

DOCTOR'S DIGEST[®]

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Rate Card 2010—Primary Care Edition

Doctor's Digest is a featured content provider on www.thedoctorschannel.com /Reuters (video podcast format). Our practice management content is now included in the curricula at 28 medical schools and is a membership benefit with associations such as AMWA. As a benefit to our advertisers, your ad appears in our e-subscriptions!

Editorial 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 professionals in their respective fields to provide solutions to such intricate issues as medical errors, optimal reimbursement, physician-patient communications, technology and life-work balance. They provide the information that physicians need to know to thrive both professionally and personally--in other words, information that is not taught in medical school. Doctor's Digest---Single Topic pocket-sized reference guides that offer answers to physicians' most pressing practice-management needs.

Frequency: 6 Issues

January/February
March/April
May/June
July/August
September/October
November/December

Circulation: 101,000

GP, FP, FM, IM, DO's +Card's
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Calcium Channel Blockers

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Reproduction Requirements: Industry-standard PDF/X1a files are acceptable. Folio: 116 pgs + 4 pg cover. Stock: 40 lb. Text/8 pt. cover

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Sept/Oct	8/6/10	8/20/10
Nov/Dec	10/1/10	10/15/10

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