



**Journal WATCH**<sup>®</sup>  
MEDICINE THAT MATTERS

# TARGETED PHYSICIAN EMAIL ADVERTISING

**When you sponsor** a monthly email group from *Journal Watch*, you reach your target specialties in a vehicle they've requested. Email groups are specialty-based and consist of weekly electronic table of contents emails (ETOC) and monthly topic alert emails (ALERT).

**Premium visibility** These opt-in emails prominently feature your display ad at the top of each email.



## BENEFITS OF SPONSORSHIP

**Exclusive** You're the sole sponsor each month.

**Targeted** You choose the email group best suited for your medical product.

**Requested** These opt-in emails go to MDs at their request.

**Trusted** *Journal Watch* is one of the most popular literature review newsletters, read by thousands of MDs worldwide.

**Authoritative** *Journal Watch* comes from the publishers of the *New England Journal of Medicine*.

**Email groups** Available for sponsorship on a monthly basis.

## JOURNAL WATCH EMAIL GROUPS

SPECIALTY GROUP	EMAIL TYPE	FREQUENCY times sent/mo	REACH emails/mo	TOTAL COST* gross/month
<b>CARDIOLOGY</b>	ETOC	4	105,300	
Hypertension	ALERT	1	14,000	
Lipid Management	ALERT	1	13,000	
TOTAL		6	132,300	\$20,000
<b>DERMATOLOGY</b>	ETOC	4	29,900	
Skin Cancer	ALERT	1	6,000	
TOTAL		5	35,900	\$5,000
<b>EMERGENCY MEDICINE</b>	ETOC	4	57,800	\$7,500
<b>GASTROENTEROLOGY</b>	ETOC	4	49,200	
GERD	ALERT	1	7,900	
Peptic Ulcers	ALERT	1	5,300	
TOTAL		6	62,400	\$8,000
<b>GENERAL MEDICINE</b>	ETOC	8	292,200	
Aging/Geriatrics	ALERT	1	11,200	
Allergy/Asthma	ALERT	1	9,400	
Bone/Joint Diseases	ALERT	1	9,500	
Diabetes	ALERT	1	13,800	
Nutrition/Obesity	ALERT	1	13,700	
Respiratory Infections	ALERT	1	9,700	
TOTAL		14	359,500	\$20,000
<b>HIV/AIDS</b>	ETOC	4	28,400	\$3,500
<b>INFECTIOUS DISEASES</b>	ETOC	4	68,500	
Hepatitis	ALERT	1	6,600	
Hospital Medicine	ALERT	1	3,900	
SRDs	ALERT	1	7,100	
TOTAL		6	86,100	\$11,000
<b>NEUROLOGY</b>	ETOC	4	57,400	
Stroke	ALERT	1	10,400	
TOTAL		5	67,800	\$8,500
<b>ONCOLOGY &amp; HEMATOLOGY</b>	ETOC	4	35,100	
Breast Cancer	ALERT	1	7,700	
TOTAL		5	42,800	\$5,500
<b>PEDIATRIC AND ADOLESCENT MEDICINE</b>	ETOC	4	73,700	
Pediatric Infections	ALERT	1	7,300	
TOTAL		5	81,000	\$10,000
<b>PSYCHIATRY</b>	ETOC	4	53,900	
Depression/Anxiety	ALERT	1	11,400	
Substance Abuse	ALERT	1	7,700	
TOTAL		6	73,000	\$9,000
<b>WOMEN'S HEALTH</b>	ETOC	4	96,400	
Gynecology	ALERT	1	6,800	
Pregnancy/Infertility	ALERT	1	5,800	
TOTAL		6	109,000	\$6,000

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