

10 for 2010: The Top 10 Reasons Why Your Brand Should Advertise in *Doctor's Digest*

Mission: *Doctor's Digest* tackles the complex practice-management problems that physicians say distract them from patient care and diminish professional satisfaction. These easy-to-follow manuals draw on the expertise of Key Opinion Leaders in their respective fields to provide solutions to such intricate issues as medical errors, optimal reimbursement, and physician-patient communications, technology and life-work balance. *Doctor's Digest* provides the information that physicians need to know to thrive both professionally and personally -- information that is NOT taught in medical school.

1. Doctor's Digest has risen in the overall ranking of ALL medical journals, clinical and nonclinical! Our total readership number is even more impressive when you take into account that we mail to 101,000 high-prescribing PCPs/Cards, NOT the entire universe of 300,000 physicians upon which the surveys are based.
2. Physicians have reached out to us for the expert practice management advice they need via our very successful e- and mobile media. *Doctor's Digest* is the only medical journal to have an iPhone and iPod Touch App, "Doctor's Digest Essential Practice Tips". We have consistently ranked in the top 10% and are currently 118 in total Medical App rankings out of 1159. *MDNet Guide* rated our App as one of the top 15 Apps for physicians in a recent article.
3. On the print side, we have maintained the same level of quality that we committed to when we launched *Doctor's Digest*, even as we see many of our competitors shut their doors and reduce the size and scope of their publications:
 - 25/75 ad/edit ratio
 - 80+page print publication
 - Expert advice from over 1,400 experts and Key Opinion Leaders in the medical practice field
4. Your brand will be the only ad in its therapeutic category, allowing you to block your competition.
5. Your ad is included in our e-editions and back issues at no extra charge. We currently have over 18,000 e-subscribers and tens of thousands of physicians accessing our back issues monthly.
6. Your FREE banner ad appears on our website that receives over 240,000 page views per month.
7. Your ad receives bonus circulation to 29 medical schools and associations. We are also the sole practice content provider for www.thedoctorschannel.com, whose viewers are also exposed to your ad in our e-editions.
8. *Doctor's Digest* has been approved for content partnerships by some of the best - including NEJM - and we provide portal content for companies such as Johnson & Johnson, all bringing extra eyes to your ad.
9. This year, we are giving you extra impressions within the printed issue with the complimentary inclusion of two Bottom Line ads within the pages of *Doctor's Digest*.
10. The Institute for Safe Medication Practices (ISMP) will provide clinical practice management content for 2010 issues of *Doctor's Digest* and is now an exclusive content provider for Brandofino Communications' new smartphone App, **PracticeRx by Doctor's Digest**. And *Doctor's Digest* was just listed as a TOP 100 resource feed for Medical Students (only 11 journals made the list), we have thousands of medical students currently registered on our App. http://www.ncentral.com/nursing-library/careplans/100_educational_twitter_feeds_for_med_students

Doctor's Digest publishes content in multi-media formats including Mobile Consumer Response Technology, Smartphone Applications, Digital Editions, Podcasts and Vodcasts. The *Doctor's Digest* website will launch a MOBILE COMPATIBLE format on 11/15/09. *Doctor's Digest* -- available 24/7.