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%

**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 Practioner: 4%
- Resident: 9%

**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!
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.

**Our readers prescribe for the following**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sinusitis</td>
<td>12%</td>
</tr>
<tr>
<td>Allergic Rhinitis</td>
<td>11%</td>
</tr>
<tr>
<td>Otitis</td>
<td>11%</td>
</tr>
<tr>
<td>Throat Infections</td>
<td>11%</td>
</tr>
<tr>
<td>Laryngitis/Pharyngitis</td>
<td>11%</td>
</tr>
<tr>
<td>Balance/Vestibular Disorders</td>
<td>10%</td>
</tr>
<tr>
<td>Gastroesophageal Reflux Disease</td>
<td>10%</td>
</tr>
<tr>
<td>Head &amp; Neck Cancer</td>
<td>9%</td>
</tr>
<tr>
<td>Cholesteatoma</td>
<td>8%</td>
</tr>
<tr>
<td>Asthma</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Role in Purchasing Process**
- Decision maker/team of decision makers: 65%
- Recommend products and services: 19%
- No role in purchasing decisions: 16%

**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

**# 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%
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.

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.

AUDIENCE DEMOGRAPHICS
DELIVER YOUR MESSAGE TO OUR READERS

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AUDIENCE DEMOGRAPHICS
DELIVER YOUR MESSAGE TO OUR READERS

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

24,908
AVERAGE MONTHLY PAGE VIEWS

9,857
AVERAGE UNIQUE VISITORS PER MONTH

2.22
AVERAGE PAGES VIEWED PER VISIT

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

ENT JOURNAL
# THE EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL/MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials Due: 12/23</td>
<td>Materials Due: 1/18</td>
<td>Materials Due: 2/15</td>
<td>Materials Due: 3/30</td>
<td>Materials Due: 5/13</td>
</tr>
</tbody>
</table>

### Clinics

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

### Online Clinics

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

### Bonus Distribution

- **COSM**
  - May 18-22, Chicago

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCT/NOV</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials Due: 6/17</td>
<td>Materials Due: 7/18</td>
<td>Materials Due: 8/15</td>
<td>Materials Due: 9/29</td>
<td>Materials Due: 11/10</td>
</tr>
</tbody>
</table>

### Clinics

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### Online Clinics

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- **Facial Plastic Surgery**
- **Pathology**
- **Pediatric Otolaryngology**
- **Thyroid and Parathyroid**

### Bonus Distribution

- **AAO-HNSF**
  - September 18-21
  - San Diego
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
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**

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**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.

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**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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“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

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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:

Mark C. Horn
National Sales Manager
Phone: 480-895-3663
mhorn@vendomegrp.com

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