

**WELCOME TO THE JDD “AESTHETIC MEDICINE” PODCAST WHERE WE WILL EXPLORE THE EXCITING AND CHANGING WORLD OF PROFESSIONAL SKINCARE AND AESTHETICS, HOSTED BY DR. POOJA SODHA.** Each episode provides busy practitioners up-to-date information on new clinical findings, insights, evidence-based innovations and practices. Join us for this exciting new podcast!

**FREQUENCY: 4 EPISODES/YEAR | PODCAST: [JDDONLINE.COM/JDD\\_PODCAST](http://JDDONLINE.COM/JDD_PODCAST)**

## Exclusive Sponsorship

Through monthly, quarterly, or yearly sponsorship of the JDD podcast, you will receive:

- 100,000+ monthly impressions of exclusive exposure during the monthly marketing campaigns, as well as podcast advertising
- A scripted voice-over feature during podcast pre-roll, mid-roll, or outro
- A surround-sound marketing campaign each month to boost your reach!

## Reach and Impact

Reaching a record number of dermatologists, residents, and interns each month, the JDD Podcast helps sponsors connect with this highly engaged audience to generate meaningful ROI.

- Print ad in every issue of the JDD – 13,000+ subscribers
- Digital ads
- 140K+ monthly impressions
- Post card distributions
- 120+ unique downloads, plays and/or streams in the first month of launch
- 1K+ unique downloads, plays and/or streams over a 12-month span
- Episodes continue to garner downloads well after initial release.

## Social Media

### SOCIAL POSTS REACH:

 4,016 FOLLOWERS	 5,490 FOLLOWERS
 1,851 FOLLOWERS	 3,863 MEMBERS

## ABOUT DR. SODHA



Pooja Sodha, MD, FAAD serves as Director of the George Washington Center for Laser and Cosmetic Dermatology. She is dual board-certified in both internal medicine and dermatology after completing a combined residency in dermatology and internal medicine at Medstar Georgetown University Hospital/Washington Hospital Center. Prior to her cosmetic fellowship training, Dr. Sodha served on the faculty with Duke University Department of Dermatology for two years. She completed her fellowship training in cosmetic dermatologic surgery with Paul M. Friedman, MD of the Dermatology and Laser Surgery Center of Houston. Dr. Sodha has published articles in peer-reviewed medical journals and presented at multiple national and regional dermatology meetings. She looks forward to sharing conversations on the emerging trends in cosmetics and energy-based devices with the JDD community.

FOR MORE INFORMATION, PLEASE CONTACT THE SALES TEAM

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