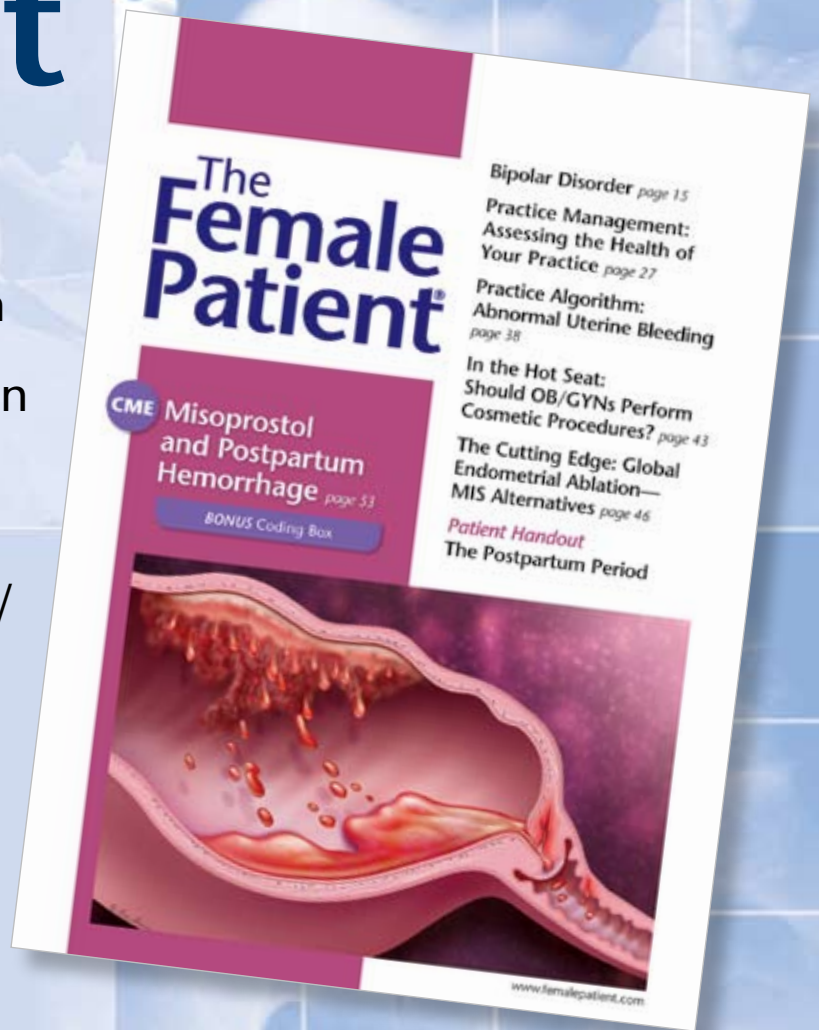


# The Female Patient®

- Peer-Reviewed, Clinical Journal
- Unique Circulation
- Practical, Hands-On Content
- Bilingual Patient Handouts (English/Spanish)
- Prominent, Active Thought Leaders
- Most Efficient CPM in the OB/GYN Market



Realizing the Potential of  
the Female Health Market



## Practical and Insightful Editorial



### Editor-in-Chief **Vivian M. Dickerson, MD**

- Past President, American College of Obstetricians and Gynecologists
- Clinical Professor, Obstetrics and Gynecology, University of California, Irvine
- Director, Women's Health Care and Programs, Hoag Hospital, Newport Beach, CA



### Editor **Carol Saunders**

- Extensive background in medical journal editing, writing, and medical education programs
- Award-winning author of 3 books and hundreds of magazine articles

## More RXs Than Any Other OB/GYN Journal

	Annual RXs/Year By TFP OB/GYN +12,000 PCPs*	Annual RXs/Year by AMA OB/GYN Universe*	% MORE RXs written By TFP's Circulation
Antidepressants	47,313.0	8,059.6	487%
Contraceptives	76,745.2	72,800.5	5%
Hormone Therapy	22,580.6	18,387.9	23%
Incontinence	3,756.6	1,241.2	203%
Migraines	5,850.7	572.2	923%
Osteoporosis	10,345.6	5,019.3	106%
Sleep Disorders	10,932.8	1,452.5	653%
Vaginitis	16,100.3	13,509.9	19%

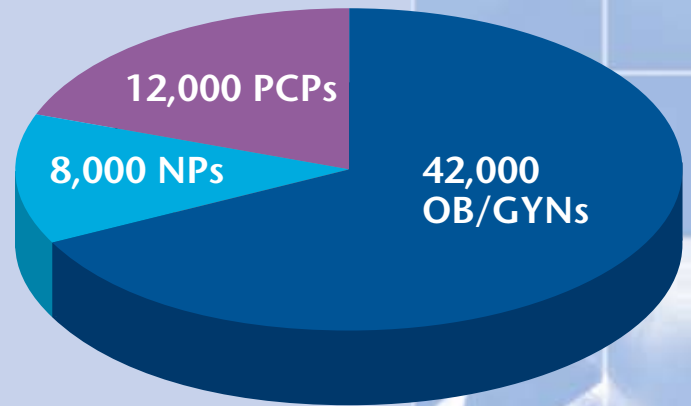
\*RXs in 000's

Source: NDC Power Profiler Data, 2006

## A Diverse Blend of Clinicians Specializing in Female Health Care

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50% more prescribers than other OB/GYN journals



## Attractive Value-Added Opportunities

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- Advertise the same product in 5 issues and receive the 6<sup>th</sup> insertion for free or take 8% off 6 insertions.\*
- Advertise the same product in 10 issues and get the 11<sup>th</sup> and 12<sup>th</sup> free or take 16% off 12 insertions.\*
- Bonus distribution at leading medical conventions.

\* Clients must supply materials for free insertions. Free pages count toward frequency.

## Departments

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### ■ New and Noteworthy:

- In the Hot Seat – the PROs and CONs of controversial issues
- The Cutting Edge – advances in minimally invasive surgery
- Practice Algorithm – step-by-step therapeutic decision aids
- Sexuality Matters – intimate advice on female sexual care

### ■ Reader Favorites:

- Contraception Corner – in partnership with the American Association of Reproductive Health Professionals
- Menopause Matters – the latest in hormone therapy and bone assessment
- Adolescent Gynecology – in partnership with the North American Society for Pediatric and Adolescent Gynecology
- Case Reports – real-life cases from practice

### ■ Practice Management:

- Coding Boxes – for reimbursement success
- Financial Planning – financial advice specifically for physicians
- LegalEase – medical-legal information

# Custom Sponsored Programs

Increase awareness and expand your educational message with these high-quality programs, reaching health care professionals and their patients.



Newsletter

## ■ Bilingual Patient Editions

- Distributed by physicians for patients in exam and waiting areas
- 15 year history with proven track record
- Written for “Dr. Mom”, the decision maker in 80% of households

## ■ Clinical Supplement

Reach this important market segment with an effective and proven vehicle on the therapeutic category of your choice.

## ■ Internal/External Newsletter

Gain valuable exposure to the growing female health market by providing educational content for your target audience.

## ■ Reprints

- Give your sales force a high-quality marketing tool that is cost-effective and helps build recognition and credibility.
- Provide an educational opportunity for your target audience.

## ■ Editorial Gatefold Program

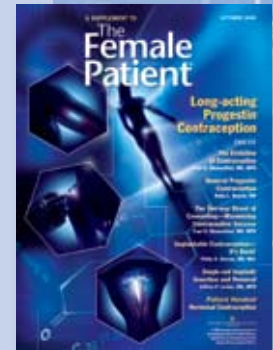
An innovative approach to highlight your message featuring educational and informative clinical content.

## ■ Cover Tips

Gain premier exposure by showcasing your product on the cover of the journal.



Patient Editions



Clinical Supplement



Cover Tips



Editorial Gatefold

Preview



City Guide



# MEETING ARCHITECT™

A BLUEPRINT DESIGNED TO MAXIMIZE BRAND AWARENESS

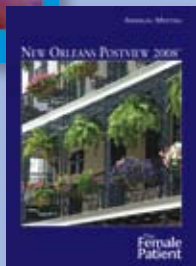
## A Blueprint to Maximize Brand Awareness

◀ An integrated series of products and services created to support the goals of your budget and enhance your product's exposure before, during, and after a convention.

Your company can provide branded, timely, and valuable travel information to health care providers in any city, for any meeting. ▶



E-newsletter



Postviews



Dining Guide



Savy Traveler Tips

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