Fastest to publish, first to be read

2019

Media Kit

Peer-reviewed, highly cited, indexed on MEDLINE®/PubMed®

International Editorial Board of more than 160 renowned experts

Cutting-edge content for everyday practice

Expansive reach to the US-based dermatology universe

Enhanced print and digital online access to high-quality content and related products

For information on expanded advertising and sponsorship opportunities, look inside!
International Editorial Board

JDD utilizes an unbiased, peer-review process in order to maintain high standards of content. Articles are reviewed by the International Editorial Board of more than 160 renowned experts, from key opinion leaders to well-known clinicians.

The JDD International Editorial Board boasts some of the most respected names in the field of dermatology, featuring esteemed leaders from the academic, research, and clinical worlds. Some notable members include founder, president, and executive directors of the International Society for Dermatologic Surgery, board directors, and officers of the American Academy of Dermatology, peer reviewers from the Cochrane Skin Group, and the president, vice president, and immediate past vice president of the American Society for Dermatologic Surgery.

Deeply committed to optimal patient care, scientific rigor, and clinical practice excellence, JDD board members are highly regarded pioneers who serve as models for the larger dermatology community. Other board members include those advancing the art and science of dermatology, both today and for the future.
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JDD is the fastest-to-publish, content-rich, dermatologist-targeted journal that is written for physicians by physicians, is professionally published by an award-winning editorial team, and offers compelling reach and value, including customizable solutions for your brand.

JDD Print

JDD, a highly cited, full-color peer-reviewed publication indexed on MEDLINE®/PubMed®, offers one of the fastest routes to disseminate dermatologic information. Original articles and award-winning case studies provide our readers with peer-reviewed content of the utmost quality. Our high editorial standards are maintained through a balanced peer-review process, and articles are reviewed by an International Editorial Board of more than 160 renowned experts.

JDD’s extremely current and practical editorial content contributes to its high readership and ensures maximum exposure for your advertisements.

JDD Digital

WEBSITE

JDDonline is an invaluable dermatology resource. Our newly redesigned site hosts searchable current and past JDD articles, issue, and supplement archives, multiple CME activities, and exclusive online features.

It is also the home of the JDD Podcasts, further expanding JDD’s content offerings geared toward the busy dermatology community.

Online registration is complimentary to all US-based dermatologist MDs and DOs, dermatology residents and fellows, dermatology nurse practitioners, and physician assistants.

eJDD

eJDD, the electronic, interactive version of JDD, enables worldwide dermatology healthcare professionals to access the full-color, Index Medicus publication in an easy-to-use format.

eJDD is e-mailed to more than 20,000 recipients in the US and International dermatology and healthcare community.

eJDD is delivered to users’ inboxes where they can download a fully searchable PDF. Every month, the new issue is made available prior to the print issue, ensuring the fastest delivery of timely information to the readership.

The accelerated distribution, as well as the prestige of JDD’s editorial content, ensures wide reception and high visibility for exclusive sponsors.
JDD continues to be the fastest-to-publish dermatology journal, presenting original articles, award-winning case studies, clinical trial reviews and clearance updates, drugs and devices, and special content geared toward medical residents and other allied health professionals. JDD is a top-tier, highly cited, peer-reviewed publication that has been indexed with MEDLINE®/PubMed® since Issue 1-1.

JDD consistently presents the latest advances in drugs, devices, and treatment methods in dermatology, addressing the following topics:

- Acne & Rosacea
- Atopic Dermatitis
- Aesthetic Dermatology
- Disorders of the Hair & Nails
- Environmental (Drug/Allergic Reaction or Injury)
- Fillers & Injectables
- General Medical Dermatology
- Infections (Viral/Bacterial/Fungal)
- Keloids
- Laser/Light and Devices
- Microdermabrasion & Chemical Peels
- Mohs Surgery
- Photodynamic Therapy
- Psoriasis
- Scar Treatments
- Sclerotherapy & Vein Treatments
- Skin Cancer & Precancerous Lesions
- Topical Skincare
- Wound Healing
- And Others

JDD features current and highly regarded editorial content, accessible through a broad spectrum of compelling sections, including:

**ORIGINAL ARTICLES**
Content Categories Include:
- Comparative Studies
- New Treatments & Therapies
- Novel Devices & Technology
- Pharmaceutical Advances
- Practice Management

**CASE STUDIES**

**INVITED COMMENTARY**

**NEWS, VIEWS & REVIEWS**

**PIPELINE PREVIEWS**

**RESIDENT PREVIEWS**

**RESIDENT SPOTLIGHT**

**EDITORIAL**

**GENERAL INFORMATION**

**EDITORIAL PROFILE: Quick facts**

**QUALITY**
JDD’s manuscript rejection rate is 70%. On average, JDD publishes 12-14 articles and case studies per issue. JDD maintains an Advertising-to-Editorial ratio of 17:83.

**CREDIBILITY**
JDD is written and reviewed for physicians, by physicians. According to the most recent Journal Citation Reports (JCR®), JDD has an Impact Factor Score of 1.527*. JDD also has an excellent Normalized Eigenfactor® Score of 0.660*, which measures the importance of the journal within the scientific community, and an impressive Article Influence Score of 0.409*, and a notable Immediacy Index of 0.278*.

**TIMELY**
JDD accepts manuscripts for publication within 2-6 months of receipt rather than the 12-16 months required by most other dermatology publications.

**INDUSTRY REACH**
JDD reaches 13,762** dermatologists, residents, fellows, nurse practitioners, physician assistants, and allied health professionals. eJDD, the electronic version of JDD, is circulated to more than 20,000 allied health professionals monthly.

*Clarivate Analytics, Formerly the IP & Science business of Thomson Reuters, June 2018** May 2018 issue, publishers own data.
Readership

PRINT AND DIGITAL ARE POWERFUL IN DERMATOLOGY

According to the Kantar Media March 2016 Sources & Interactions Study:

Dermatologists still read print journals. Of 22 specialties, dermatology is among the highest of all in obtaining their information from print media.

97% of dermatologists read the print format of their current medical journals
28% of dermatologists read their current medical journal in print only
70% of dermatologists read their current medical journals in both print and digital formats

Virtually no dermatologist reported that they accessed their current medical journal in a digital format only.
Using both print and digital guarantees the best reach!

JDD in the Market Place

Readers Reading Often and Thoroughly**
50% of JDD’s Readers are reading every issue.
41% of JDD Total Readers are High Readers, reading with high frequency and thoroughness.

Quality Original Content*:
JDD readers most look forward to our Original Articles, Case Reports, and Special Issues.

In a custom analysis of JDD readers,* 51% of survey respondents said that Original Articles were the most beneficial part of JDD, followed by 39% for Case Reports.

List Segmentation & Targeting Capabilities

JDD OFFERS A VARIETY OF LIST SEGMENTATION AND TARGETING CAPABILITIES TO SUIT YOUR NEEDS.

List Segmentation Capabilities
Professional Category
Regional

List Targeting Capabilities
Societies†
Your Own List†

*Source December 2015 Kantar Media Medical/Surgical Research Study - Custom Questions for JDD (Journal of Drugs in Dermatology).
NOTE: Responses may add to more than 100% due to multiple responses.
**Source: Kantar Media, December 2015 Medical/Surgical Readership Study (Tables 118, 218)
† Additional fees may apply, depending on list source and availability.
**JDD Print**

**PRINT CIRCULATION PROFILE***

<table>
<thead>
<tr>
<th>Profession</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dermatologists</td>
<td>9,593</td>
</tr>
<tr>
<td>Dermatology Residents &amp; Fellows</td>
<td>1,846</td>
</tr>
<tr>
<td>Dermatology Physician Assistants</td>
<td>1,346</td>
</tr>
<tr>
<td>Dermatology Nurse Practitioners</td>
<td>891</td>
</tr>
<tr>
<td>Other</td>
<td>84</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13,760</strong></td>
</tr>
</tbody>
</table>

*Publisher’s Own Data - Source, May 2018 print subscriber file. BPA statements available upon request.

**eJDD Distribution**

**EJDD SUBSCRIBERS BY PROFESSION**

- Dermatologists - 55%
- Dermatology Residents & Fellows - 3%
- Physicians, Other Medical Professionals - 9%
- Dermatology NPs, PAs and RNs - 7%
- Industry Professionals - 4%
- Institutions, Students - 1%
- Other - 21%

**Publisher’s own data – Based upon May 2018 eJDD Circulation – 23,597**

**JDDonline**

**WEBSITE STATS***

- Avg. Monthly Pageviews: **130,548**
- Avg. Monthly Users: **22,032**

**AUDIENCE**

US and International Dermatology Community

**SPECIALTY**

Dermatology

**Publisher’s own data: Based on May 2017 - May 2018 Google Analytics figures**
Content Repurposing

JDD offers custom reprints and e-prints of peer-reviewed articles, which is the best way to get your articles/scientific data read by the dermatology community.

REPRINTS: HARD COPY

Individual article reprints are available for purchase in hard copy format. JDD reprints are high quality professional copies of original editorial that can be used for marketing, training and educational purposes including:

• Distribution at Conference Exhibitions
• Direct Mailings
• Media Kits
• Training
• Customer Education

E-PRINTS:

E-prints are also available and are provided in the form of a link to the full online version of the article which can be viewed in a browser. You can purchase e-prints based on number of views, or, length of time the link is active. To maximize your reach and best utilize your e-print, place your e-print link on:

• Social Media Pages
• Email Campaigns
• Company Website or Corporate Pages
• Marketing Materials

E-Print Features:

• Page-by-page flip navigation
• Active links to other areas of your website
• Ability to add a custom cover, advertisement or embed video

PODCAST

A 30-minute podcast will provide an encapsulation of each original article. The podcast will serve to summarize key learnings presented by the initiative, encourage participation in each opportunity, and offer clinical pearls for immediate application of all information to clinical practice.

UNRESTRICTED ACCESS

Jddonline.com will provide unrestricted access of the above mentioned article for a fee. Unrestricted access means login/password is not required to review and download this article. Anyone world-wide can go to the link to access the article. PubMed hosts the Unrestricted Access link of your article.

REPRINT PRICING

For more information on content repurposing opportunities with JDD, contact:

Luz Figueroa • Scientific Publications Liaison • phone (917) 374-5914 • luz.figueroa@jddonline.com
Supplements

Subjected to the full rigors of peer review, supplements can provide invaluable educational resources exploring themes in a detailed and focused way that might not always be possible in the main journal.

At JDD, our commitment to the very highest standards of quality means that your supplement will achieve maximum impact and will be read by many, including members of learned societies internationally.

Furthermore, we offer you the support and guidance that you require throughout the publication process.

**CONTENT**
Focus on an area of interest to the entire dermatology community.

**ADVISORY BOARD INTERVIEWS**
Gain insight on your product from world-renowned physicians by sponsoring an advisory board meeting. Valuable information obtained from the meeting can be incorporated into a supplement to JDD.

**CLINICAL RESEARCH**
Do you currently have important medical information that you would like to get published? Let JDD work with you and selected physicians to publish several case reports in a supplement that can be utilized by your sales force.

**REPRINT COLLECTION SUPPLEMENTS**
Bind existing articles published in JDD together to create a booklet of article collections on your desired topic. Reprints can be in the form of print, CD-ROM, or electronic.

**VIDEOS AND WEB BROADCASTS**
Extend the reach of your supplement by posting a 3-minute video synopsis or videotape of a live symposium and post it on JDDonline.com and the SanovaWorks YouTube page.

**ROUNDTABLE DISCUSSIONS**
Invite a panel of experts to discuss selected topics concerning your product and its use. Information gained from this event can be translated into a JDD supplement employing either a verbatim or an article format.

**SINGLE-TOPIC OR CO-SPONSORED SUPPLEMENTS**
Educate physicians on a particular procedure or appearance-related condition with a single-topic supplement to JDD consisting of original articles. Alternatively, co-sponsor a related supplement.

- **TIMELINE:** JDD provides full turn-key service to deliver a supplement in 90 days.
- **ACKNOWLEDGMENT:** Your statement of support and logo are included in the supplement, as well as inside the print and digital issues of JDD.
- **SCIENTIFIC CREDIBILITY:** Content is archived in the JDDonline Medical Education Library, the JDDonline Supplement Library, and MEDLINE®/PubMed®.
- **DISTRIBUTION AND BONUS DISTRIBUTION:** Distributed in print to more than 12,000 dermatologists (MDs and DOs), dermatology residents and fellows, physician assistants, and nurse practitioners. For increased exposure, supplements are e-mailed to more than 20,000 recipients through the digital edition, eJDD. Supplements will be hand-distributed at major dermatology events and conferences throughout the year.
- **POSTER PRESENTATIONS**
Bulk Subscriptions

EDUCATE YOUR SALES FORCE WITH BULK SUBSCRIPTIONS

Keep your sales force up-to-date on developments in dermatology, competitors’ products, and the latest advances in their area of expertise. JDD is a leading journal and offers a unique, comprehensive window into the industry.

The information gleaned from a monthly subscription will give your sales force added knowledge and perspectives, fresh insights, information on particular practice areas, demographic interests, device and pharmaceutical usage, and practice management issues that will further their rapport with their client base.

Sponsored Subscriptions

Sponsored subscriptions keep the medical community abreast of developments in dermatology and effectively promote your brand. This gives you unparalleled opportunities to position your company as a major provider of invaluable educational content. The types of customized subscriptions available are:

<table>
<thead>
<tr>
<th>Professional Category</th>
<th>Residents, Fellows, Physician Assistants, Nurse Practitioners, and other healthcare professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Societies</td>
<td>Reach a particular state, city, territory, country, or international region</td>
</tr>
<tr>
<td>Your Own List</td>
<td>Provide your customer list</td>
</tr>
</tbody>
</table>

BY SPONSORING A SPECIFIC DEMOGRAPHIC, YOU WILL RECEIVE:

- **ACKNOWLEDGMENT ON JDDONLINE**
  JDDonline features your logo and sponsorship message year-round, through a premium position rotating banner ad. Your online acknowledgment appears on every JDDonline page and directly links to your product’s website.

- **CUSTOMIZED OUTSERT IN EACH ISSUE**
  Include your customized message on a 2-page, full-color outsert enclosed within the polybag of each issue. This personalized approach allows you to tailor your message each month.

- **COVER TIP ON FIRST ISSUE**
  For an added value of $10,500, this cover tip announces your new partnership and launches the year-long sponsorship.

- **ACKNOWLEDGMENT IN JDD TABLE OF CONTENTS**
  Your logo and sponsorship message are published on the TOC page of every JDD issue, print and digital. This highly referenced page guarantees your company maximum exposure and informs JDD and eJDD readers of your support.
Guaranteed High Impact Cover Tips
Be the first product JDD readers see, with this exclusive front cover placement.

Gatefolds
Command readers’ attention with gatefold advertisements. The gatefold flaps offer extended ad space to the unique front or back cover placement.

Outserts
Capture readers’ attention before they open JDD! Outserts provide you with the flexibility needed to disseminate a custom marketing piece that may not fit within JDD itself. Included in the polybag, outserts can take on various forms, including:

- Business Reply Mailers
- CD-ROMs and DVDs
- Educational Leave-Behinds
- Flash Drives
- Invitations
- Newsletters
- Posters
- Reprints
- Samples
- Surveys

Blow-in Cards
For a lasting impression and maximum exposure, insert a blow-in card into a JDD issue. For direct lead generation, consider a blow-in business reply card.

Advertising & Sponsorship Opportunities
eJDD Issue Sponsorship

eJDD is sent via e-mail about a week before the print version is mailed. Its advanced search capabilities offer interactive features, making searching and reading far easier than the print edition.

Sponsoring an issue of eJDD provides: Instant access to more than 20,000 recipients in each of its 2 e-blasts per month, a vehicle to promote selected news, strategic links, and product announcements that market your brand.

As the eJDD issue sponsor, you will receive exclusive and extensive branding including:

- Up to 12 pages of only YOUR ads in each issue
- All competitors’ paid print ads removed from each issue
- Attribution statement and logo included every month in the print and electronic table of contents
- Sponsorship acknowledgment on JDDonline
- Branding in bi-monthly e-mails for additional touch points including eTOC notification and eJDD distribution emails

† Except JDD-owned and affiliated companies

Resident Rounds Online Sponsorship

Resident Rounds is a section of the JDD dedicated to highlighting various dermatology departments with residency training programs. Through Resident Rounds, JDD supports training for the next generation of leaders in the field by providing mentorship to residents to learn the process of publishing in a peer review journal and the importance of contributing to scientific literature. JDD guides residents through the processes of the proposal, article submission, peer review, and publication in the journal and the PubMed® database.

By participating in Resident Rounds, residents receive:

- Opportunity to collaborate with colleagues
- Feedback from experts to hone their medical writing and presentation skills
- Support and training to identify and present important cases
- Opportunity to contribute to the dermatology body of knowledge and literature

By sponsoring Resident Rounds online, you are supporting training for those intending to pursue careers in the field and helping residents achieve the highest level of success in their future careers. Build loyalty by connecting your brand to the next generation of physicians.

JDD Podcasts

JDD Podcasts are the latest addition to the JDDonline lineup of sponsorship opportunities. Each month, JDD will host a discussion with article authors adding context and commentary to the challenges facing clinicians in the field of dermatology.

As a JDD Podcast exclusive sponsor, your scripted ad or informal message will be featured as a 15-second “Pre-Roll”, 30-second “Mid-Roll”, or a call to action in the “Outro” on each podcast you sponsor. In addition, the JDD Podcasts will be promoted to the entire dermatology community through print, email, social media, and national/regional conferences. Monthly print and email marketing promotions surrounding JDD Podcasts yield approximately 100,000+ impressions.
JDDonline & Banner Advertising
JDDonline provides free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants. It has become an invaluable reference tool for the dermatology universe.

Banner/Other Custom Ad Rates

<table>
<thead>
<tr>
<th>Banner Name</th>
<th>Specs</th>
<th>Monthly Flat Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard Placement</td>
<td>728 x 90 px</td>
<td>$2,600</td>
</tr>
<tr>
<td>Right Sidebar Skyscraper Box Ad</td>
<td>Preferred: 300 x 250 px</td>
<td>$2,600</td>
</tr>
<tr>
<td></td>
<td>Secondary: 160 x 600 px</td>
<td></td>
</tr>
<tr>
<td>Footer Placement</td>
<td>728 x 90 px</td>
<td>$2,400</td>
</tr>
<tr>
<td>Custom Ad</td>
<td>Specs</td>
<td>Monthly Flat Rate</td>
</tr>
<tr>
<td>Resident Rounds Sponsorship</td>
<td>Top Leadboard/Footer: 728 x 90 px</td>
<td>Contact your sales representative today for pricing</td>
</tr>
<tr>
<td></td>
<td>Skyscraper Box Ad: 120 x 600 px</td>
<td></td>
</tr>
<tr>
<td>Custom Ad Placement</td>
<td>Contact your Account Executive today for available sizes and pricing. Be sure to ask about our geo-targeting capabilities!</td>
<td></td>
</tr>
</tbody>
</table>

We accept HTML5, Rich Media, Responsive, as well as expandable ads. Contact an Account Executive to learn more about custom placements.

*Based on May 2017 - May 2018 Google Analytics data. Contact your Account Executive for the most current data.
Custom Multimedia Educational Solutions

JDD offers a diverse range of digital and multimedia platforms to enhance brand recognition with valuable data accessible by computer, smartphone, or tablet.

- Podcasts deliver medical news to your target audience in a format that is perfect for the busy practitioner on the go. Users download or stream the audio media files directly from JDDonline and/or iTunes.
- Webcasts capitalize on your existing educational content with a complementary visual aid, available to download or stream on JDDonline. We also offer Online Device Demos that can showcase your product or brand.
- Webinars interact with the dermatology community with webinar capabilities. Give and receive information in real time via open forum discussions, live polls, and question submissions. Stream your webinar or video lecture live through JDDonline.
- eNewsletters partner with JDDonline to release your weekly, monthly, or quarterly e-newsletter.
- Mobile & Tablet compatible applications

We work with you to develop Applications that let your company pinpoint the on-the-go healthcare professional who is dependent on their smartphone or tablet to access the vital medical practice and case management information they need.

JDD can create custom online content compatible with physician smartphone and tablet devices, and develop Apps that focus on physician education as well as work-flow ease, with the following benefits:

- Strengthen your business and support your brand by establishing enduring relationships with your target market
- Provide physicians with specialized Applications that will give them the information they need
- Allow brand-specific products to maximize their market potential
- Once downloaded and installed on their device, Apps can be accessed anytime—with or without an Internet connection—providing 24/7 accessibility and company branding opportunities
- Measure return on investment with customized metrics reports, capturing the target information you need

OR SPONSOR AN EXISTING JDD APPLICATION!
Your sponsorship will ensure that your product/drugs are constantly being viewed by physicians.

You can utilize banner ads on web and non-web-accessible versions of the application, which provides additional opportunities for you to have direct marketing contact with your target audience.

Call us today to discuss a custom digital plan!
Fastest to publish, First to be read

JDD is the vehicle to deliver your message to the dermatology community through one of our innovative, customized solutions.

Contact an Account Executive today to develop your marketing strategy.

For more information on advertising and sponsorship opportunities contact:

Nick Gillespie
Associate Publisher, JDD

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phone (646) 453-5711
fax (212) 213-5435
nick.gillespie@jddonline.com

For more information on supplement opportunities, article reprints, and bulk subscriptions contact:

Luz Figueroa
Scientific Publications Liaison

cell (917) 374-5914
phone (646) 736-4338
fax (949) 760-0522
luz.figueroa@jddonline.com

JDD is a product of SanovaWorks, the healthcare communications company of choice for progressive, custom solutions that drive results. JDD boasts synergistic opportunities with other SanovaWorks products, including:

Derm In-Review  NEXTSTEPS IN DERM  ODAC  SKIN OF COLOR UPDATE 2019