

# ENT

EAR  
NOSE &  
THROAT

# JOURNAL

The collage displays the ENT Journal website and several issue covers. The website interface includes a search bar, navigation links (Otolaryngology, Rhinology, Laryngology, Head and Neck, etc.), and advertisements for Radiesse and SinuScience Network. The covers shown include:

- Issue 1:** "Generating Revenue With An Audiology" featuring a bar chart titled "Physician Practices" with data: 15%, 61%, 29%, 2%, 3%, 5%, 16%, 15%, 60%, 1.0.
- Issue 2:** "The SCANORA 3D ENT - It's HERE... Point of Care Imaging That Makes Sense" featuring a video player and text about 3D imaging.
- Issue 3:** "Middle ear effusion in adult ICU patients: A cohort study"
- Issue 4:** "Thiersch skin grafting in otologic surgery"
- Issue 5:** "Transient auditory dysfunction: A description and study of prevalence"
- Issue 6:** "The impact of pulmonary tuberculosis treatment on the prevalence of allergic rhinitis"

## 2014 MEDIA PLANNER

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HEALTHCARE  
MEDIA

# ENT—for the practicing otolaryngologist



## 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.

**46%** of our 11,618 readers pass along *ENT Journal* to an average of four people—making our total readership 32,995!\*

**74%** of our readers save *ENT Journal* for future reference\*

**43%** of our readers say that *ENT Journal* is the most useful publication in their day-to-day practice\*

**50%** see, on average, 21+ patients daily; 10% see over 40\*

**73%** write, on average, 11+ prescriptions daily; 36% write 21+, 9% write more than 40\*

\*Survey Monkey Readership Study, 2013 \*\* Publishers Own Data, 2013

### CIRCULATION BREAKDOWN\*\*

Otolaryngology: 6,994 (no subspecialty)	68.7%
Head & Neck Surgery: 511	5%
Otology: 513	5%
Allergy & Immunology: 86	.8%
Rhinology: 191	1.9%
Plastic & Reconstructive Surgery: 195	1.9%
Laryngology: 225	2.2%
Allergy: 26	0.2%
Others Allied to Field: 1,478	14.1%

### PERCENTAGE OF OUR READERS PRESCRIBING FOR THESE INDICATIONS:\*

Allergic Rhinitis	88%
Otitis	82%
Sinusitis	90%
Asthma	25%
Head & Neck Cancer	44%
Balance/Vestibular Disorders	65%
Cholesteatoma	49%
Laryngectomy	26%
Gastroesophageal Reflux Disease	80%
Laryngitis/Pharyngitis	76%
Throat Infections	84%
Tinnitus	56%

### PERCENTAGE OF OUR READERS WHO PLAN TO PURCHASE THE FOLLOWING PRODUCTS NEXT YEAR:\*

Cameras/Accessories	43%
Computer Equipment/Software	45%
Diagnostic Equipment/Supplies	54%
Furniture, Exam/Treatment Room	24%
Hearing & Speech Devices/Accessories	23%
Imaging Equipment/Accessories	17%
Implants	10%
Light Sources	37%
Patient Care Products	34%
Pharmaceutical Products	27%
Prostheses	8%
Sleep Apnea/Snoring Products	19%
Surgical Equipment	43%
Surgical Instruments/Accessories	47%
Surgical Supplies	39%

## 2014 CIRCULATION + CALENDAR



**JANUARY****Ad Close: 12/8****Materials Due: 12/13**

**Clinics:**  
 Otoscopic  
 Imaging  
 Pathology  
 Pediatric Otolaryngology

**Online Clinics:**  
 Rhinoscopic  
 Laryngoscopic

**FEBRUARY****Ad Close: 1/10****Materials Due: 1/15**

**Clinics:**  
 Rhinoscopic  
 Laryngoscopic  
 Head and Neck  
 Dysphagia

**Online Clinic:**  
 Otoscopic

**MARCH****Ad Close: 2/7****Materials Due: 2/12**

**Clinics:**  
 Otoscopic  
 Imaging  
 Pathology  
 Facial Plastic Surgery

**Online Clinics:**  
 Rhinoscopic  
 Laryngoscopic

**APRIL/MAY****Ad Close: 3/28****Materials Due: 4/2**

**Clinics:**  
 Rhinoscopic  
 Laryngoscopic  
 Head and Neck  
 Pediatric Otolaryngology

**Online Clinic:**  
 Otoscopic

**Show Distribution:**

**COSM:**  
 5/14-18  
 Las Vegas

**JUNE****Ad Close: 5/8****Materials Due: 5/13**

**Clinics:**  
 Rhinoscopic  
 Laryngoscopic  
 Head and Neck  
 Facial Plastic Surgery

**Online Clinic:**  
 Otoscopic

**JULY****Ad Close: 6/6****Materials Due: 6/11**

**Clinics:**  
 Otoscopic  
 Imaging  
 Pathology  
 Pediatric Otolaryngology  
 Buyers Guide

**Online Clinics:**  
 Rhinoscopic  
 Laryngoscopic

**AUGUST****Ad Close: 7/11****Materials Due: 7/16**

**Clinics:**  
 Rhinoscopic  
 Laryngoscopic  
 Head and Neck  
 Dysphagia

**Online Clinic:**  
 Otoscopic

**Show Distribution:**

**AAO-HNSF:**  
 9/21-24  
 Orlando, FL

**SEPTEMBER****Ad Close: 8/7****Materials Due: 8/12**

**Clinics:**  
 Otoscopic  
 Imaging  
 Pathology  
 Facial Plastic Surgery

**Online Clinics:**  
 Rhinoscopic  
 Laryngoscopic

**Vendor Profiles****OCTOBER/NOVEMBER****Ad Close: 9/12****Materials Due: 9/17**

**Clinics:**  
 Rhinoscopic  
 Laryngoscopic  
 Head and Neck  
 Pediatric Otolaryngology

**Online Clinic:**  
 Otoscopic

**DECEMBER****Ad Close: 11/5****Materials Due: 11/10**

**Clinics:**  
 Rhinoscopic  
 Laryngoscopic  
 Head and Neck  
 Facial Plastic Surgery

**Online Clinic:**  
 Otoscopic

## Full Marketing Solution Provider:

Enhance your brand recognition with *Ear, Nose & Throat Journal* marketing solutions. Our unparalleled reach, expertise and resources provide you with the solutions you need to drive customer engagement.

### PRINT

- Print Opportunities

### DIGITAL

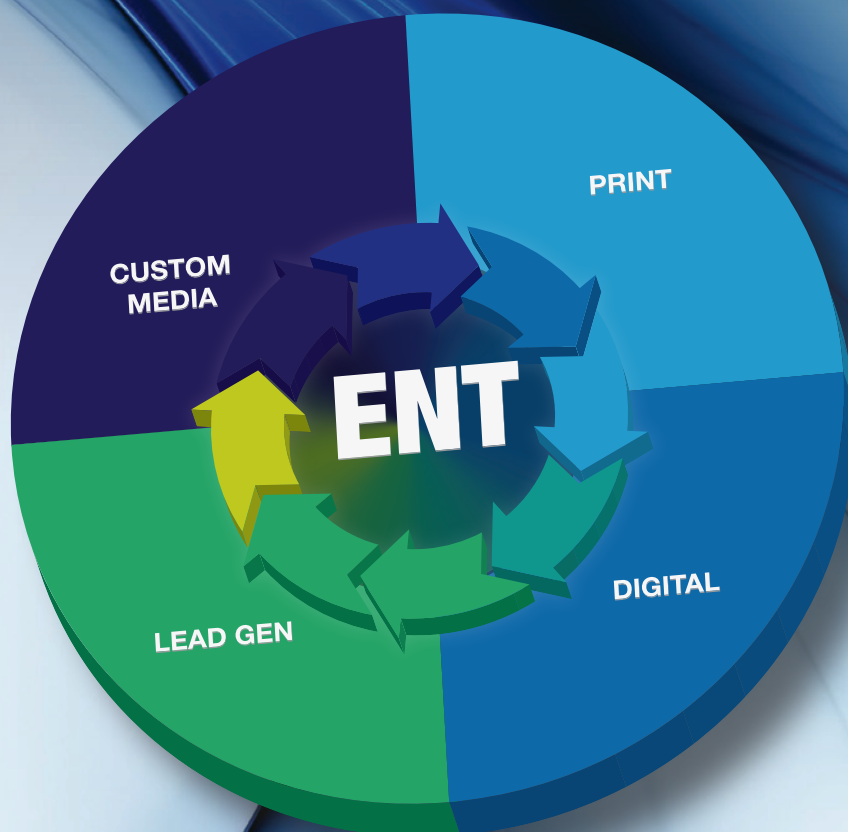
- Website
- Rich Media
- e-Newsletter

### LEAD GEN

- Webinars
- Whitepaper

### CUSTOM MEDIA

- Brand Integration Program
- Research Opportunities
- Events
- Video Advertorial



2014 / MARKETING SOLUTIONS

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