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## The American Journal of Orthopedics®

The primary goal of *The American Journal of Orthopedics* is to provide timely, practical, and readable clinical and technical information of the highest caliber to the orthopedic surgeon in everyday practice. The journal publishes peer-reviewed, clinically relevant research and invited expert opinion, including review papers and the Pinnacle Series,

Orthopedic Technologies and Techniques and the 5 Points Series, case reports, Tips of the Trade, and The Imaging Series. Readers' needs are also addressed in Practice Management and Legal Update departments. On syndicated readership surveys, the journal ranks among the top 3 indexed wide-circulation orthopedic journals that publish original research studies, making it a much-needed vehicle for research, and one that delivers the research findings to the universe of U.S. orthopedic surgeons. Circulation and online reach exceed 30,000 monthly. Visit us online at [www.amjorthopedics.com](http://www.amjorthopedics.com).



## Clinician Reviews®

*Clinician Reviews* is a leading source of peer-reviewed, clinically relevant information for NPs and PAs. It is the only tabloid serving the combined PA/NP market and has been dedicated to keeping the ever-growing NP and PA professions up to date on the latest advances and developments in all aspects of primary care medicine for more than 20 years. *Clinician Reviews*, written for NPs and PAs, by PAs and NPs, reaches more than 125,000 PAs and NPs online and in print. Each issue features current clinical information and the emerging professional news that is so valuable to its readers. Included on a quarterly basis, *Convenient Care*®, the official journal of the Convenient Care Association, addresses

the unique and expanding retail/convenient care marketplace. In 2011, *Clinician Reviews* will offer advertisers a robust platform of new online promotional opportunities and educational programs. Reach an estimated 175,000 influential clinicians in print, online and via email. Visit us online at [www.clinicianreviews.com](http://www.clinicianreviews.com).



## Emergency Medicine®

*EMERGENCY MEDICINE* is on the front lines of the emergency medicine marketplace. It is the only practical clinical publication in the emergency/urgent care arena. *EMERGENCY MEDICINE* has a history of over 40 years of providing practical, hands-on content, with a unique and valuable focus on emergent and urgent care. This journal reaches over 34,000 office- and hospital-based physicians

in emergency medicine and the rapidly growing market of urgent care. *EMERGENCY MEDICINE* also offers a strong online presence via its digital edition, [www.emedmag.com](http://www.emedmag.com), along with a robust lineup of other Web based promotional and educational programs for a combined multiplatform reach of over 40,000 each month.



## Cutis®

*Cutis* is a peer-reviewed journal with a 46-year history of providing concise clinical articles that present the practical side of dermatology for the dermatologist, allergist, and general practitioner. Referenced in Index Medicus/MEDLINE, it is respected and enjoyed by both specialists and derm-active generalists, enabling its readers to get what they need quickly and efficiently. Furthermore, *Cutis* is

read by more physicians actively involved in the day-to-day treatment of dermatologic conditions than any other dermatology publication. Covering a broad range of pertinent and timely topics, *Cutis* is written and edited by industry leaders. The Web site, [www.cutis.com](http://www.cutis.com), combined with our online and other electronic offerings, provides extended reach to over 40,000 clinicians engaged in providing dermatologic care.



## Cosmetic Dermatology®

*Cosmetic Dermatology* is a peer-reviewed, clinical journal focusing on appearance-related aspects of dermatology. *Cosmetic Dermatology* is a true pioneer in its arena, publishing original articles in this sub-specialty for over twenty years. Each month, the journal serves as a source of cutting edge information on: combination approaches to the treatment of appearance-related clinical dermatology, aesthetic

and anti-aging procedures and techniques, new products, healthy practices in skincare, advances in technology, practice management, and industry news for the dermatologist and clinicians in related fields. Articles are presented in the form of case reports, reviews, editorials, columns, and news. Visit our new web site at [www.cosderm.com](http://www.cosderm.com) and reach over 15,000 health care professionals each month in print, online, and via our regular and customized email programs.



## Federal Practitioner®

Founded in 1984, *Federal Practitioner* is a monthly, peer-reviewed clinical journal serving more than 35,000 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs (VA), the Department of Defense

(DoD), and the Public Health Service. The journal publishes clinical review articles, original research, case reports, discussions of common errors, practice pearls, evidence-based treatment protocols, pertinent ethical viewpoints, as well as in-depth profiles of new programs and procedures within the federal health care system. Our Annual Directory provides readers with straightforward, useful information on the hospitals that make up

the VA health care system, as well as the hospitals that make up the DoD within the United States, Puerto Rico, and the Philippines. Each section begins with a regional map, followed by the facility entries organized by state. Our online offerings and Web site, [www.fedprac.com](http://www.fedprac.com), in addition to our monthly print journal provide a combined reach of over 45,000 health care providers, key targets for your product's message each month.



### **The Journal of Family Practice®**

The Journal of Family Practice is a peer-reviewed, indexed, and evidence-based journal that translates the results of the most relevant, valid research into up-to-date diagnostic and treatment recommendations to meet the needs of 95,000 practicing family physicians. The Journal of Family Practice is ranked within the top three publications for readership and exposure\* in Family

Medicine. The Website, [www.jfponline.com](http://www.jfponline.com), together with a robust multichannel platform of marketing opportunities, offers our clients a combined estimated reach of over 125,000 clinicians each month.

\*June 2010 Medical/Surgical Readership Study KMR, Table 107



### **Mayo Clinic Proceedings®**

Mayo Clinic Proceedings®, a peer-reviewed and indexed journal, sponsored by Mayo Clinic and authored by physicians worldwide, publishes original articles, reviews, and editorials of interest to physicians. Reaching more than 124,000 internists, cardiologists, oncologists and other specialists, Mayo Clinic Proceedings has an impact factor of 4.97, ranking the journal at

13 out of 107 by the Institute for Scientific Information category "Clinical Medicine – General & Internal Medicine". Your marketing message will enjoy optimal exposure within a prestigious clinical environment. Together with our sister publication The Journal of Family Practice, "The Perfect Pair" effectively delivers primary care readers and who do not see sales reps. (2010 Custom Run\*)

\*June 2010 Medical/Surgical Readership Study KMR, Table 107



### **The Female Patient®**

The Female Patient reaches office and hospital-based ObGyns, a select group of high-writing Primary Care Physicians, and Nurse Practitioners who use The Female Patient's peer-reviewed, timely, unbiased and practical information to enhance their day-to-day care of female patients. The journal and web site are major resources for obstetricians and gynecologists to obtain expert

articles and practical information on the latest procedures, guidelines, and drug treatment. Combined print and online reach exceeds 85,000 clinicians. Visit the new Web site at [www.femalepatient.com](http://www.femalepatient.com).



### **OBG Management®**

OBG Management is a proven leader in delivering the relevant clinical and timely practice management information that physicians need to care for the next woman who walks into their practice. A consistent leader in delivering readership and exposures, OBG Management ranks #1 in office and hospital readership and Apex, outperforming all other journals in the specialty.\* Further, ObGyns tell Kantar Media that OBG Management is a publication they like spending time with. The journal reaches over 40,000 physicians monthly and the Web site—[www.obgmanagement.com](http://www.obgmanagement.com)—enhances reach even further with an average of 18,000 user sessions per month.

\*June 2010 Medical/Surgical Readership Study. © 2010 Kantar Media.



### **Current Psychiatry®**

Current Psychiatry is the leading peer-reviewed source of practical, evidence-based information valued by psychiatric clinicians. As the #1 clinical review publication in both readers and exposures\*, Current Psychiatry reaches 39,372 office- and hospital-based psychiatrists and advanced practice clinicians with solutions to common clinical problems seen in daily practice. In addition to print, Current

Psychiatry offers a robust multichannel platform for advertisers that includes web, online, and live events and custom educational programs with Indexing through our partnership with the Annals of Clinical Psychiatry, the official publication of the American Academy of Clinical Psychiatrists. Visit us online at [www.currentpsychiatry.com](http://www.currentpsychiatry.com) and reach over 50,000 health care providers through our integrated, multi-channel platforms. \*June 2010 Kantar Media Medical/Surgical Multispecialty Readership Data ©



### **Neurology Reviews®**

Neurology Reviews is a monthly clinical news publication devoted to reporting the latest research findings presented at national medical conferences and in trend-setting peer-review journals. Neurology Reviews covers more than 30 medical conferences annually. With concise news articles and timely department features, Neurology Reviews keeps neurologists and high-volume prescribing

nonspecialists abreast of the latest news and information affecting the practice of neurology. Reports from conferences, expert interviews, and clinical news articles are major features. Reach nearly 20,000 physicians in print and over 33,000\* visitors—19,558\* unique—online each month with Neurology Reviews and [www.neurologyreviews.com](http://www.neurologyreviews.com). Additional reach is available through our robust online and electronic offerings, new in 2011.

\*Based upon 6 months (May-Oct'10)



### **Pulmonary Reviews®**

Pulmonary Reviews is a monthly news magazine for physicians who specialize in pulmonary and/or critical care medicine. It provides physicians with timely information on disorders that affect the lungs and respiratory tract. News articles cover such topics as asthma, acute respiratory distress syndrome, pneumonia, influenza, sepsis, emphysema, chronic bronchitis, sleep apnea, and pulmonary embolic

disease, and more. Reports on clinical research findings being presented at major American and international medical conferences (including the annual meetings of the ATS, the ACCP, the ACAAI, the SCCM, and the ERS) as well as incisive reports on significant findings presented in the peer review literature are included in each monthly issue and online at [www.pulmonaryreviews.com](http://www.pulmonaryreviews.com). Pulmonary Reviews also includes departmental features, including News Roundup, Postgraduate Study Guide, Sleep Studies, Clinical Trial Digest, Tips for Patients, Critical Care Update, and Literature Monitor. In 2011, a robust lineup of electronic offerings on our new web site will be available. Take advantage of our growing reach across these multimedia platforms and reach over 14,000 physicians a month.

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