

# 2016 MEDIA KIT

PEER-REVIEWED SCIENTIFIC RESEARCH

**ENT**  
EAR  
NOSE &  
THROAT  
JOURNAL



Content Marketing  
Custom Content  
Lead Generation  
Native Advertising  
Research & Discovery  
Web Creation & SEO/SEM  
Website Advertising  
Print Advertising  
Email Advertising  
Social Media  
Webinars

# OUR MISSION

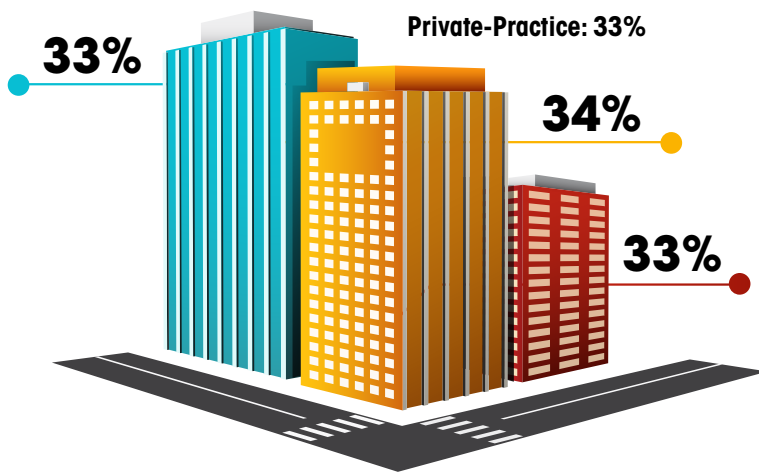
WRITTEN BY ENTs FOR ENTs

## Scientific, clinical coverage and case reports for practicing otolaryngologists

*Ear, Nose & Throat Journal* provides practical, peer-reviewed original clinical articles, highlighting scientific research relevant to clinical care, and case reports that describe unusual entities or innovative approaches to treatment and case management. *ENT Journal* utilizes multiple channels to deliver authoritative and timely content that informs, engages, and shapes the ENT field now and into the future.

### Facility Type

Hospital Based Practice: 33%  
Office Based Practice: 34%  
Private-Practice: 33%



**ENT JOURNAL REACHES 11,000+** ear, nose and throat professionals with every issue.

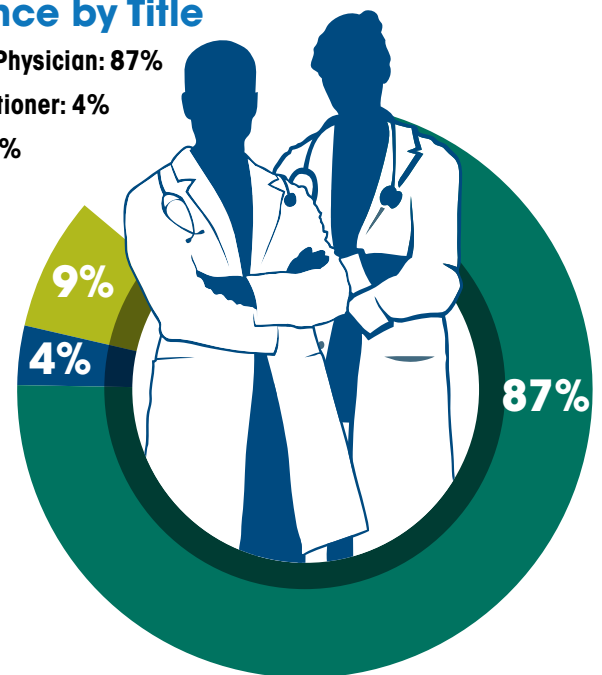
**32%** of our 11,000+ readers pass along *ENT Journal* to an average of 2 people — making our **TOTAL READERSHIP 18,040!**

### Audience Practicing Subspecialty

Otology	40%
Laryngology	33%
ORL-HNS (no subspecialty) or Otolaryngology	11%
Plastic and Reconstructive Surgery	5%
Head and Neck Surgery	5%
Rhinology	4%
Laryngectomy	1%
Neurotology	1%

### Audience by Title

Practicing Physician: 87%  
Nurse Practitioner: 4%  
Resident: 9%

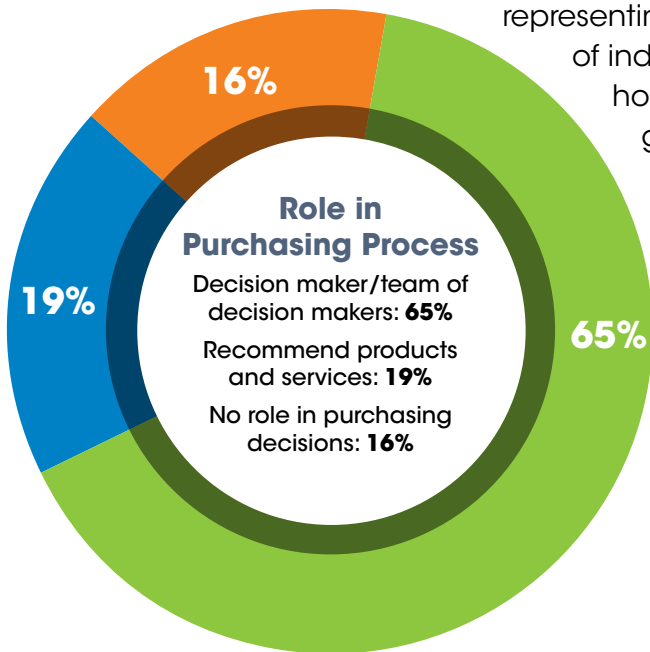


# AUDIENCE DEMOGRAPHICS

DELIVER YOUR MESSAGE TO OUR READERS

**ENT Journal draws and engages readership of well over 11,000 professionals.**

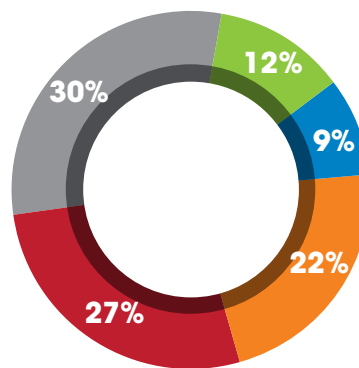
Ear, Nose & Throat Journal stands as the premier resource of physicians, nurse practitioners, administrators and office managers representing a wide range of industries including hospitals, medical clinics, group practices, integrated delivery systems, managed care organizations, ambulatory care centers, government facilities, and more.



## Regularly Featured Clinics

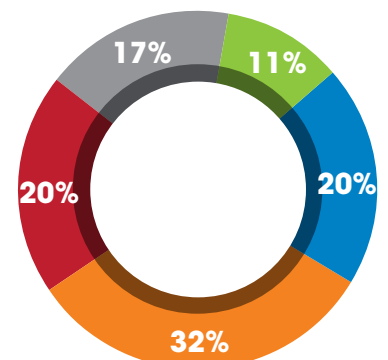
Dysphagia Clinic
Facial Plastic Surgery Clinic
Head and Neck Clinic
Imaging Clinic
Laryngoscopic Clinic
Otoscopic Clinic
Pathology Clinic
Pediatric Otolaryngology Clinic
Rhinoscopic Clinic
Thyroid and Parathyroid Clinic

Our readers prescribe for the following	
Sinusitis	12%
Allergic Rhinitis	11%
Otitis	11%
Throat Infections	11%
Laryngitis/Pharyngitis	11%
Balance/Vestibular Disorders	10%
Gastroesophageal Reflux Disease	10%
Head & Neck Cancer	9%
Cholesteatoma	8%
Asthma	7%



## # of Prescriptions Written Daily

41+: 12%  
 31-40: 9%  
 21-30: 22%  
 11-20: 27%  
 1-10: 30%



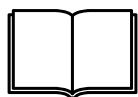
## # of Patients Seen Daily

41+: 11%  
 31-40: 20%  
 21-30: 32%  
 11-20: 20%  
 1-10: 17%

# AUDIENCE DEMOGRAPHICS

## DELIVER YOUR MESSAGE TO OUR READERS

Digital advertising with *ENT Journal* offers multiple avenues to boost your web traffic and improve your brand awareness. Digital advertising provides easily measured results on your investment and our marketing team provides standard reporting and performance optimization suggestions. Associate your brand with expert editorial content and reach your target market of ENT professionals.



**11,398**

PRINT MAGAZINE  
CIRCULATION



**14,330**

UNIQUE eNEWSLETTER  
SUBSCRIBERS



**1,612**

DIGITAL EDITION  
CIRCULATION



**3,597**

TOTAL SOCIAL MEDIA  
AUDIENCE



**6,880**

AVERAGE MONTHLY  
DESKTOP VISITS



**4,319**

AVERAGE MONTHLY  
MOBILE/TABLET VISITS



**507**

ACTIVE WHITE PAPER/  
WEBINAR REGISTRANTS

With over 14,000 subscribers, *ENT Journal's* eNewsletter provides practical, peer-reviewed original clinical articles, highlighting scientific research relevant to clinical care, and case reports that describe unusual entities or innovative approaches to treatment and case management. Its audience consists of physicians, nurse practitioners, administrators and office managers, and more.



**24,908**

AVERAGE MONTHLY  
PAGE VIEWS

**9,857**

AVERAGE UNIQUE  
VISITORS PER MONTH

**2.22**

AVERAGE PAGES  
VIEWED PER VISIT

**DELIVER YOUR MESSAGE  
TO READERS YOU CAN'T  
REACH THROUGH OTHER  
PUBLICATIONS!**

**39%** OF OUR READERS  
DO NOT RECEIVE *JOURNAL OF  
OTOLARYNGOLOGY - HEAD &  
NECK SURGERY*

**66%** OF OUR  
READERS DO NOT RECEIVE *THE  
LARYNGOSCOPE*

**56%** OF OUR READERS  
DO NOT RECEIVE *ARCHIVES OF  
OTOLARYNGOLOGY - HEAD &  
NECK SURGERY*

# EDITORIAL CONTENT

## THE EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL/MAY	JUNE
Ad Close: 12/18	Ad Close: 1/13	Ad Close: 2/10	Ad Close: 3/25	Ad Close: 5/9
Materials Due: 12/23	Materials Due: 1/18	Materials Due: 2/15	Materials Due: 3/30	Materials Due: 5/13
<b>Clinics</b>				
Otoscopic Imaging Pathology Pediatric Otolaryngology Thyroid and Parathyroid	Rhinoscopic Laryngoscopic Head and Neck Dysphagia	Otoscopic Imaging Pathology Facial Plastic Surgery	Otoscopic Rhinoscopic Laryngoscopic Head and Neck Imaging Pathology Dysphagia Pediatric Otolaryngology Thyroid and Parathyroid	Rhinoscopic Laryngoscopic Head and Neck Facial Plastic Surgery
<b>Online Clinics</b>				
Rhinoscopic Laryngoscopic	Otoscopic	Rhinoscopic Laryngoscopic	Otoscopic Rhinoscopic Laryngoscopic	Otoscopic
<b>Bonus Distribution</b>				
			<b>COSM</b> May 18-22, Chicago	

JULY	AUGUST	SEPTEMBER	OCT/NOV	DECEMBER
Ad Close: 6/13	Ad Close: 7/13	Ad Close: 8/10	Ad Close: 9/23	Ad Close: 11/4
Materials Due: 6/17	Materials Due: 7/18	Materials Due: 8/15	Materials Due: 9/29	Materials Due: 11/10
<b>Clinics</b>				
Otoscopic Imaging Pathology Pediatric Otolaryngology Thyroid and Parathyroid	Rhinoscopic Laryngoscopic Head and Neck Dysphagia	Otoscopic Imaging Pathology Facial Plastic Surgery	Otoscopic Rhinoscopic Laryngoscopic Head and Neck Imaging Pathology Dysphagia Pediatric Otolaryngology Thyroid and Parathyroid	Rhinoscopic Laryngoscopic Head and Neck Facial Plastic Surgery
<b>Online Clinics</b>				
Rhinoscopic Laryngoscopic	Otoscopic	Rhinoscopic Laryngoscopic	Otoscopic Rhinoscopic Laryngoscopic	Otoscopic
<b>Bonus Distribution</b>				
	<b>AAO-HNSF</b> September 18-21 San Diego			



# MARKETING SOLUTIONS

## LEAD GENERATION AND DIGITAL OPPORTUNITIES

### LEAD GENERATION

#### White Papers

Generate qualified leads and pre-qualify key prospects by leveraging thought-leading content. In our White Paper Excerpt Program, you provide us with a case study, White Paper, newsletter, or other document. We place it on our website and notify our readers through email that the resource is available. When readers click through to access the document, they answer a few questions before downloading it—and you receive all of the information.

#### Webinars

Through a turnkey solution, our Webinars increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event.

### DIGITAL

#### Buyers Guide

*ENT Journal* publishes an annual Buyers Guide, containing directory listings of products and services of all types. This valuable guide for the field is printed with the July issue, as well as available online 24/7.

#### Digital Edition

The *ENT Journal* digital edition (“DigiMag”) draws readers in and encourages them to engage with your content. *ENT Journal*’s popular digital editions offer unique advertising choices to stand out in a crowded market. Take advantage of multimedia opportunities.

#### eBook

eBooks are turnkey online mini-magazines on focused topics. *ENT Journal* works with the sponsor to select a topic that relates to the sponsor’s marketing objectives.

#### Run-of-Site Banners

*ENT Journal*’s website takes advantage of the latest technologies in development, content management, design and ad-serving. ENTJournal.com continues to provide an interactive online experience for users, seamlessly integrating rich media with social media to connect with communities of industry leaders for an extended healthcare reach.

#### Rich Media

Rich media ads are a powerful online advertising tool—enjoying a high interaction rate and providing uplift in brand awareness and message association. In some cases, research has shown that rich media ads can have 5x stronger click-through rates than standard display ads.

- › **Welcome Mat** - First rich media ad served to all daily unique visitors upon entry to the site
- › **Page Peel** - High engagement due to animated nature of the panel “dog ear.”
- › **Footer** - High engagement due to panel motion and persistent presence at bottom of page
- › **Page Push** - Prime position at top of page with large ad unit and persistent presence
- › **Wallpaper** - High engagement from persistent presence and unique positioning

#### Weekly eNewsletter

Build your brand recognition and associate your brand with expert editorial content.

“*ENT Journal* is really a very good, highly esteemed journal. Keep the valuable content coming.”

– Pediatric Otolaryngology Physician

# MARKETING SOLUTIONS

## CUSTOM AND RESEARCH OPPORTUNITIES

### CUSTOM

#### Advertorial Content

*ENT Journal* will transform your organization's message into a one-page article on an industry-relevant topic based on an interview with an executive, customer, or other professional specified by you.

#### Content Creation

*ENT Journal* will work closely with you in showcasing your company's thought leadership, generating new leads, and nurturing existing leads through the creation and distribution of your branded content. In addition to advertorials, *ENT Journal* will collaborate with you in determining the topics, sources, and formats that best meet your content marketing goals.

#### Custom Brand Integration

Integrated multimedia programs enhance the overall impact, brand message and reach of your campaign. *ENT Journal* will conduct an interview with an executive chosen by you—an in-house thought leader or member of a customer's management team.

#### Custom eNewsletter

*ENT Journal* can create a dedicated eNewsletter that will seamlessly meld new content, your content, and supplemental content from *ENT Journal*.

#### Custom Events

*ENT Journal's* professional marketing and event operations staff will work closely with you in creating a memorable event tailored to meet your specific goals. With events ranging from intimate roundtable discussions to educational lunchtime presentations to larger-scale half-day or full-day micro-conferences, *ENT Journal* will help you plan, market, and produce a successful custom event.

#### Custom Video

*ENT Journal* will work with you in the creation of a television-quality HD video asset. Video filming is conveniently scheduled at industry conferences around the country.

#### eBook

eBooks are turnkey online mini-magazines on focused topics. *ENT Journal* works with the sponsor to select a topic that relates to the sponsor's marketing objectives.

#### Special Supplement

*ENT Journal* can work with you in the creation of a special supplement to be distributed to the readers of *ENT Journal*. Ranging from 8 to 24 pages, the special supplement can be a combination of newly created content, existing client content, and repurposed content from *ENT Journal*.

#### Webinars

Through a turnkey solution, our Webinars increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event.

#### White Paper Excerpt

*ENT Journal* can create a one-page abstract of a white paper you provide and publish it in an upcoming issue. *ENT Journal* will also host the full white paper on its website and promote to members of the digital audience via email and weekly eNewsletter.

### RESEARCH

#### Focus Groups

*ENT Journal* will recruit eight to ten industry professionals who have previously indicated their interest in participating in a focus group with a moderated discussion about an industry issue, product, or challenge as specified by you.

#### Online Research

*ENT Journal's* research team will work closely with your marketing team in the creation of an online research program carefully designed to garner information and opinions from members of the *ENT Journal* audience.

# MARKETING SOLUTIONS

## PRINT OPPORTUNITIES

### Annual Calendar

*ENT Journal* offers a high-visibility branding package spanning 2016. Each year, we polybag our annual calendar with the December issue. Advertisers can reserve an exclusive month in the 2016 calendar and will receive a full-page ad in the corresponding month's issue.

### Buyers Guide

*ENT Journal* publishes an annual Buyers Guide, containing directory listings of products and services of all types. This valuable guide for the field is printed annually in the July issue, as well as available online 24/7.

### Display Advertising

Ideal for building brand awareness, magazines are the foundation of a successful integrated marketing campaign and the number one influencer of purchase intent. *ENT Journal* is distributed to carefully managed circulation bases and provide your company with the opportunity for cost-effective and consistent messaging that will help drive consumer attitudes and behavior. Advertisers' brand messages are surrounded by rich, informative content.

"I really like *ENT Journal*,  
it's very important for me  
to be up-to-date with  
news in the ENT industry  
and this journal is just  
perfect to me."

- ORL-HNS Physician

### Specialty Advertising

- › **French/Barn Door** - French/Barn doors feature a two-piece cover with flaps that meet in the middle—giving you the opportunity to entice readers to open the gate to view your full message.
- › **Belly Band** - Advertising on a belly band enables your target audience to immediately see your customized message. And because they have to remove the band to open the magazine, readers are highly likely to notice the ads on both the front and back. You can even use the belly band copy to direct the reader to relevant copy inside.
- › **Polybags** - Grab attention before anything else does through a custom-printed polybag—the first thing your prospects see before they even reach the cover.
- › **Business Reply Cards** - Reader service cards provide an easy way to connect to your target audience, and can include perforations, die cuts or additional panels to increase interest and ease of reader response.
- › **Cover Tips** - Let your message make a real impact by prominently displaying it as a removable insert applied to the cover or inside page. Easily removed for later reference or usage, covertips are particularly effective for special issue highlights.

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Our experienced sales/marketing team meets customers' needs through a wide range of marketing products and services. For more information, please contact:



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