

Media Pack 2024

Elevating the quality of healthcare globally

About Us

Elevating the quality of healthcare globally.

We publish high quality, peer-reviewed, open-access digital journals 6 weeks after every major European medical congress and every quarter to encapsulate the latest developments with treatments in the pharmaceutical industry, making our publications an essential must-read for healthcare professionals (HCP), medical practitioners, physicians, clinicians, and leading industry professionals.

Covering breaking news, abstract reviews, results of the latest clinical trials, and access to major updates in the field, our unrivalled collaborations with eminent, independent industry bodies and key opinion leaders (KOL) ensure our platform leads the way in providing quality information and continuous education to HCPs in an engaging and efficient way.

EMJ: A snapshot



Queen's Award for Enterprise for International Trade for our role in elevating the quality of healthcare globally, and to be ranked as the 60th fastest-growing private company in the UK during 2022.



We have grown our database, delivering more reach and engagement with HCPs than ever before with email clicks up 31.6% from last year, driving 428% more unique users to the EMJ Reviews website from our subscribers.



Improved processes, checklists and procedures mean we are more efficient than ever before, demonstrated by being awarded the ISO 9001 certification – the world's most recognised quality management standard.



Investment and improvement in our product offering across the board has led to improved results for our clients and a suite of tools to help you engage more effectively with HCPs.



More of our content is being consumed than ever before with the session length continuing to grow YoY, and podcast downloads up by 33%.



Traffic from LinkedIn has further increased Unique Healthcare Users by 67% – with an 86% increase in sessions on EMJ Reviews compared with last year.



8 Therapeutic Areas

Our Journals

EMJ Innovations 8.1	February 2024
EMJ 9.1	March 2024
EMJ Radiology 5.1	April 2024
EMJ Urology 12.1	May 2024
EMJ Microbiology & Infectious Diseases 5.1	June 2024
EMJ 9.2	June 2024
EMJ Interventional Cardiology 12.1	June 2024
EMJ Nephrology 12.1	July 2024
EMJ Allergy & Immunology 9.1	July 2024
EMJ Hepatology 12.1	July 2024
EMJ Rheumatology 11.1	July 2024
EMJ Hematology 12.1	July 2024
EMJ Neurology 12.1	August 2024
EMJ Reproductive Health 10.1	August 2024
EMJ 9.3	September 2024
EMJ Cardiology 12.1	October 2024
EMJ Respiratory 12.1	October 2024
EMJ Diabetes 12.1	October 2024
EMJ Oncology 12.1	October 2024
EMJ Dermatology 12.1	November 2024
EMJ Gastroenterology 12.1	November 2024
EMJ 9.4	December 2024

Our Audience

Our highly targeted audience includes HCPs from all backgrounds and professions, including experienced and junior doctors, consultants, physicians, clinicians, professors, and leading industry professions. Since our readers are specialists in their field, they accept nothing less than the highest quality research and regular engagement.



More than 1 million

HCPs, including but not limited to:

- Allergists and Immunologists
- Cardiologists
- Dermatologists
- Diabetologists
- Gastroenterologists
- Gynaecologists
- Hematologists
- Hepatologists
- Infectious Disease Specialists
- Innovators of Healthcare

- Microbiologists
- Nephrologists
- Neurologists
- Oncologists
- Ophthalmologists
- Pulmonologists
- Radiologists
- Reproductive Health Specialists
- Rheumatologists
- Urologists



110,000 and growing

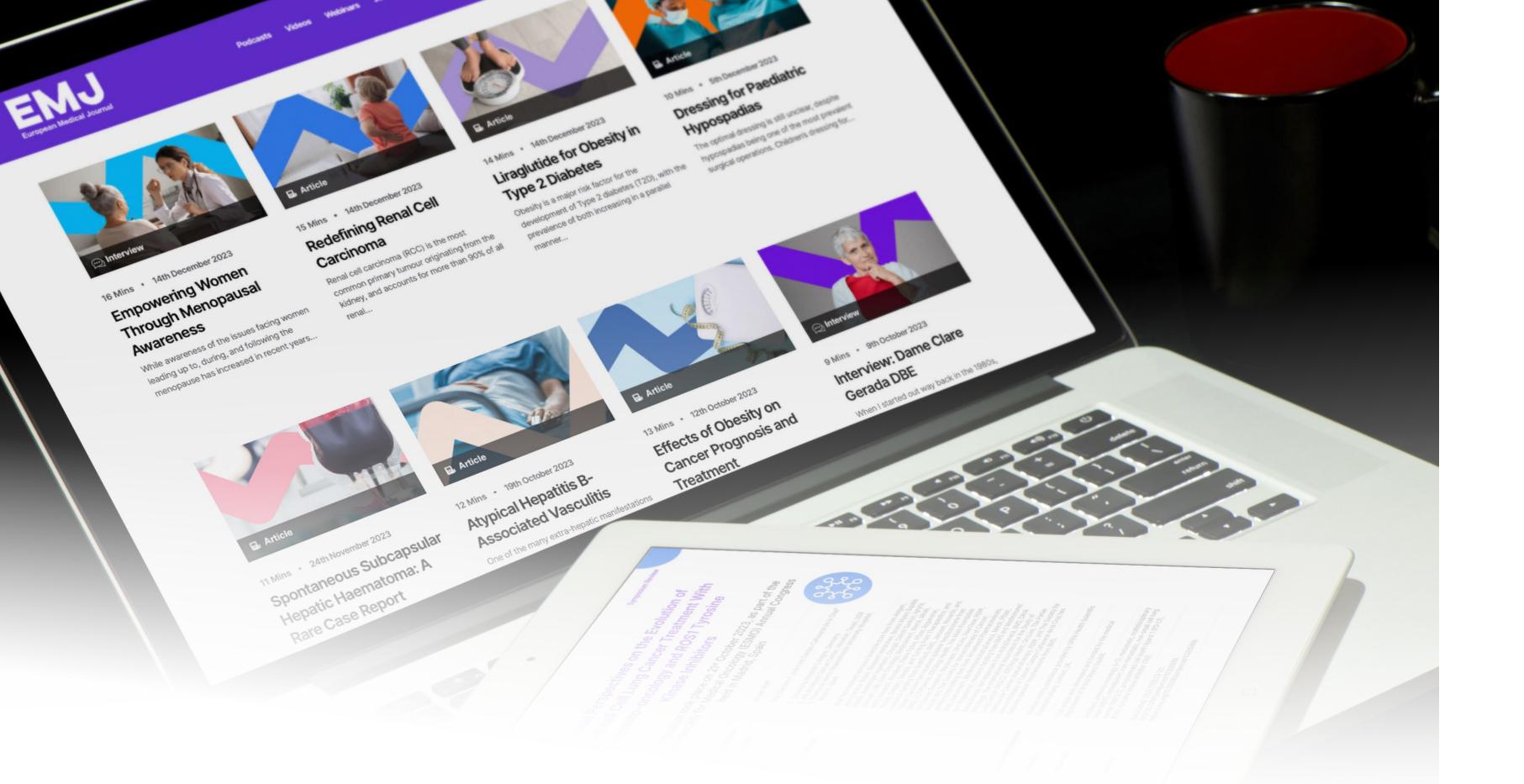
Social media following:

- LinkedIn: 4,400+
- Facebook: 9,100+

- X: 100,100+

We have targeted social media channels across all of our therapy areas.





Symposium Reviews

Have your own symposium review placed within one of our exclusive eJournals, giving you the opportunity to reach and engage a large audience in your symposium content, amplifying the key messages to a wider audience of specialists within your field. The timeline put in place allows for your symposium review to be published only 6 weeks after your live session in a lead position within EMJ. The review will be published on our website, providing an instant, searchable reference point.

Symposium Review Article	POA
Provided Symposium Review Article	POA

KOL Interviews

We give you the opportunity to have a feature article published as a write-up of an interview with recommended KOLs. We will look after the complete process, from writing the questions, to interviewing the KOLs, and writing up the interview in a format of your choice. This will then go through all our publishing processes and compliance procedures, and be published in EMJ and on the EMJ website for a minimum of 12 months.

Poster/Abstract

Have your posters or abstracts that you are presenting reviewed, and written up, in a lead position in our eJournals. This will allow you to extend the reach of your poster or abstract from those who attended in person, to a much wider audience. This is published within 6 weeks following the presentation, meaning you can get your critical information out very soon after the congress and published in a lead position within the journal.

Interview with 1 x KOL of your choice (word count up to 1,500)	POA
Interview with 2 x KOLs of your choice (word count up to 3,000)	POA
Interview with 3 x KOLs of your choice (word count up to 4,500)	POA
Poster Review Article	POA
2 x Poster Review Article	POA
3 x Poster Review Article	POA
4 x Poster Review Article	POA

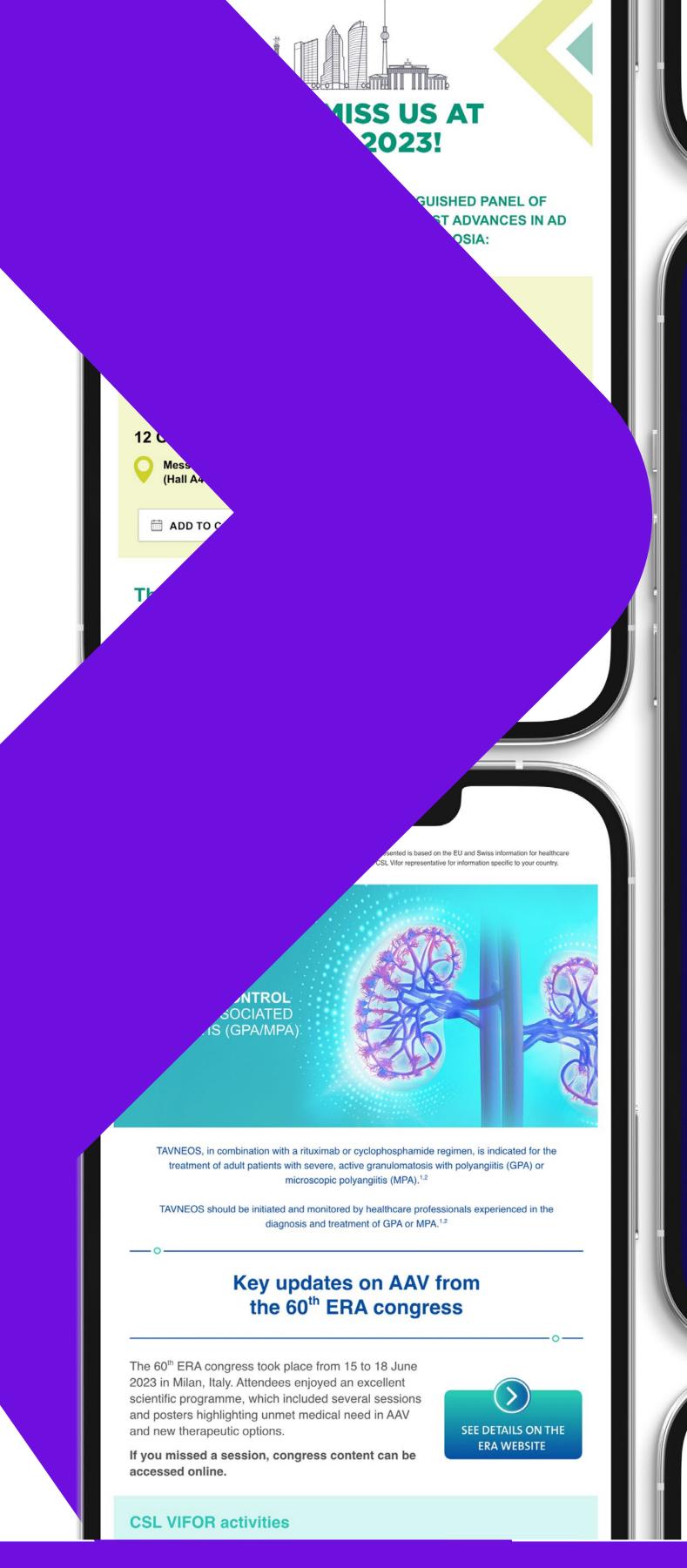
Email Campaigns

We offer sponsorship of targeted emails with guaranteed open rates and click-through rates above the industry norm. Reach active and engaged audiences around the world: those who have registered to receive content alerts from their favourite journals or news about their specialist subjects.

eBlast (10% open)	POA
eBlast additional therapy area audience	POA
eBlast resend	POA

From our first contact with EMJ until the release of the issue we participated in, we felt well taken care of. Compared to the amount of support we have received from other magazines, the assistance provided by the EMJ team was exceptional.

 Christine Goodner, Marketing and Communications Manager, FotoFinder Systems GmbH





THE DAWN OF A NEW ERA IN VITILIGO MANAGEMENT

Research in vitiligo has never been more active

As a result, transformative medicines that will

change the vitiligo treatment paradigm are

coming on the horizon. Incyte is delighted to

Matthias Augustin, Professor Thierry Passeron, and Professor Julien Seneschal will be discussing vitiligo and the evolving treatment landscape.

elcome and introduction

oncluding remarks and close

OPZELURA 15 mg/g Crème

invite you to our EADV 2023 satellite symposium,

Friday 13th October 2023, 13:00-14:00 CEST | Room 6, Hall 4.1, Level 1

ADD TO CALENDAR

egrating ruxolitinib cream into vitiligo treatment strategy Professor Thierry Passeron

Bevor Sie Opzelura verschreiben, lesen Sie bitte die vollständige Fachinformation (Zusammenfassung der Merkmale des Arzneimittels). Qualitative und quantitative

Zusammensetzung: Ein Gramm der Creme enthält 15 mg Ruxolitinib (als Phosphat).

Sonstige Bestandteile mit bekannter Wirkung: Propylenglykol (E1520) 150 mg/g der Creme,

der Creme, Butylhydroxytoluol (als Antioxidationsmittel in weißem Vaselin) (E321). Weitere

Methyl-4-hydroxybenzoat (E218) 1 mg/g der Creme, Propyl-4-hydroxybenzoat (Ph.Eur.) 0,5 mg/g

sonstige Bestandteile: Dimethicon (E900), Natriumedetat (Ph.Eur.) (E385), Glycerolstearate SE, Macrogol, mittelkettige Triglyceride, dünnflüssiges Paraffin (E905), weißes Vaselin (E905),

Anwendungsgebiete: Opzelura wird angewendet zur Behandlung von nichtsegmentaler Vitiligo

andteile. Schwangerschaft und Stillzeit. **Nebenwirkungen:** Häufige Nebenwirkungen (≥

Ahead Together in Immunology

chreibungspflichtig. Österreich: Rezept- und apothekenpflichtig, wiederholte Abgabe

Phenoxyethanol (Ph.Eur.), Polysorbat 20 (E432), gereinigtes Wasser, Xanthangummi (E415).

mit Beteiligung des Gesichts bei Erwachsenen und Jugendlichen im Alter ab 12 Jahren. Gegenanzeigen: Überempfindlichkeit gegen den Wirkstoff oder einen der sonstigen

100, < 1/10): Akne an der Applikationsstelle. **Verkaufsabgrenzung:** Deutschland:

Cetylalkohol (Ph.Eur.) 30 mg/g der Creme, Stearylalkohol (Ph.Eur.) 17,5 mg/g der Creme,

Professor Thierry Passeron

Professor Matthias Augustin

All, chaired by Professor

Professor Thierry Passeron

Thierry Passeron

DM, FRCP, FERS,









Free EACCME- accredited courses on Dermatology and Dermocosmetics by Skin Alliance are now available Access evidence-based online resources by leading experts worth up to 4 European credits.

CME-ACCREDITED PROGRAMS

AVAILABLE NOW

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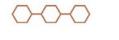


Understand the important role of skin microbiome in various skin and scalp onditions and potential strategies for future

LEARNING OBJECTIVE

Understand the skin's susceptibility to external factors and the pathological correlation between the skin

CLICK TO WATCH OUR CME-ACCREDITED CONTENT NOW





The Evolving Pandemic Shift— A Look at the Novavax non-mRNA **COVID-19 Vaccine Option: A Live National Broadcast**

novavax

Join us for a conversation with 3 faculty experts as they d the Novavax COVID-19 Vaccine, Adjuvanted (2023-2024 Fo

> Wednesday, November 15, 2023 12:30 PM - 1:15 PM ET







MD, MPH, FGSA, Brown University

Director of the Division of Geriatrics and Palliative Alpert Medical School of Providence, RI

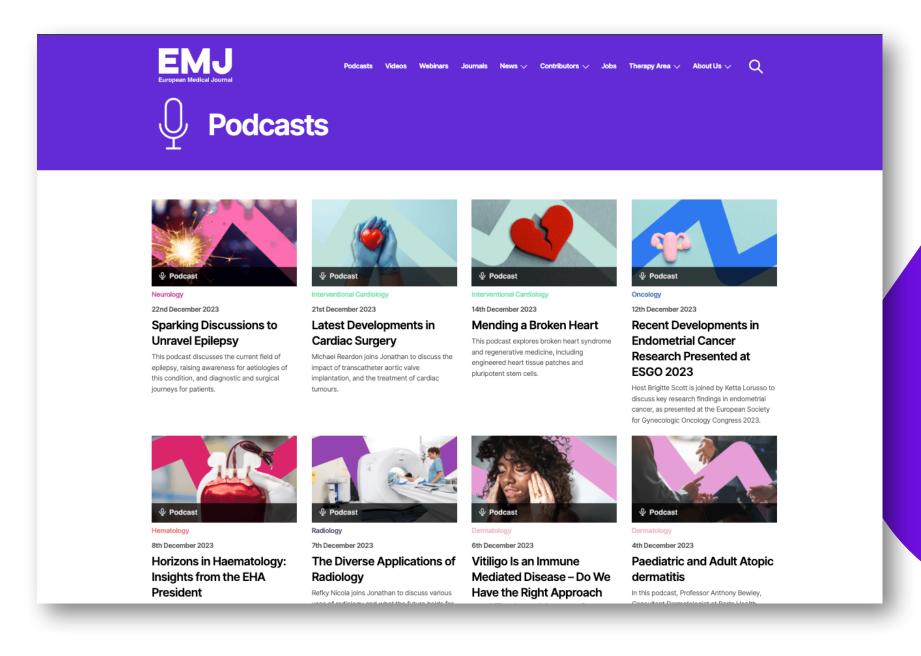
Corpus Christi, TX

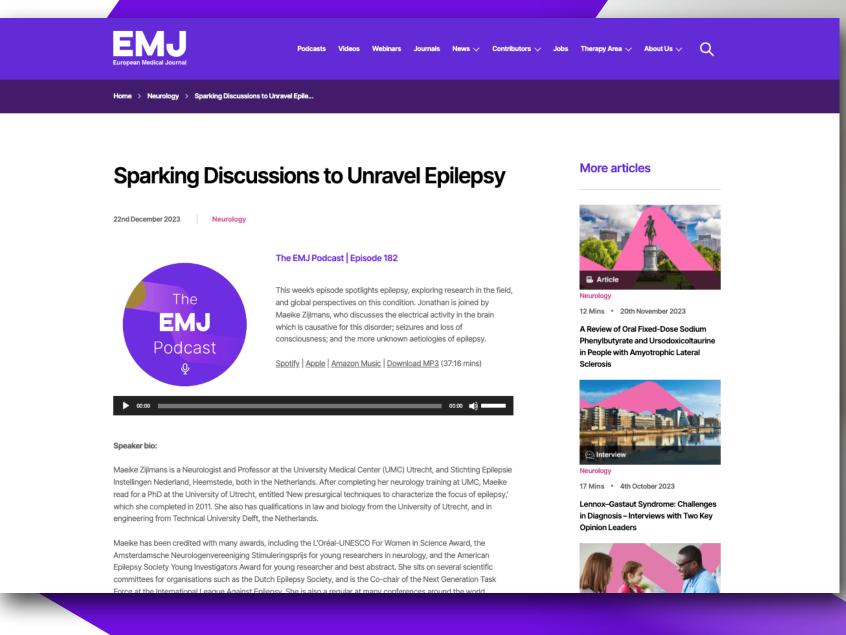
Infographics Our journals **Email Campaign** About us Our audience Articles Podcast Adverts Add-ons Other Contact us

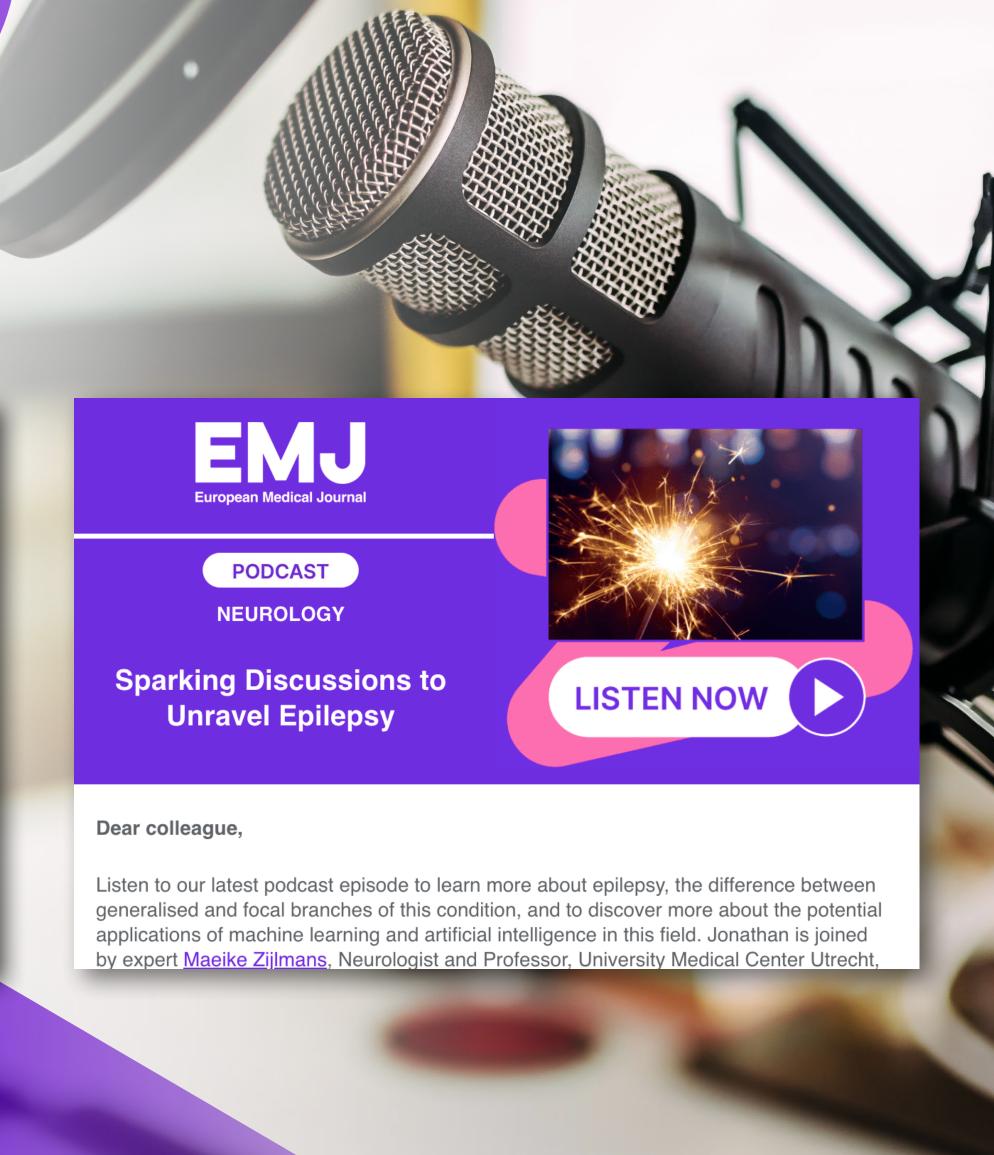
Podcasts

Our podcasts provide engaging and educational content for healthcare professionals and pharmaceutical executives, featuring a range of thought-provoking interviews with industry experts, and news and insights from the field. Your podcast will be disseminated through Spotify, Amazon Music, Apple podcasts, and hosted on the EMJ website.

PodcastPOAPodcast with awareness eBlastPOA







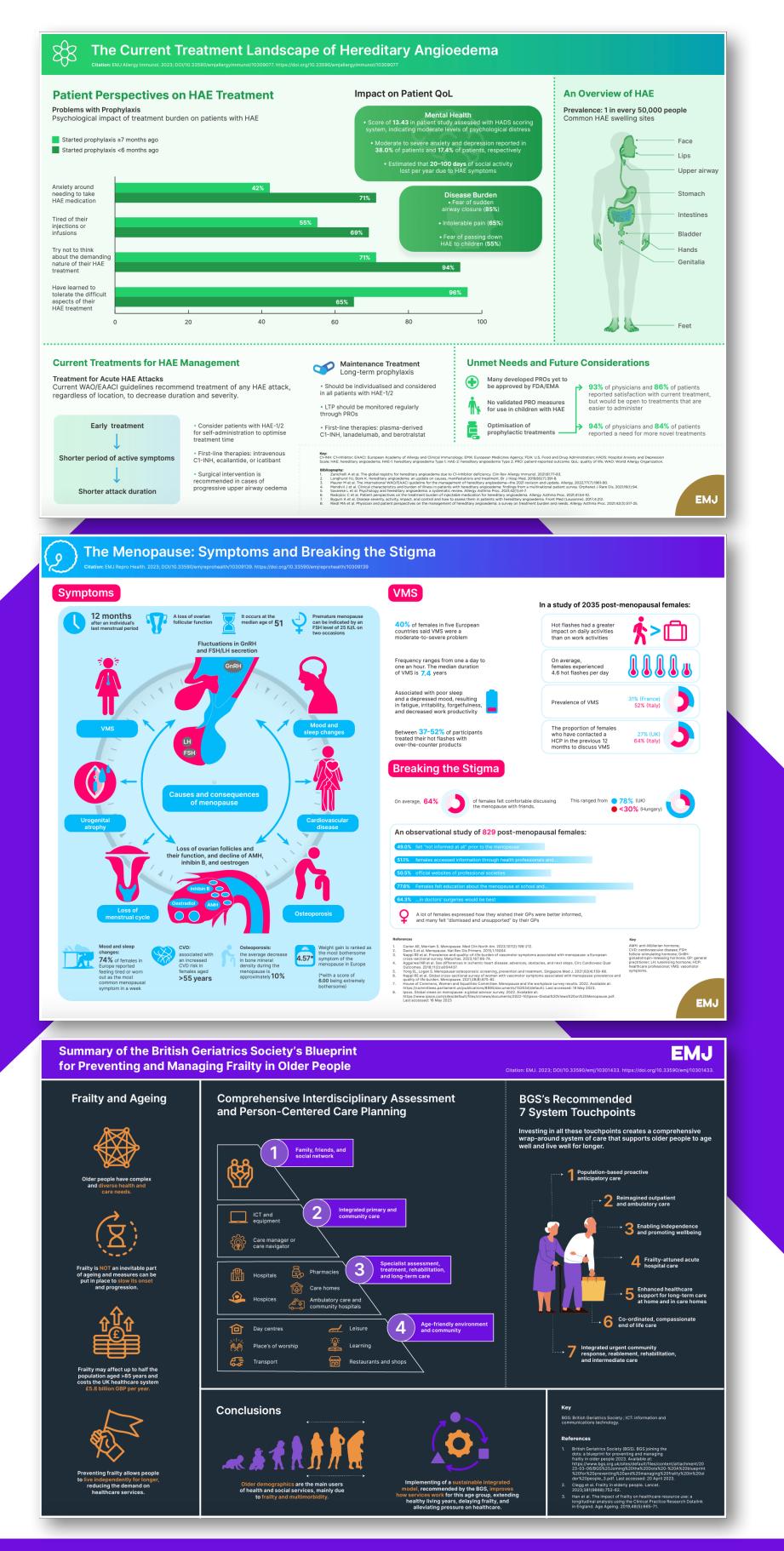
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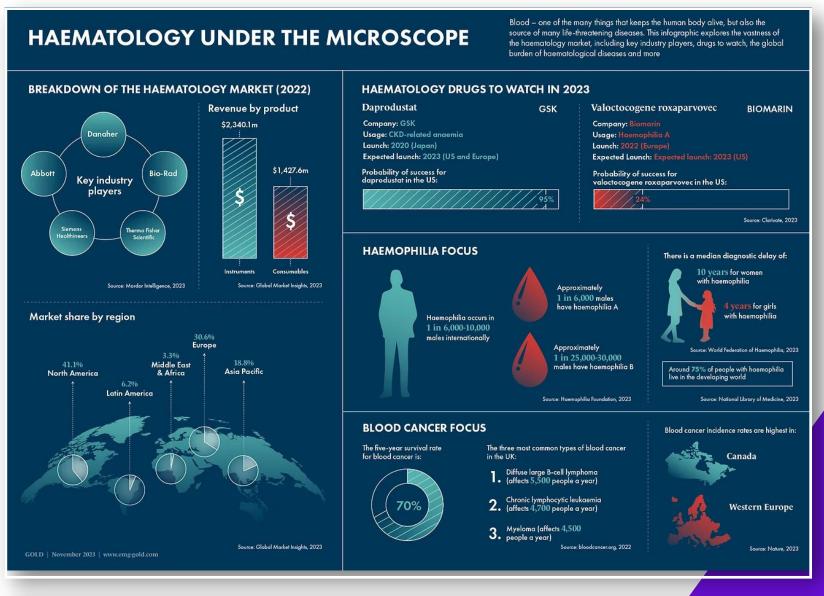
Podcast

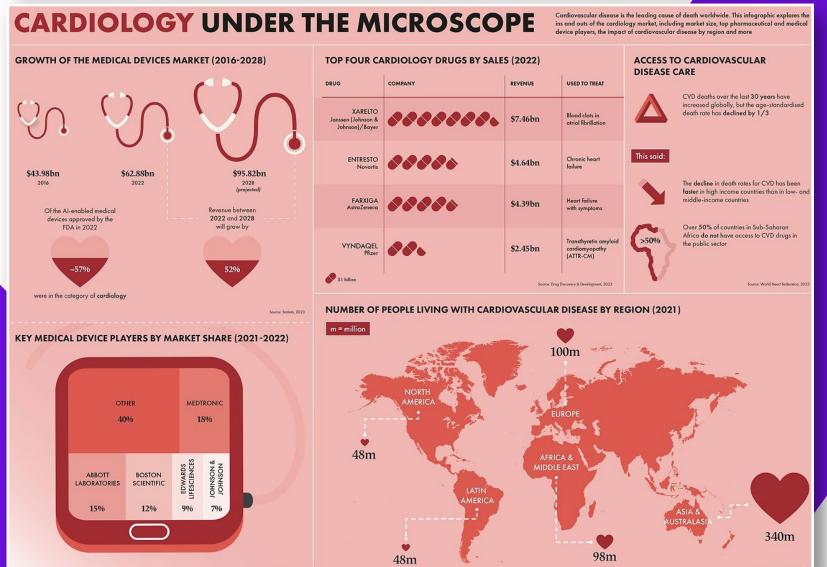
Infographics

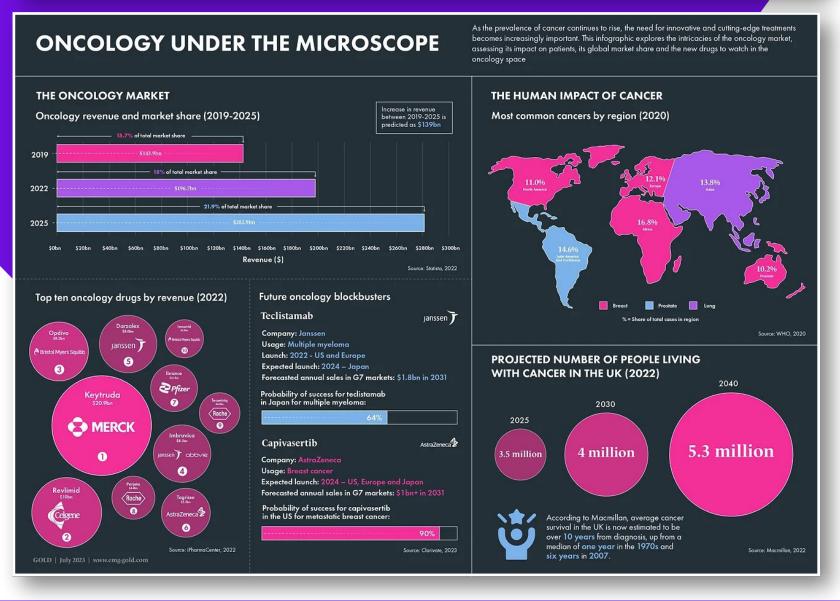
We can commission infographics on a subject of your choice and for any pre-designed content, we are able to host your work on our website and drive traffic to your provided infographic via email campaigns. Infographics can convey a story, new or previously undiscovered information, or can present a new angle or fresh perspective on accepted wisdom! This educational tool is a fantastic way of illustrating complex data, or overall brand awareness.

InfographicPOAInfographic with awareness eBlastPOA









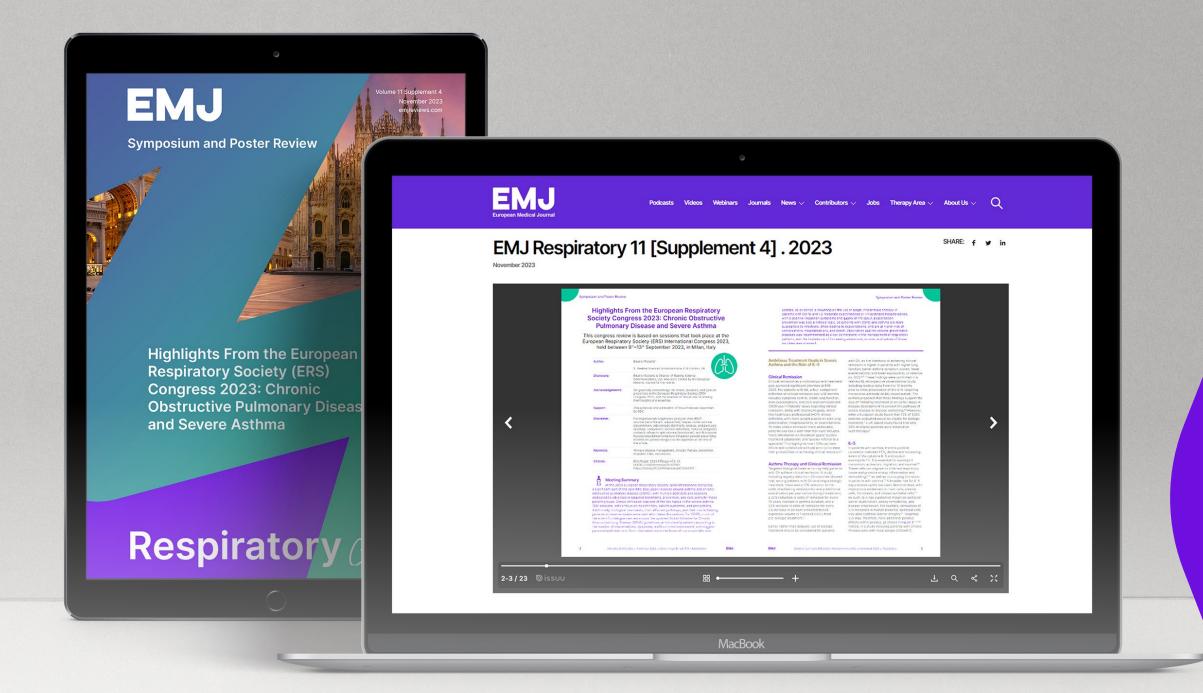


Advertisements

Full-colour advertisements are available in a variety of sizes, with the option to specify position when booked in advance. Our eJournals and newsletters allow you to provide hyperlinks to extend your marketing reach, all included within the prices stated below:

Double Page	Inside Front Cover	POA
	Run of Paper	POA
Full Page	Run of Paper	POA
Half Page	Run of Paper	POA
Newsletter Banner		POA
Website Banner		POA





Supplements

Share your symposium or article as a standalone publication. This can also be accompanied by an email campaign created specifically for your content.

Supplement POA

Hosting

Have a piece of your own content, such as audio or videos, hosted on the EMJ website for a 6-month period.

Hosting POA

Reprints & ePrints

We can create bespoke bound reprints of your article, symposium, or supplement on request; from a minimum order of 1,000, with a turnaround of 3–4 weeks after the original publication. Want something more interactive? ePrints are the perfect digital solution, enabling you to share your publication directly across the web.

Reprints	per 1,000	POA
ePrint		POA

Prices are based on an average print of 8 pages, prices may vary.



Interactive Case Study

We can design an interactive learning experience based on fictional or real-life patient case studies. HCPs will be presented with an interactive learning experience, allowing them to actively engage in the case and providing them with valuable teaching points to gain a deeper understanding of how to manage the condition. This educational tool is a fantastic way to illustrate the complexity of a disease, educate HCPs on treatment pathways, and provide an understanding of the baseline knowledge on that indication.

Webinars

EMJ can take care of all your webinar needs, tracking detailed engagement metrics to assess impact. Our approach is incredibly agile: we can provide live, simulive, or pre-recorded webinars, and assist with KOL sourcing/liaison, slide & script creation, and provide marketing materials to drive traffic to the event and to the content (hosted on EMJ) after.

Webinar POA





Contact us

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