

Brands of

**FRONTLINE**  
MEDICAL COMMUNICATIONS

**MDedge**<sup>®</sup>

Click on any brand to advance to the media brand's profile, reach, and sales contacts.

## MDedge<sup>®</sup> Network of Specialty Brands

### MDedge

- All specialties

### MDedge | Cardiology

- Cardiology News

### MDedge | Clinical Outcomes

- Journal of Clinical Outcomes Management

### MDedge | Dermatology

- Cutis
- Dermatology News

### MDedge | Emergency Medicine

### MDedge | Endocrinology

- Clinical Endocrinology News

### MDedge | Family Medicine

- Family Practice News
- Journal of Family Practice
- Power Buy
- Super Power Buy

### MDedge | Federal Practitioner

- Federal Practitioner
- Federal Practitioner Directory
- Federal Practitioner Data Trends

### MDedge | Hematology & Oncology

### MDedge | Infectious Disease

- ID Practitioner

### MDedge | Internal Medicine

- Internal Medicine News
- Super Power Buy

### 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

### MDedge | Surgery

## Partnerships

### Federal Market

- AVAHO Special Issues

### Gastroenterology

- GI & Hepatology News

### Neurology

- Rare Neurological Disease Special Report

### Oncology

- Rare Cancers Special Report

### Pediatrics

- Rare Pediatric Diseases Special Report

### Pulmonary Medicine

- CHEST Physician

### Rheumatology

- EULAR Congress News
- Rare Rheumatologic Diseases Special Report

## Professional Resources: Careers and Meetings

- MedJobNetwork.com

Visit us at [frontlinemedcom.com](http://frontlinemedcom.com)

## Frontline Medical Communications (FMC): An independent subsidiary of WebMD/Medscape, leader in print reach

As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications has multiplatform "scale" and ranks #3 in total print physician reach, #2 in combined web and print physician reach behind Medscape, and #2 in total combined web & print physician engagement with 18 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.\*

Through our MDedge® network of trusted brands and affiliated portal fueled by more than 30 legacy brands serving 20 distinct markets; custom solutions group; third-party BPA® reach verification; and conferences group, FMC works with clients to meet their marketing challenges by optimizing their multi-channel advertising programs and multi-faceted sponsorship opportunities.

We serve the professional information needs of 1.2 million physicians and healthcare professionals through an array of interactive, print, face-to-face and social media platforms, delivering award-winning content produced in collaboration with notable societies and opinion leaders. Click-for-credit and numerous CME/CE opportunities are provided through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)) and Hemedicus ([hemedicus.com](http://hemedicus.com)).

### Elevating your brand through high impact multichannel communications

FMC's customer centric, highly visited mobile friendly digital platforms, well-read print vehicles, and sought-after global live events provide HCPs with the very latest in practice, policy, and news affecting their specialty. KOL analyses, clinical guideline updates, and career information keep HCPs well-informed.

Healthcare marketers gain innovative general, or contextual, and deep engagement ad campaign/advertorial placements and custom program sponsorships to convey their messages. New and enduring online, email, and print offerings benefit both our client and medical professional customers.

- **Video Roundtables/Webinars:** Virtual or in-person, scripted or pre-specified, KOL sessions/interviews.
- **Conference Opportunities:** eNews, door drops, quizzes, and social media opportunities extend your message to attendees and non-attendees before, during, and after meetings.
- **MD-IQ™:** Engage targeted HCPs by sponsoring a brief self-assessment study guide. These clinical challenges test HCP knowledge vis a vis their peers while providing a fun, learning environment to showcase your message.
- **MDedge Therapeutic Updates:** Utilize MDedge's exclusive email channel as a trusted resource to deliver key brand announcements across all devices to your desired physician audience. Offering competitive target list matches of 75%+. Trusted MDedge brands drive 14%+ average open rates and 3%+ CTRs. Creative, production and MLR services now available, upon request. Maximum of two sends per month permitted with alternate subject lines for each deployment.
- **Brand Notifications:** The MDedge Brand Notifications repurpose approved client assets to create a multi-screen, multi-channel short form announcement. This immersive brand experience is integrated within the HCPs preferred online workflow -on MDedge and via email, the announcement is viewable from any device. A quick-to-market solution, with guaranteed specialist views and specialist or target list sends over the course of the 90 day flight.Brand Awareness
- **Recaps:** Topic Recap, Conference Recap: Experts synthesize and highlight important conference abstracts and breaking news in an evidence-based video program. Conference recaps are live 3 weeks post conference.
- **Challenge Center:** includes gamification content focused on one condition utilizing MD-IQ quizzes, crosswords, case analysis, and image identification
- **Clinical Brief ICYMI:** Exclusive ownership of latest clinical advances to maintain brand awareness during Rx decision making. What you need to know (ICYMI) content that covers the latest clinical news and treatment advances.

### Advantages to Working with FMC:

**Partnerships:** Valued collaborations with societies, advocacy groups, and medical associations, including AGA (American Gastroenterological Association), AVAHO (Association of VA Hematology/Oncology), CHEST, NORD (National Organization for Rare Disorders), SFA, among many others, enhance our content offerings and extend your reach, providing added multiplatform exposure.

**#2:** According to Kantar data<sup>1</sup> Frontline ranks #1 in total print reach; #2 in combined web + print engagements — 18 million annually — and #2 in total combined web + print reach<sup>2</sup> among physician-focused, ad supported media.

**Educational, Respected, 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.

Visit us at [frontlinemedcom.com](http://frontlinemedcom.com).



\*Kantar May 2021 Medical/Surgical Media Measurement Study

<sup>1</sup>May x Medical/Surgical Media Measurement Study, MARS Medical Online System Reach Analysis.

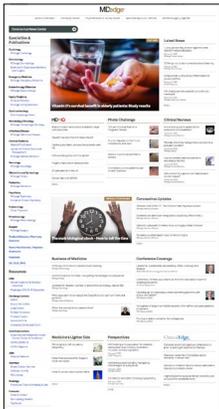
<sup>2</sup>Based on Frontline's analysis of reported total reader/website visitor metrics among measured, MD-focused, ad-supported media.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

## MDedge® Network of Specialty Brands

### ALL SPECIALTIES

## MDedge®



- **MDedge®** provides a powerful, seamless, tailored experience for physicians and other medical professionals. As an integrated web portal fueled by content from more than 35 FMC legacy print and digital brands in 20 markets, MDedge® is a destination resource that enables easy access to the latest medical developments and interactive learning opportunities.
- Multiplatform content features include: personalized medical news; summaries of the literature; clinical guidelines updates; indexed and peer-reviewed clinical and evidence-based reviews; conference coverage before, during, and after meetings; self-assessments, MOC quizzes; expert insights, KOL interviews and roundtables (audio/video/text); patient education and HCP/Patient Journeys; videos; practice management; medically relevant crossword puzzles; special reports; medical education; disease state resource centers; practical lifestyle and well-being content; and more.
- Newly developed content types keep visitors engaged while providing a meaningful “context” for medical marketers to effectively communicate their message to the right doctors in the right channel using innovative and targeted tactics and custom marketing programs. A key consideration for brand appeal, brand acceptance and brand safety.

Contact your account manager

### CARDIOLOGY

## MDedge® Cardiology

## Cardiology News



- *Cardiology News*, online at [mdedge.com/cardiology](http://mdedge.com/cardiology), part of the MDedge® web portal, provides news and views that matter to cardiologists in a timely and interactive format, providing the best way for physicians to stay current, save time, and gain perspective.
- Award-winning daily news coverage, and stories from the print publication, physicians can get immediate information online. Conversation can be joined through blogs and social media (Facebook, Twitter).
- Readers rely on this leading independent newspaper for breaking new, topical features, and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice.
- *Cardiology News* is published monthly and circulates to over 33,000 cardiovascular specialists and related subspecialists in a print format. All articles are researched, written, and produced by professional medical journalists.

Brand Audit Reach\* (Digital and Print): 63,057

Print Frequency: 12x

Contacts: Denise Stolfi, Carl Deleon

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

DERMATOLOGY

**MDedge<sup>®</sup>** Dermatology



- *Cutis*<sup>®</sup> is a monthly peer-reviewed journal referenced in *Index Medicus*/MEDLINE focusing on the practical side of dermatology.
- An educational resource for 57 years, dermatologists incorporate the diagnosis and treatment information presented in *Cutis* articles into patient care. Readers also become aware of new products and services through case reports, original research, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles.
- Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists.
- According to a survey,\* 72% of respondents indicated that content from an indexed publication (*Index Medicus*/PubMed) is more credible than from a non-indexed publication.
- *Cutis* is partners with the Association of Military Dermatologists (AMD), Skin of Color Society, and Society for Dermatology Hospitalists, and their content helps *Cutis* readers understand the specific needs of these patient populations.
- The MDedge Dermatology web site, part of the MDedge web portal, features an extensive archive of quality clinical content from *Cutis* that provides readers with tools for point of care. Image-based quizzes are published weekly.
- Online content for residents to aid dermatologists in-training include monthly resident columns, and quizzes.

\*Source: *Cutis* Reader Input and Evaluation Study (July 2017)

**Brand Audit Reach\* (Digital and Print): 306,287**

**Print Frequency: 12x**

**Contacts: Sharon Finch, Laura Reay**



- *Dermatology News*<sup>®</sup> has been the leading independent newspaper for medical, surgical, and aesthetic dermatology for nearly 50 years.
- Specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format is applicable to daily practice.
- Reaching more than 16,000 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and physician assistants.
- All articles are researched, written, and produced by experienced medical journalists.
- Daily news updates and commentary can be found online at [mdedge.com/dermatology](http://mdedge.com/dermatology), part of the MDedge<sup>®</sup> web platform.
- This site provides even more specialty-specific news and views organized by clinical "specialty focus" topics in a timely and interactive format.
- Award winning daily news coverage, columns, and commentaries, videos, and special reports are immediately accessible online and through eBlasts and newsletters.
- *Dermatology News* is the best way for dermatology specialists to stay current, saves time, and provides perspective.

**Brand Audit Reach\* (Digital and Print): 307,697**

**Print Frequency: 12x**

**Contacts: Cheryl Wall, Laura Reay**

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

EMERGENCY MEDICINE

**MDedge<sup>®</sup>** | Emergency Medicine



- For more than 40 years, *Emergency Medicine*<sup>®</sup> has been the only practical, clinical publication for the specialty, reaching office- and hospital-based physicians in emergency medicine and primary care.
- The *Emergency Medicine*<sup>®</sup> web site, [mdedge.com/emergencymedicine](http://mdedge.com/emergencymedicine), part of the MDedge<sup>®</sup> web portal, is more than just an online portal to the digital publication's review articles, case studies, and departments. The site offers daily news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC.
- *Emergency Medicine*<sup>®</sup> provides state-of-the-art review articles with hands-on information in a precise, reader-friendly format. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect how emergency physicians practice. MD-IQ<sup>™</sup> quizzes round out the interactive offerings.
- E-newsletters are a practical tool for alerting emergency physicians to what's new and relevant to their practice.

Contacts: Angelique Ricci, Randall Burkat

ENDOCRINOLOGY

**MDedge<sup>®</sup>** | Endocrinology

*Clinical Endocrinology News*



- *Clinical Endocrinology News*<sup>®</sup>, [mdedge.com/endocrinology](http://mdedge.com/endocrinology), part of the MDedge<sup>®</sup> web portal, is updated daily with specialty-specific news that includes Views on the News--expert clinician commentary on how the news affects medical practice.
- The site also features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ<sup>™</sup> quizzes, and ClinicalEdge<sup>®</sup> summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, audiocasts, 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 such as Facebook and Twitter.
- *Clinical Endocrinology News* is the leading independent news source for the endocrinologist and related subspecialties. It is published monthly and circulates to over 16,500 endocrinology specialists and related subspecialists. Readers rely on its clear, concise, accessible format—applicable to use in daily practice.
- All articles are researched, written, and produced by professional medical journalists.

Brand Audit Reach\* (Digital and Print): 39,589

Print Frequency: 12x

Contacts: Denise Stolfi, Randall Burkat

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

FAMILY MEDICINE

**MDedge<sup>®</sup>** | Family Medicine



- For over 50 years, *Family Practice News*<sup>®</sup> 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, *Family Practice News* circulates to more than 103,000 family physicians and related subspecialists and features articles researched, written, and produced by professional medical journalists.
- Online at [mdedge.com/familymedicine](http://mdedge.com/familymedicine), *Family Practice News* delivers award-winning daily news coverage, columns and commentaries, videos and special reports. E-blasts, newsletters, and article sharing via social media help keep physicians stay current, save time, and gain perspective.

Brand Audit Reach\* (Digital and Print): 429,852

Print Frequency: 12x

Contacts: John Molluso, Mickey Cotter, Laura Reay



- *The Journal of Family Practice*<sup>®</sup> is a peer-reviewed and indexed journal. The journal provides its nearly 104,000 family physician readers with 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 [mdedge.com/familymedicine](http://mdedge.com/familymedicine), part of the MDedge<sup>®</sup> web portal.
- The website, which logs an average of more than 230,000 unique visitors each month, 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): 429,975

Print Frequency: 10x

Contacts: Geoff Watkins, Laura Reay

**Power Buy<sup>™</sup>**

**Family Practice News<sup>®</sup> + Internal Medicine News<sup>®</sup>**

- *Internal Medicine News*<sup>®</sup> (IMN) and *Family Practice News*<sup>®</sup> (FPN) have long been the leading independent newspapers for busy primary care physicians. Readers rely on *Family Practice News* and *Internal Medicine News* for breaking news and insightful commentary.
- Published 12x a year the newspapers circulate to more than 217,000 physicians.
- The online destinations of *Family Practice News* and *Internal Medicine News* can be found at [mdedge.com/familymedicine](http://mdedge.com/familymedicine) and [mdedge.com/internalmedicine](http://mdedge.com/internalmedicine), part of the MDedge<sup>®</sup> web portal. Both sites are updated throughout the day with specialty specific news and commentaries. Physicians can engage online by contacting editors and sharing articles via social media. *Family Practice News* and *Internal Medicine News* are the best way for physicians to stay up-to-date, save time, and gain perspective. (See individual brands for more details.)

Brand Audit Reach\* (Digital and Print): FPN: 429,852 IMN: 204,604

Print Frequency: 12x

Contacts: John Molluso, Mickey Cotter, Laura Reay

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

**SUPER PowerBuy™**

PowerBuy™

Family Practice News. + Internal Medicine News. + THE JOURNAL OF FAMILY PRACTICE

- Super PowerBuy brings together the optimal blend of clinical and medical news content through *The Journal of Family Practice*® (JFP) and PowerBuy™ (Family Practice News® (FPN) and Internal Medicine News® (IMN)).
- Gain maximum primary care reach, duplicated and unduplicated, when you surround your ad with these three publications. Use the discounted PowerBuy™ (Family Practice News® and Internal Medicine News®) and *The Journal of Family Practice*® and earn 25% off the earned page rate in JFP. (See individual brands for more details.)

Brand Audit Reach\* (Digital and Print): JFP: 429,975    FPN: 429,852    IMN: 204,604

Print Frequency: JFP – 10x; FPN & IMN – 12x

Contacts: John Molluso, Mickey Cotter, Laura Reay

FEDERAL MARKET: VA, DOD, PHS

**MDedge** | Federal Practitioner



- Founded in 1984, *Federal Practitioner*® is a peer-reviewed clinical journal serving nearly 35,000 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 – including members of AVAHO, the Association of VA Hematologists and Oncologists.
- Journal articles including case reports, clinical review articles, original research, editorials, columns, and in-depth profiles of new programs and procedures within the federal healthcare system, have been recognized for their quality by the National Library of Medicine and are now included in PubMed Central®.
- *Federal Practitioner* 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 ([mdedge.com/fedprac](http://mdedge.com/fedprac), part of the MDedge® web portal) is a robust resource that features monthly digital editions and audiocasts, the digital edition of the 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. Visitors can easily access the AVAHO site and special AVAHO issues. Email and social media posts keep clinicians well informed on new content availability.
- *Federal Practitioner* also has an established mobile app featuring all regular issues, special issues, supplements, and the Directory.

Brand Audit Reach\*: 35,858 (print only); 17,805 (Google Analytics average unique monthly visitors, February - July 2021, U.S. only)

Print Frequency: 12x

Contacts: Angelique Ricci, Randall Burkat

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

HEMATOLOGY / ONCOLOGY

**MDedge** | Hematology and Oncology



- **MDedge Hematology & Oncology** is the source for timely, relevant, evidence-based, practice-changing information for hematologist-oncologists and medical oncologists, among others involved in the care continuum. Readily accessible, interactive formats make MDedge Hematology & Oncology ([mdedge.com/hematology-oncology](http://mdedge.com/hematology-oncology)—part of the MDedge® web portal) the best way for busy specialists to stay up to date and gain the perspectives they need to improve all aspects of cancer treatment, hematologic disorders, symptom management, and patient care.
- New features produced in collaboration include The Business of Medicine section, which explains how the latest health policy, payment, and practice management issues impact clinical practice. Videos include expert insights on the latest news and clinical advances.

Contacts: Michael Guire, Krys Gamoso

INFECTIOUS DISEASES

**MDedge** | Infectious Disease

**IDPractitioner**



- **IDPractitioner**® is an independent news source that provides infectious disease specialists with timely and relevant news and commentary on clinical advances as well as business and regulatory issues that impact the daily part of medicine.
- The **IDPractitioner** website, [mdedge.com/infectiousdisease](http://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, videos, and special reports.
- With **IDPractitioner**, FMC provides useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians.
- MDedge Crossword provides a fun, interactive way of testing knowledge of infectious diseases and related medicine.

Brand Reach (Digital): 18,877 (Google Analytics average unique monthly visitors February - July 2021, U.S. only)

Print Frequency: N/A; Digital Only

Contacts: Jeanne Gallione, Alyssa Hirkaler

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

INTERNAL MEDICINE

**MDedge<sup>®</sup>** | Internal Medicine

*Internal Medicine News*



- For over 50 years, *Internal Medicine News*<sup>®</sup> 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 108,000 general internists and related subspecialists, *Internal Medicine News* features articles researched, written, and produced by professional medical journalists.
- Online at [mdedge.com/internalmedicine](http://mdedge.com/internalmedicine), part of the MDedge<sup>®</sup> web portal, the *Internal Medicine News* site is updated throughout the day with specialty-specific news with expert clinician commentary, key clinical and regulatory issues, physician-written columns, MD-IQ<sup>™</sup> quizzes, and ClinicalEdge<sup>®</sup> summaries, videos, and special reports, immediately accessible online and through e-blasts and newsletters.
- Physicians engage online by contacting editors, and sharing articles via social media and stay up-to-date, save time, and gain perspective.
- *PowerBuy*<sup>™</sup> provides special discount programs to reach primary care physicians. (See FAMILY MEDICINE above for details.)

Brand Audit Reach\* (Digital and Print): 204,604

Print Frequency: 12x

Contacts: John Molluso, Mickey Cotter, Laura Reay

MEDICAL DIRECTORS & PHARMACY DIRECTORS

**MDedge<sup>®</sup>** | Journal of Clinical Outcomes Management



- *Journal of Clinical Outcomes Management*<sup>®</sup> (JCOM), a peer-reviewed, indexed journal and affiliated website, is in its 29<sup>th</sup> 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 38,000 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 [mdedge.com/jcomjournal](http://mdedge.com/jcomjournal), part of the MDedge<sup>®</sup> web portal.

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

Brand Audit Reach\*: 38,059 (print only); 7,947 (Google Analytics average unique monthly visitors, February - July 2021, U.S. only)

Contacts: Sharon Finch, Carl Deleon

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

NEUROLOGY

**MDedge** | Neurology

**NEUROLOGY**  
REVIEWS



- Launched in 1993, *Neurology Reviews*<sup>®</sup> is the first and original news source in neurology. *Neurology Reviews* has a 29-year history of providing independent, unbiased news to neurologists and clinicians interested in the neurosciences.
- *Neurology Reviews* 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 attend key medical conferences worldwide to 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, *Neurology Reviews* is accessible online at [mdedge.com/neurology](http://mdedge.com/neurology), part of the MDedge<sup>®</sup> 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 international medical meetings, and a career center that lists job openings around the country.
- The annual Rare Neurological Disease Special Report, coinciding with Rare Disease Day, is developed through our valued partnership with NORD. In its 8<sup>th</sup> year, physicians, advocacy groups and other stakeholders rely on this issue to stay informed on the latest advances in rare and pediatric neurological disorders, helping to shorten time to diagnosis and optimize care. Distribution extends throughout the year in print, online, and at major conferences.
- *Neurology Reviews* provides its print content, including special issues and supplements, through a mobile App, on a mobile-friendly website, in digital editions, and through targeted e-blasts.

Brand Audit Reach\* (Digital and Print): 118,227

Print Frequency: 12x

Contacts: Dino Marsella, Randall Burkat

NURSE PRACTITIONERS & PHYSICIAN ASSISTANTS

**MDedge** | Clinician Reviews

**Clinician**  
Reviews



- *Clinician Reviews*<sup>®</sup> is written for NP/PAs covering topics of vital interest to health care practitioners. *Clinician Reviews* reaches more than 125,000 NP/PAs online and in print.
- In 2019 CR won a silver award in the Best Use of Infographics category for our Third Annual Job Satisfaction Survey. The survey was fielded to more than 1,200 NP/PAs.
- The *Clinician Reviews* website, [mdedge.com/clinicianreviews](http://mdedge.com/clinicianreviews) — part of the MDedge<sup>®</sup> web portal, provides access to multiple CE/CME offerings, in-depth clinical review and case-based articles, videos, supplements, and various interactive medical quizzes in dermatology, cardiology, and radiology.
- Daily Rounds e-newsletters, delivered to an average of 70,000 engaged NPs and PAs, and social media posts, alert them to what's new and relevant to their practice.
- *Clinician Reviews* 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): 70,187 (Google Analytics average unique monthly visitors February - July 2021, U.S. only)

Print Frequency: N/A; Digital Only

Contacts: John Molluso, Carl Deleon

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

OBSTETRICS/GYNECOLOGY

**MDedge** | ObGyn



- *OBG Management*<sup>®</sup> 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, for more than 30 years.
- 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, [mdedge.com/obgyn](http://mdedge.com/obgyn) — part of the MDedge<sup>®</sup> web portal — articles appearing in *OBG Management* are interactively reinforced with complementary and stand-alone surgical technique videos. Web exclusives include the latest news, conference coverage, polls, quizzes, and recent research summaries.
- A consistent leader in delivering readership and exposures, *OBG Management* ranks #1 in high readers 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.

\*May 2021 Medical/Surgical Media Measurement Study, Obstetrics/Gynecology.

**Brand Audit Reach\* (Digital and Print): 230,374**

**Print Frequency: 12x**

**Contacts: Dianne Reynolds, Alyssa Hirkaler**



- *Ob.Gyn. News*<sup>®</sup> has been the leading independent newspaper for obstetricians/gynecologists. Now in its 56<sup>th</sup> 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 44,000 obstetricians/gynecologists and related subspecialists, publishing articles researched, written, and produced by professional medical journalists.
- The website, [mdedge.com/obgyn](http://mdedge.com/obgyn), is the online destination and multimedia property of *Ob.Gyn. News* and a part of the MDedge<sup>®</sup> 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, and special reports are immediately accessible online and through e-blasts and newsletters, enabling physicians to engage further by 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): 347,115**

**Print Frequency: 10x**

**Contacts: Dianne Reynolds, Alyssa Hirkaler**

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

PEDIATRICS

**MDedge<sup>®</sup>** | Pediatrics

*Pediatric News*



- For 55 years, *Pediatric News*<sup>®</sup> has been the leading independent newspaper for pediatricians providing specialty-focused news and insightful commentary—in a clear, concise, accessible format—keeping busy physicians up to date on clinical advances that impact their daily practice of medicine.
- *Pediatric News* circulates to over 60,000 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 [mdedge.com/pediatrics](http://mdedge.com/pediatrics), part of the MDedge<sup>®</sup> 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.
- The annual Rare Pediatric Diseases Special Report, debuted in 2019, is developed through our valued partnership with NORD to raise awareness and educate clinicians on diagnosing and treating rare and genetic disorders, that predominantly occur among infants and children.
- Award-winning daily news coverage, columns and commentaries, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians engage online by contacting authors, 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): 143,860

Print Frequency: 12x

Contacts: Cheryl Wall, Laura Reay



PSYCHIATRY

**MDedge<sup>®</sup>** | Psychiatry

*Clinical Psychiatry News*

*Current*  
PSYCHIATRY

ANNALS OF  
CLINICAL PSYCHIATRY<sup>®</sup>



- Over 41,000 practicing psychiatrists and child psychiatrists rely on *Clinical Psychiatry News*<sup>®</sup> for specialty-specific news and insightful commentary in a clear, concise, accessible format.
- *Clinical Psychiatry News* is the leading independent news source for articles researched, written, and produced by professional medical journalists.
- *Clinical Psychiatry News* online at [mdedge.com/psychiatry](http://mdedge.com/psychiatry), part of the MDedge<sup>®</sup> online platform, offers award-winning news coverage, updated daily, and includes physician commentaries that add perspective on how the news matters to the way psychiatric specialists practice.
- Columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists join the conversation 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): 241,586

Print Frequency: 12x

Contacts: Denise Stolfi, Krys Gamoso

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.



- *Current Psychiatry*® is the leading peer-reviewed source of practical, evidence-based information that is valued by psychiatric clinicians.
- As the #1 publication in readers, #1 A-size clinical review publication in exposures, and a top journal-affiliated site in the market in terms of unique monthly visitors\*, *Current Psychiatry* reaches 45,000 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 [mdedge.com/psychiatry](http://mdedge.com/psychiatry) online, part of the MDedge® web portal, live events, custom educational programs.
- Our partnership with *Annals of Clinical Psychiatry*®, the official publication of the American Academy of Clinical Psychiatrists, 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.
- *Annals* is indexed with the National Library of Medicine. 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).

\* Kantar Media, Medical/Surgical Spring 2021 Media Measurement Study © Copyright 2021 Kantar

**Brand Audit Reach\* (Digital and Print): 244,203**  
**Print Frequency: 12x**  
**Contacts: Sharon Finch, Krys Gamoso**



RHEUMATOLOGY

**MDedge** | Rheumatology

*Rheumatology News*



- *Rheumatology News*® is the leading independent newspaper for the practicing rheumatologist.
- *Rheumatology News* keeps rheumatologists up-to-date on clinical advances that impact their daily practice of medicine. Published 18x a year and circulates to more than 8,000 rheumatologists, selected primary care physicians, and NP/PAs in rheumatology.
- *Rheumatology News* can be found online at [mdedge.com/rheumatology](http://mdedge.com/rheumatology), part of the MDedge® web portal. Award-winning daily news coverage, columns and commentaries, videos, and special reports are accessible online and through eblasts and eNewsletters.
- The annual *Rare Rheumatologic Diseases Special Report*, developed through our valued partnership with NORD, debuted in 2019 to raise awareness about rare autoinflammatory disorders and aid in shortening time to diagnosis and providing effective care plans/treatments.
- *Rheumatology News* is the best way for physicians to stay up-to-date, save time, and gain perspective through e-newsletters, Facebook, and Twitter.

**Brand Audit Reach\* (Digital and Print): 82,501**  
**Print Frequency: 18x**  
**Contacts: Jeanne Gallione, Alyssa Hirkaler**



\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

SURGERY

**MDedge<sup>®</sup>** | Surgery



- MDedge Surgery, [mdedge.com/surgery](http://mdedge.com/surgery), is part of the MDedge<sup>®</sup> web portal, and is dedicated in covering the world of medicine with breaking news, on-site meeting coverage, and expert perspectives.
- This site provides news and views that matter to surgeons in a timely and interactive format. Our independent reporting gives surgeons the informational edge to stay up-to-date on the latest advances in surgery.
- All articles are researched, written, and produced by professional medical journalists and includes award-winning daily news coverage, commentaries, videos, quizzes, and special reports. All immediately accessible online and through e-blasts and newsletters.

Brand Reach (Digital): 17,812 (Google Analytics average unique monthly visitors February - July 2021, U.S. only)  
Contacts: Angelique Ricci, Randall Burkat

Partnerships

GASTROENTEROLOGY & HEPATOLOGY



- *GI & Hepatology News<sup>®</sup>* is the official newspaper of the AGA Institute. Over 19,000 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, are online at [mdedge.com/gihepnews](http://mdedge.com/gihepnews), part of the MDedge<sup>®</sup> 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, accessible online and through e-blasts and newsletters.
- *GI & Hepatology News* is a key resource for physicians to stay current, save time, and gain perspective.

Brand Audit Reach\* (Digital and Print): 49,605  
Print Frequency: 12x  
Contacts: Joshua Norton, Alyssa Hirkaler

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | Click [here](#) for contact information.

PULMONARY MEDICINE

**CHEST Physician**  
THE NEWSPAPER OF THE AMERICAN COLLEGE OF CHEST PHYSICIANS



- *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 20,000 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, 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, [mdedge.com/chestphysician](http://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, specialty sections, disease state and practice management content, interactive quizzes, and videos, are immediately accessible enabling physicians to stay current, save time, and gain perspective.

Brand Audit Reach\* (Digital and Print): 72,934  
Print Frequency: 12x  
Contacts: JoAnn Wahl, Carl Deleon

RHEUMATOLOGY

**EULAR Congress News**

An authorised publication of the European League Against Rheumatism



- *EULAR Congress News* is the official digital newspaper of the annual meeting of the European Congress of Rheumatology, published in partnership with European Alliance of Associations for Rheumatology (EULAR).
- The Preview flip-book edition and three Onsite flip-book editions have become valuable resources for 70,000 specialists prior to the meeting and 15,000 annual attendees, respectively.
- The EULAR Report flip-book contains highlights for rheumatology specialists unable to attend.
- Each issue of *EULAR Congress News* is available simultaneously at [eularcongressnews.com](http://eularcongressnews.com)

Contacts: Jeanne Gallione, Alyssa Hirkaler

Professional Resources: Physician CV Database



- The *MedJobNetwork* is the fastest growing database of US-based active seeking physicians.
- All profiles include CVs created by physicians in the WebMD health ecosystem in the world of professional medical websites, APPs and publications.
- Recruiters can freely search the database or take advantage of job matching technology that uses artificial intelligence to find the best candidates for their open positions.

Brand Reach (Digital): 4,832 (Google Analytics average unique monthly visitors February - July 2021, U.S. only)  
Contact: Julian Knight      Print Frequency: N/A; Digital Only

\*Brand Audit Reach is the 6-month average shown on June '21/July '21 BPA statements which includes print and unique browsers, unless otherwise noted above. Contact your sales representative for the latest data.

Click on any journal or web cover to go to the website. | [Click here](#) for contact information.

## Contacts

Mickey Cotter	201-232-6798	mcotter@mdedge.com
Sharon Finch	973-206-8952	sfinch@mdedge.com
Jeanne Gallione	908-872-9399	jgallione@mdedge.com
Mike Guire	973-290-8224	mguire@mdedge.com
Julian Knight	973-206-2317	jknight@mdedge.com
Dino Marsella	917-626-6123	dmarsella@webmd.net
John Molluso	201-232-5567	jmolluso@mdedge.com
Joshua Norton	512-375-8202	jnorton@mdedge.com
Dianne Reynolds	973-206-8014	dreynolds@mdedge.com
Angelique Ricci	917-526-0383	aricci@mdedge.com
Denise Stolfi	516-316-5455	dstolfi@mdedge.com
JoAnn Wahl	973-206-8989	jwahl@mdedge.com
Cheryl Wall	978-356-0032	cwall@mdedge.com
Geoff Watkins	973-206-9065	gwatkins@mdedge.com

Access rate cards and our integrated media kit at [www.frontlinrates.com](http://www.frontlinrates.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).