exposures, OBG Management ranks #1 in APEX and average page exposures, outperforming all other journals in the specialty**. Further, readers tell Kantar Media that OBG Management is a publication they like spending time with**.


Brand Audit Reach* (Digital and Print): 211,967
Print Frequency: 12x
Contacts: Dianne Reynolds, Amanda Smith

Ob.Gyn. News

• Since 1966, Ob.Gyn. News has been the leading independent newspaper for obstetricians/gynecologists. Now in its 53rd year, it serves the needs of physician readers with breaking news and insightful commentary in a clear, concise, accessible format, allowing busy physicians to quickly stay up to date on clinical advances that affect their daily practice.

• Ob.Gyn. News circulates to more than 43,000 obstetricians/gynecologists and related subspecialists, publishing articles researched, written, and produced by professional medical journalists.

• The website, www.mdedge.com/obgyn, is the online destination and multimedia property of Ob.Gyn. News and a part of the MDedge™ web portal. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert commentary on how the news affects medical practice in a timely and interactive format.

• Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters, enabling physicians to engage further by commenting on articles, contacting editors, and sharing articles via Facebook and Twitter. The website offers the best way for obstetricians/gynecologists to stay up to date, save time, and gain valuable perspective.

Brand Audit Reach* (Digital and Print): 86,872
Print Frequency: 10x
Contacts: Dianne Reynolds, Amanda Smith

*Brand Audit Reach is the 6-month average shown on June ’18/July ’18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
ONCOLOGY / HEMATOLOGY

MDedge | Hematology & Oncology

Hematology News

- **Hematology News** is the tabloid publication that provides indispensable information relevant to the practice of hematology. Coverage of important clinical research at medical meetings and published in journals, with commentaries, puts advances in perspective, providing useful and relevant content of high interest to the practicing hematologist.

- **Hematology News** (HN), published monthly, was created in response to the wide acceptance of the HN website. Research has uncovered many unmet needs in hematology that are addressed in print and online (www.mdedge.com/hematologynews—part of the MDedge™ web portal), including specific medical news and commentary for specialty physicians.

- With a staff of experienced medical journalists, the HN brand goes beyond just important papers, opinion pieces, and meeting reports, to address more underlying controversies. It includes unique features and addresses the impact of trends in practice management and healthcare policy.

Brand Audit Reach* (Digital and Print): 64,537
Print Frequency: 12x
Contacts: Joshua Norton, Devin Gregorie, Alison Paton, Frank Iorio

Hematology Times

- A recent addition to the Frontline family, HematologyTimes.com™, part of the MDedge™ web portal, is a news website dedicated to reporting the latest discoveries in the field of hematology.

- Founded in 2007, HematologyTimes.com covers both benign and malignant diseases and related issues of interest to the practicing hematologist. The site provides coverage of international hematology meetings and news on studies published in leading industry journals.

- HematologyTimes.com offers a continually updated listing of coming events, Media on Demand, Continuing Medical Education programs, and an interactive forum for article discussion. Physicians can also post their views, comments, and questions on Hematology Times’s Facebook and Twitter pages. Concise, accurate reporting and daily updates make this website valuable for busy professionals.

Brand Reach (Digital): 7,350 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
Print Frequency: N/A; Digital Only
Contacts: Frank Iorio, Devin Gregorie, Alison Paton

Oncology Practice

- **OncologyPractice** provides busy oncologists and cancer care professionals, easy access to the latest on cancer treatments, emerging trends, and practice economics. All-digital content includes commentary and analysis, giving busy clinicians news immediately and easily accessible; they can conveniently and quickly share important information via email and social media.

- **OncologyPractice**, part of the MDedge™ web portal, enhances meeting coverage and journal reports with audio and video features. Daily content includes clinical developments arranged by tumor site, commentary from thought leaders and patient advocates, updates on healthcare policy and regulations that affect the physician’s practice, and links to related content, online exclusives, and other resources.

- **OncologyPractice** offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites.

Brand Reach (Digital): 55,284 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
Print Frequency: N/A; Digital Only
Contacts: Devin Gregorie, Alison Paton, Frank Iorio

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
The Hematology-Oncology Board Review is a peer-reviewed, solution-driven digital publication offering clinical review articles on core topics in hematology and oncology for fellows and practicing physicians preparing for their initial board certification or maintenance of certification exams. Emphasizing fundamental skills in the evaluation and treatment of patients with cancer and hematologic diseases, each article provides a concise review of essential facts and is accompanied by an interactive engagement self-assessment module. Content development is under the editorial oversight of experienced academic physicians. The Hematology-Oncology Board Review’s website, http://www.mdedge.com/jcso/hphemonc, part of the MDedge™ web portal, features robust Case-Based Review/Clinical Review content along with convenient to use in-depth interactive Board Review Questions for an immediate and engaging learning experience. Highly engaging board review and board recertification learning solutions keep hematology-oncology physicians who are continually preparing for their board certification and board recertification exams (maintenance of certification exam) prepared while maintaining a full practice.

Brand Reach (Digital): 55,284 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)
Print Frequency: N/A; Digital Only
Contacts: Devin Gregorie, Alison Paton, Frank Iorio

PEDIATRICS

Pediatric News

For 52 years, Pediatric News has been the leading independent newspaper for pediatricians. Specialty-focused news and insightful commentary—in a clear, concise, accessible format—keeps busy physicians up to date on clinical advances that impact their daily practice of medicine. Pediatric News circulates to over 61,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All news articles are researched, written, and produced by professional medical journalists. Pediatric News, online at www.mdedge.com/pediatrics, part of the MDedge™ web portal, is updated throughout the day with news that may include Views on the News—expert clinician commentary on how the news affects medical practice in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians engage online by commenting on articles, contacting editors, and sharing articles via social media, offering the best way for pediatricians to stay up to date, save time, and gain perspective.

Brand Audit Reach* (Digital and Print): 111,445
Print Frequency: 12x
Contacts: Sally Cioci, Amanda Smith

*Brand Audit Reach is the 6-month average shown on June ’18/July ’18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
• **Clinical Psychiatry News** is the leading independent news source for the practicing psychiatrist, providing specialty-specific news and insightful commentary in a clear, concise, accessible format. Psychiatrists and child psychiatrists, 43,000 print readers, rely on CPN for articles researched, written, and produced by professional medical journalists.

• CPN online at [www.mdedge.com/psychiatry](http://www.mdedge.com/psychiatry), part of the MDedge™ web portal, award-winning news coverage is updated daily and includes physician commentaries that add perspective on how the news matters to the way psychiatric specialists practice.

• Columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists join the conversation through online commentary on articles, and via social media. **Clinical Psychiatry News** is the best way for psychiatrists to stay current, save time, gain perspective, and share important digital content with their colleagues.

**Brand Audit Reach* (Digital and Print): 236,231**

**Print Frequency:** 12x  
**Contacts:** Tracey Sears, Alison Paton

• **Current Psychiatry** is the leading peer-reviewed source of practical, evidence-based information that is valued by psychiatric clinicians.

• As the #1 A-size clinical review publication in both readers and exposures, and the #1 journal-affiliated site in the market in terms of unique monthly visitors**, **Current Psychiatry reaches 44,746 office- and hospital-based psychiatrists and advanced practice clinicians with solutions to common clinical problems in daily practice.

• **Current Psychiatry** offers a robust multichannel platform to advertisers that includes: online at [www.mdedge.com/psychiatry](http://www.mdedge.com/psychiatry), part of the MDedge™ web portal, live events, custom educational programs, and our partnership with **Annals of Clinical Psychiatry**, the official publication of the American Academy of Clinical Psychiatrists.

• **Annals of Clinical Psychiatry** provides an international forum for exploring the etiology, diagnosis, and treatment of psychiatric disorders, publishing high-quality, peer-reviewed articles focused on advancing patient care, including original research, timely reviews, case reports, letters to the editor, and book reviews.

• **Annals** is distributed to members of the American Academy of Clinical Psychiatrists quarterly in February, May, August, and November. Full-text articles are available online at [www.aacp.com](http://www.aacp.com) and via bonus distribution at the AACP’s educational meetings and other psychiatric meetings.

• Indexed with the National Library of Medicine, the journal has a 2015 impact factor of 1.583. Donald W. Black, MD, Professor of Psychiatry at the University of Iowa, is the Editor-in-Chief. Current and archived issues, benefits of membership, details regarding the AACP’s annual meetings, and more information about the AACP is available at [www.aacp.com](http://www.aacp.com).

**Brand Audit Reach* (Digital and Print): 236,686**

**Print Frequency:** 12x  
**Contacts:** Sharon Finch, Alison Paton

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*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.*
**RHEUMATOLOGY**

**Rheumatology News**

- Rheumatology News is for the practicing rheumatologist. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—Rheumatology News keeps busy rheumatologists up to date on clinical advances that impact their daily practice of medicine.
- Rheumatology News, published 18x per year, is the leading independent newspaper for more than 8,000 rheumatologists, selected primary care physicians, and NP and PA specialists in rheumatology. All articles are researched, written, and produced by professional medical journalists.
- Rheumatology News is online at www.mdedge.com/rheumatology, part of the MDedge™ web portal. Updated throughout the day with specialty-specific news, it includes Views on the News—expert clinician commentary on how the news affects medical practice. Columns, commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters.
- Rheumatologists save time, stay up to date, and gain perspectives, as well as join the conversation and share content via social media.

**Brand Audit Reach** (Digital and Print): 48,599

**Print Frequency**: 18x

**Contacts**: Jeanne Gallione, Alison Paton

*Brand Audit Reach is the 6-month average shown on June ’18/July ’18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.*
**GASTROENTEROLOGY & HEPATOLOGY**

- **GI & Hepatology News** is the official newspaper of the AGA Institute. Over 18,500 gastroenterologists and hepatologists rely on *GI & Hepatology News* to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online.
- Launched in partnership with Frontline Medical Communications in January 2007, independent reporting focuses on impacting the way gastroenterologists practice medicine and news from the AGA Institute keeps active members up to date on educational opportunities and policy initiatives.
- All articles are researched, written, and produced by professional medical journalists, and are online at www.mdedge.com/gihepnews, part of the MDedge™ web portal. This online destination of *GI & Hepatology News* provides news and views that matter to physicians in a timely and interactive format, and includes award-winning columns and commentaries, videos, and special reports, all immediately accessible online and through e-blasts and newsletters.
- *GI & Hepatology News* is the best way for physicians to stay current, save time, and gain perspective.

**Brand Audit Reach***(Digital and Print): 28,216
Print Frequency: 12x
Contacts: Artie Krivopal, Amanda Smith, Mark Branca

**HOSPITAL MEDICINE**

- **The Hospitalist** is the official newsmagazine of the Society of Hospital Medicine. Now in its 22nd year of publication, *The Hospitalist* reports on issues and trends in the practice of hospital medicine, reaching more than 33,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine.
- The award-winning newsmagazine features a range of compelling articles in print and online including practical, evidence-based clinical reviews in subject matter areas most important to hospitalists; quality improvement initiatives and developments; research related to the clinical management of inpatients; regulatory and medico-legal issues; operational strategies for HM group leaders; coverage of domestic and international developments; and, profiles and interviews with hospital medicine leaders.
- Articles are written by professional journalists, clinicians, and researchers in the field of hospital medicine. Each issue also includes opinions from a variety of industry leaders, including the Society of Hospital Medicine’s board of directors, as well as experts in clinical care, practice management, and quality improvement.
- Online, *The Hospitalist* publishes articles and information to its website daily, www.the-hospitalist.org/hospitalist. *The Hospitalist* also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward clinicians in hospital-based settings.
- *The Hospitalist* is the best way for hospital-based clinicians to stay current, save time, and gain perspective.

**Brand Audit Reach***(Print only): 33,531
Print Frequency: 12x
Contacts: Artie Krivopal, Valerie Bednarz, Amanda Smith, Mark Branca

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
• The *Journal of Hospital Medicine* (JHM) is the premier peer-reviewed, indexed (MEDLINE, PubMed, Scopus, and Embase) publication for the specialty of Hospital Medicine, dedicated to publishing evidence that transforms care of the hospitalized patient.

• JHM advances excellence in Hospital Medicine clinical care and research through the dissemination of studies, evidence-based clinical care updates and reviews, and rigorous evaluations of approaches to improve the quality, safety, and value of care for hospitalized adults and children. Broad areas of interest include:
  - Treatments for common inpatient conditions (such as pneumonia, COPD, sepsis, thromboembolism, or asthma);
  - Approaches to improving perioperative care and care for hospitalized patients with geriatric or pediatric vulnerabilities (such as mobility problems, or those with complex longitudinal care);
  - Evaluation of innovative health delivery system or educational models;
  - Approaches to improving the quality, safety, and value of healthcare across the acute and postacute continuum of care; and,
  - Evaluation of policy and payment changes that affect hospital and postacute care.

• JHM provides print, online only, and online-first content for more than 30,000 physicians and health care professionals involved in patient care, clinical decision making, teaching, academic research, and administration at institutions and hospitals around the world.

• *HM Daily News* is the official show daily newspaper of the Society of Hospital Medicine annual meeting. It has the important information needed for participants to make the most of their time at the meeting. In addition, there is a series of e-Newsletters delivered to the SHM database.

**Brand Reach:** 11,665 (Print); 20,027 (Digital) (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)

**Print Frequency:** 12x

**Contacts:** Valerie Bednarz, Artie Krivopal, Amanda Smith, Mark Branca

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**INTERNAL MEDICINE & SUBSPECIALTIES**

• *Cleveland Clinic Journal of Medicine* (CCJM), published monthly by Cleveland Clinic, provides its more than 123,000 recipients with up to date, practical, clinical information relevant to internists (including hospitalists), cardiologists, endocrinologists, pulmonologists, and physicians in related fields.

• CCJM’s editorial content focuses on practical clinical information that is immediately applicable to day-to-day practice. Physicians and scientists from Cleveland Clinic and other institutions share their knowledge, mixing clinical relevance with evidence-based and experience-based analysis.

• The journal's contents are indexed in MEDLINE and continuing medical education credit is offered free of charge in each issue for select articles. CCJM's contents are also available on its website, [www.mdedge.com/ccjm](http://www.mdedge.com/ccjm), part of the MDedge™ web portal.

• PowerBuy2 brings together the top peer-reviewed clinical, indexed primary care journals, *The Journal of Family Practice*® (JFP) and *Cleveland Clinic Journal of Medicine*® (CCJM). JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency. (Click PowerBuy2 for details.)

• Buy both and earn a 15% discount off earned page rates in each with combined reach to 224,000 family and internal medicine physicians and related subspecialties. (See FAMILY MEDICINE for more details.)

**Brand Audit Reach** *(Digital and Print):* 307,043

**Print Frequency:** 12x

**Contacts:** Geoff Watkins

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*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.*
PULMONARY MEDICINE

CHEST Physician

- CHEST Physician is the official newspaper of CHEST. Readers rely on CHEST Physician for breaking news and insightful commentary—in a clear, concise, accessible format—used daily in practice.
- Over 18,000 specialists in pulmonary disease, critical care medicine, sleep medicine, pediatric pulmonary medicine, cardiovascular medicine, and cardiothoracic surgery rely on CHEST Physician to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives.
- Launched in partnership with CHEST, CHEST Physician’s independent reporting keeps specialists up to date with the latest clinical and practice economics news, and, provides news from CHEST to keep members informed on educational opportunities, policy initiatives, and the professional contributions of CHEST’s leadership and fellows. All articles are researched, written, and produced by professional medical journalists.
- CHEST Physician’s website, www.mdedge.com/chestphysician (part of the MDedge™ web portal), is the online multimedia destination providing news and views in a timely and interactive format. Daily news coverage, immediate access, and interaction with colleagues through online commentary are features physician readers value to stay current, save time, and gain perspective.

Brand Audit Reach* (Digital and Print): 32,319
Print Frequency: 12x
Contacts: Monique Michowski, Amanda Smith, Mark Branca

RHEUMATOLOGY

EULAR Congress News

- EULAR Congress News is the official newspaper of the annual meeting of the European Congress of Rheumatology, published in partnership with European League against Rheumatism (EULAR).
- The digital Preview edition and three onsite print editions have become valuable resources for 70,000 specialists prior to the meeting and 15,000 annual attendees, respectively.
- The EULAR Report contains highlights for rheumatology specialists unable to attend.
- Each issue of EULAR Congress News is available simultaneously at www.EULARcongressnews.eu.

Contact: Mark Branca

THORACIC SURGERY

AATS Daily News

- AATS Daily News is the official newspaper of the annual meeting of The American Association for Thoracic Surgery.
- Three onsite issues are distributed at the meeting and a series of five e-newsletters are distributed to 10,000 cardio-thoracic professionals.
- Following the meeting, all issues are available online at www.aats.org to reach attendees and those unable to attend.
- Cover tips, and other marketing opportunities, are available for sponsorship.

Contact: Valerie Bednarz

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
VASCULAR MEDICINE

- **Vascular Specialist** is the official publication of the Society for Vascular Surgery and is produced in partnership with Frontline Medical Communications.
- More than 6,000 vascular surgeons, interventional cardiologists, vascular and interventional radiologists, and other vascular medicine specialists rely on Vascular Specialist to cover the world of vascular surgery with breaking news, on-site medical meeting coverage, and expert perspectives.
  - Since 2005, Vascular Specialist has provided independent reporting focused on keeping vascular specialists up to date on the latest developments that influence patient treatment and care and our News From SVS section keeps members up to date on educational opportunities, practice trends, and policy initiatives. All articles are researched, written, and produced by professional medical journalists.
  - Online, Vascular Specialist, www.mdedge.com/vascularspecialistonline part of the MDedge™ web portal, provides news and views that matter to physicians in a timely and interactive format, with daily news coverage, columns and commentaries, videos, podcasts, and special reports. E-blasts and newsletters alert physicians and provide immediate access to online content. Physicians join the conversation through commentary, Facebook, and Twitter. All channels provide the best way for vascular physicians to stay current, save time, and gain perspective.
  - Vascular Connections is the official newspaper of the Vascular Annual Meeting. The preview issue is mailed out with Vascular Specialist approximately four weeks prior to the meeting. More issues of Vascular Connections are distributed at the annual meeting.

Brand Audit Reach* (Digital and Print): 10,294
Print Frequency: 12x
Contacts: Valerie Bednarz, Amanda Smith, Mark Branca

HEMATOLOGY/ONCOLOGY

- The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America (SFA), www.curesarcoma.org, a leading sarcoma patient advocacy organization, is a conduit to inform and educate physicians and allied healthcare professionals (HCPs) on the latest research and leading treatments for soft/connective-tissue tumors.
- Published seasonally by MDedge™ Hematology & Oncology, The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America (www.sarcomajournal.org—accessible via the MDedge™ web portal) addresses the needs of oncologists, pediatric oncologists and other HCPs treating sarcomas by providing professional resources covering the most current medical news, diagnosis and treatment information on these cancer types.
- The journal supports SFA's activities focused on funding research, increasing awareness, and providing information on clinical trials throughout the U.S. By facilitating communication among the medical and scientific community, The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America seeks to support early detection, patient education, and more rapid developments of new and better sarcoma treatments, as part of the continuum of care.

Brand Reach (Print): 10,500
Print Frequency: Seasonally
Contacts: Frank Iorio, Devin Gregorie

*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.
Professional Resources

**MEDJOBNETWORK.com**

- The MedJobNetwork is much more than a job board. It is a multi-media, multi-channel platform that recruiters use to leverage the reach of medical brands trusted most by Physicians, NPs and PAs.
- As leaders in providing exceptional, compelling content and connecting career opportunities with loyal readers/visitors/followers, the MedJobNetwork powers the online Career Centers of the MDedge™ network of brands.
- Originally launched as a physician recruitment job board in 2008 called MedOpportunities.com, it was re-branded as MedJobFind.com in 2010 and became part of Frontline Medical Communications in 2012.

**Brand Reach (Digital):** 8,100 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)

**Print Frequency:** N/A; Digital Only

**Contact:** Julian Knight

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**PHYSICIANS TRAVEL & MEETING GUIDE**

- PTMG.com (Physicians’ Travel & Meeting Guide) is a comprehensive databank HCPs search to locate domestic, international offline and online CME and non-accredited medical meetings based on specialty.
- Extensive listings of over 2,000 future medical meetings are searchable by date, specialty, location, and keyword.
- Updated daily, each listing contains the sponsoring organization, the topic or title of the meeting, the credits available, registration fee, recreational activities, and special events for attendees, contact information and registration opportunities.
- The website (www.PTMG.com) regularly issues eNewsletters highlighting meetings of interest by specialty.

**Brand Reach (Digital):** 8,118 (Google Analytics average unique monthly visitors Feb-July 2018, U.S. only)

**Print Frequency:** N/A; Digital Only

**Contact:** Julian Knight

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*Brand Audit Reach is the 6-month average shown on June ‘18/July ‘18 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.*
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