



Contact: Mark Horn / 216.373.1229 / mhorn@vendomegrp.com

www.ENTJOURNAL.com

CIRCULATION AND READERSHIP

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.

Deliver your message to readers you can't reach through other publications!*

34% of our readers **DO NOT** receive *Journal of Otolaryngology - Head & Neck Surgery*

47% of our readers **DO NOT** receive *The Laryngoscope*

65% of our readers **DO NOT** receive *Bulletin - Magazine of the American Academy of Otolaryngology--Head and Neck Surgery*

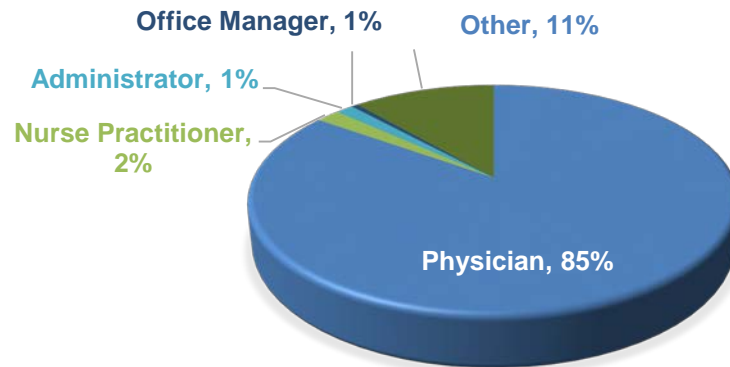
54% of our readers **DO NOT** receive *ENT Today*

74% of our readers **DO NOT** receive *Annals of Otolaryngology, Rhinology & Laryngology*

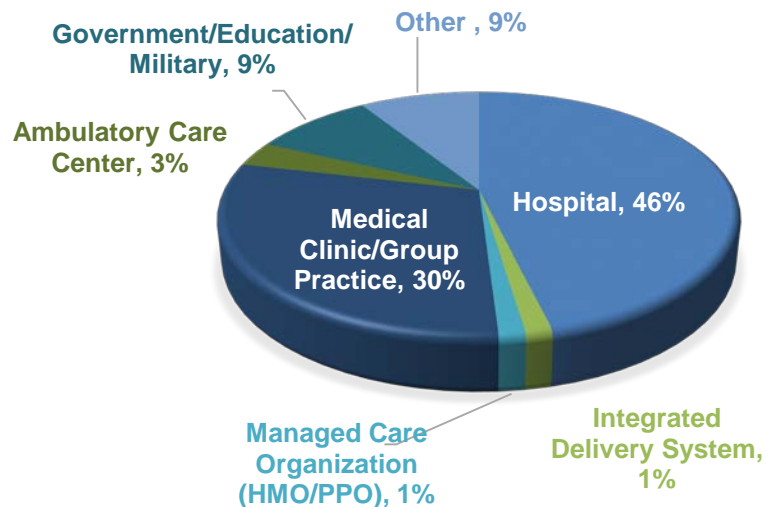
ENT Journal reaches **10,000+** ear, nose, and throat professionals with every issue**

34% of our **10,000+** readers pass along *ENT Journal* to an average of **3** people—making our total readership **20,200!***

Audience Breakdown: By Title*



Audience Breakdown: By Industry*



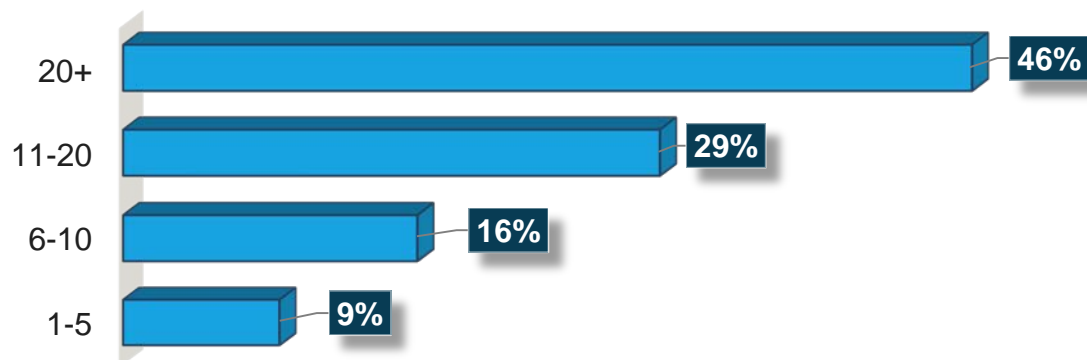
*Readership Study, Aug 2014

**Publisher's own unified audience database, Aug 2014

OF PRESCRIPTIONS SEEN DAILY*



OF PATIENTS SEEN DAILY*

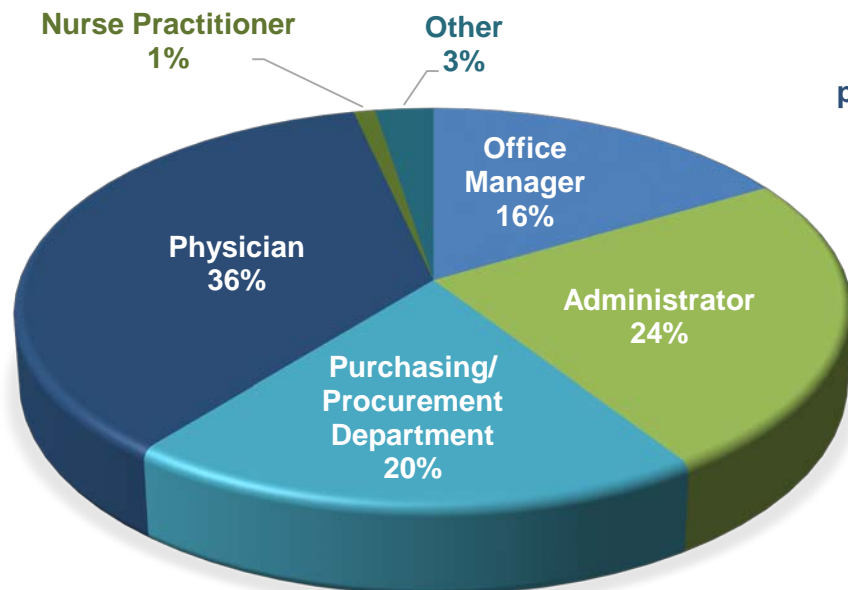


Percentage of our readers prescribing for these indications:*

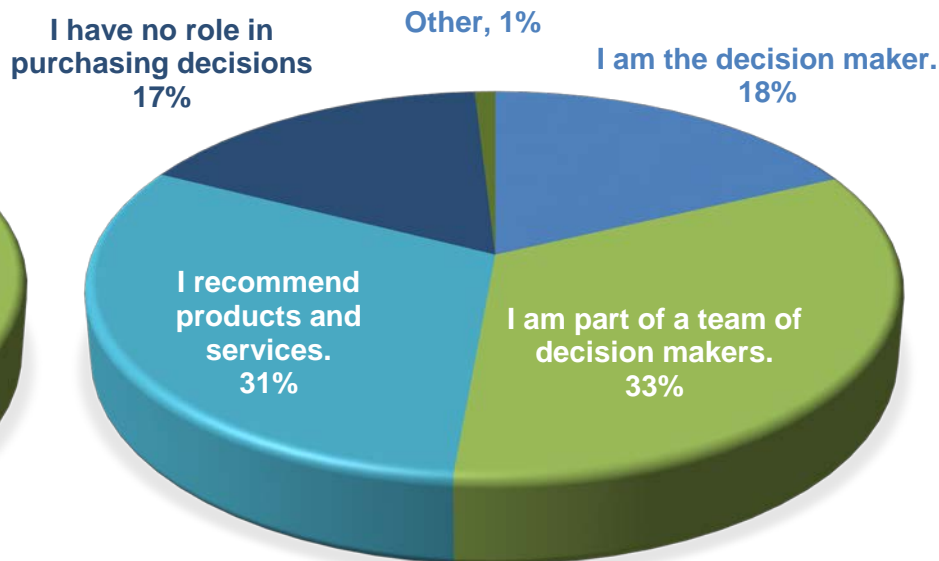
Allergic Rhinitis	90%
Asthma	29%
Balance/Vestibular Disorders	71%
Cholesteatoma	49%
Gastroesophageal Reflux Disease	81%
Head & Neck Cancer	40%
Larengectomy	24%
Laryngitis/Pharyngitis	76%
Otitis	84%
Sinusitis	89%
Throat Infections	84%
Tinnitus	60%
Other	2%

PURCHASING BEHAVIOR*

DECISION MAKERS



ROLE IN PURCHASING PROCESS



Percentage of our readers who purchase or plan to purchase the following products next year:*

	Regularly	Within the next 12 months
Cameras/Accessories	18%	37%
Computer Equipment/Software	36%	34%
Diagnostic Equipment/Supplies	40%	44%
Furniture, Exam/Treatment Room	15%	40%
Hearing & Speech Devices/Accessories	27%	27%
Imaging Equipment/Accessories	14%	25%
Implants	24%	23%
Light Sources	21%	44%
Patient Care Products	58%	22%
Pharmaceutical Products	59%	15%
Prostheses	20%	20%
Sleep Apnea/Snoring Products	18%	25%
Surgical Equipment	37%	41%
Surgical Instruments/Accessories	39%	42%
Surgical Supplies	57%	26%

2015 MARKETING CALENDAR

January	February	March	April/May	June
Ad Close: 12/18	Ad Close: 1/9	Ad Close: 2/6	Ad Close: 3/27	Ad Close: 5/7
Materials Due: 12/23	Materials Due: 1/14	Materials Due: 2/11	Materials Due: 4/1	Materials Due: 5/12
<p>Clinics: Otoscope Imaging Pathology Pediatric Otolaryngology Thyroid and Parathyroid Clinic</p> <p>Online Clinics: Rhinoscopic Laryngoscopic</p>	<p>Clinics: Rhinoscopic Laryngoscopic Head and Neck Dysphagia</p> <p>Online Clinics: Otoscope</p>	<p>Clinics: Otoscope Imaging Pathology Facial Plastic Surgery</p> <p>Online Clinics: Rhinoscopic Laryngoscopic</p> <p>Show Distribution: COSM: (4/22 – 4/26) Boston, MA.</p>	<p>Clinics: Otoscope Rhinoscopic Laryngoscopic Head and Neck Pediatric Otolaryngology Thyroid and Parathyroid Imaging Pathology Dysphagia</p> <p>Online Clinics: Otoscope Rhinoscopic Laryngoscopic</p>	<p>Clinics: Rhinoscopic Laryngoscopic Head and Neck Facial Plastic Surgery</p> <p>Online Clinics: Otoscope</p>
July	August	September	Oct/Nov	December
Ad Close: 6/11	Ad Close: 7/10	Ad Close: 8/7	Ad Close: 9/25	Ad Close: 11/4
Materials Due: 6/16	Materials Due: 7/15	Materials Due: 8/12	Materials Due: 9/30	Materials Due: 11/9
<p>Clinics: Otoscope Imaging Pathology Pediatric Otolaryngology Thyroid and Parathyroid Clinic</p> <p>Online Clinics: Rhinoscopic Laryngoscopic</p> <p>Buyers Guide</p>	<p>Clinics: Rhinoscopic Laryngoscopic Head and Neck Dysphagia</p> <p>Online Clinics: Otoscope</p> <p>Show Distribution: AAO-HNSF: (9/27 – 9/30) Dallas, TX.</p>	<p>Clinics: Otoscope Imaging Pathology Facial Plastic Surgery</p> <p>Online Clinics: Rhinoscopic Laryngoscopic</p> <p>Vendor Profiles</p>	<p>Clinics: Otoscope Pathology Dysphagia</p> <p>Online Clinics: Laryngoscopic Otoscope Rhinoscopic</p>	<p>Clinics: Rhinoscopic Laryngoscopic Head and Neck Facial Plastic Surgery</p> <p>Online Clinics: Otoscope</p>

TO LEARN MORE ABOUT *ENT JOURNAL'S* MARKETING SOLUTIONS [CLICK HERE](#)

DIGITAL

ENT Journal's offers multiple avenues to boost your web traffic and improve your brand awareness.

- Buyers Guide
- Category Sponsorships
- eBooks
- Product Galleries
- Rich Media
- Run-of-Site Banners
- Vertical eNewsletter
- Weekly eNewsletter

CUSTOM

Acting as an extension of your marketing team, our custom media group offers a wealth of experience in lead nurturing, content marketing, brand development, and other marketing skills to help you achieve your business goals.

- Advertorial Content
- Content Creation & Editing
- Custom Brand Integration
- eNewsletter
- Events
- Video
- eBooks
- Special Supplement
- Webinars
- White Paper Excerpt

PRINT

ENT Journal magazine 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.

- Annual Calendar
- Display Advertising
- Specialty Advertising

LEAD GENERATION

ENT Journal's lead generation programs provide measured results on your investment and allow your company to be seen as a thought leader in the healthcare design industry.

- Webinars
- White papers

RESEARCH

Our custom research opportunities enable us to: evaluate how your brand is perceived in the marketplace; identify areas for growth; or create assets to highlight your thought-leading position.

- Focus Groups
- Online Research

