

# Media Pack 2024

Elevating the quality of healthcare globally

# About Us

Elevating the quality of healthcare globally.

We publish high quality, peer-reviewed, open-access digital journals 6 weeks after every major European medical congress and every quarter to encapsulate the latest developments with treatments in the pharmaceutical industry, making our publications an essential must-read for healthcare professionals (HCP), medical practitioners, physicians, clinicians, and leading industry professionals.

Covering breaking news, abstract reviews, results of the latest clinical trials, and access to major updates in the field, our unrivalled collaborations with eminent, independent industry bodies and key opinion leaders (KOL) ensure our platform leads the way in providing quality information and continuous education to HCPs in an engaging and efficient way.

## EMJ: A snapshot



EMJ was honoured to win a **Queen's Award for Enterprise for International Trade** for our role in elevating the quality of healthcare globally, and to be ranked as the **60<sup>th</sup> fastest-growing private company in the UK during 2022**.



**Investment and improvement in our product offering** across the board has led to improved results for our clients and a suite of tools to **help you engage more effectively with HCPs**.



We have **grown our database**, delivering more reach and engagement with HCPs than ever before with **email clicks up 31.6%** from last year, driving **428% more unique users** to the EMJ Reviews website from our subscribers.



More of our content is being consumed than ever before with the **session length continuing to grow YoY**, and **podcast downloads up by 33%**.



Improved processes, checklists and procedures mean we are **more efficient than ever before**, demonstrated by being **awarded the ISO 9001 certification** – the world's most recognised quality management standard.



Traffic from LinkedIn has further **increased Unique Healthcare Users by 67%** – with an **86% increase** in sessions on EMJ Reviews compared with last year.

# Our Journals

EMJ Innovations 8.1	February 2024
EMJ 9.1	March 2024
EMJ Radiology 5.1	April 2024
EMJ Urology 12.1	May 2024
EMJ Microbiology & Infectious Diseases 5.1	June 2024
EMJ 9.2	June 2024
EMJ Interventional Cardiology 12.1	June 2024
EMJ Nephrology 12.1	July 2024
EMJ Allergy & Immunology 9.1	July 2024
EMJ Hepatology 12.1	July 2024
EMJ Rheumatology 11.1	July 2024
EMJ Hematology 12.1	July 2024
EMJ Neurology 12.1	August 2024
EMJ Reproductive Health 10.1	August 2024
EMJ 9.3	September 2024
EMJ Cardiology 12.1	October 2024
EMJ Respiratory 12.1	October 2024
EMJ Diabetes 12.1	October 2024
EMJ Oncology 12.1	October 2024
EMJ Dermatology 12.1	November 2024
EMJ Gastroenterology 12.1	November 2024
EMJ 9.4	December 2024

18 Therapeutic Areas



# Our Audience

Our highly targeted audience includes HCPs from all backgrounds and professions, including experienced and junior doctors, consultants, physicians, clinicians, professors, and leading industry professions. Since our readers are specialists in their field, they accept nothing less than the highest quality research and regular engagement.



## More than 1 million

HCPs, including but not limited to:

- Allergists and Immunologists
- Cardiologists
- Dermatologists
- Diabetologists
- Gastroenterologists
- Gynaecologists
- Hematologists
- Hepatologists
- Infectious Disease Specialists
- Innovators of Healthcare
- Microbiologists
- Nephrologists
- Neurologists
- Oncologists
- Ophthalmologists
- Pulmonologists
- Radiologists
- Reproductive Health Specialists
- Rheumatologists
- Urologists



## 110,000 and growing

Social media following:

- LinkedIn: 4,400+
- Facebook: 9,100+
- X: 100,100+

We have targeted social media channels across all of our therapy areas.





# KOL Interviews

We give you the opportunity to have a feature article published as a write-up of an interview with recommended KOLs. We will look after the complete process, from writing the questions, to interviewing the KOLs, and writing up the interview in a format of your choice. This will then go through all our publishing processes and compliance procedures, and be published in EMJ and on the EMJ website for a minimum of 12 months.

# Poster/Abstract

Have your posters or abstracts that you are presenting reviewed, and written up, in a lead position in our eJournals. This will allow you to extend the reach of your poster or abstract from those who attended in person, to a much wider audience. This is published within 6 weeks following the presentation, meaning you can get your critical information out very soon after the congress and published in a lead position within the journal.

# Symposium Reviews

Have your own symposium review placed within one of our exclusive eJournals, giving you the opportunity to reach and engage a large audience in your symposium content, amplifying the key messages to a wider audience of specialists within your field. The timeline put in place allows for your symposium review to be published only 6 weeks after your live session in a lead position within EMJ. The review will be published on our website, providing an instant, searchable reference point.

<b>Symposium Review Article</b>	£65,000
<b>Provided Symposium Review Article</b>	£40,000

<b>Interview with 1 x KOL of your choice (word count up to 1,500)</b>	£40,000
<b>Interview with 2 x KOLs of your choice (word count up to 3,000)</b>	£46,000
<b>Interview with 3 x KOLs of your choice (word count up to 4,500)</b>	£52,000
<b>Poster Review Article</b>	£32,000
<b>2 x Poster Review Article</b>	£38,000
<b>3 x Poster Review Article</b>	£44,000
<b>4 x Poster Review Article</b>	£50,000

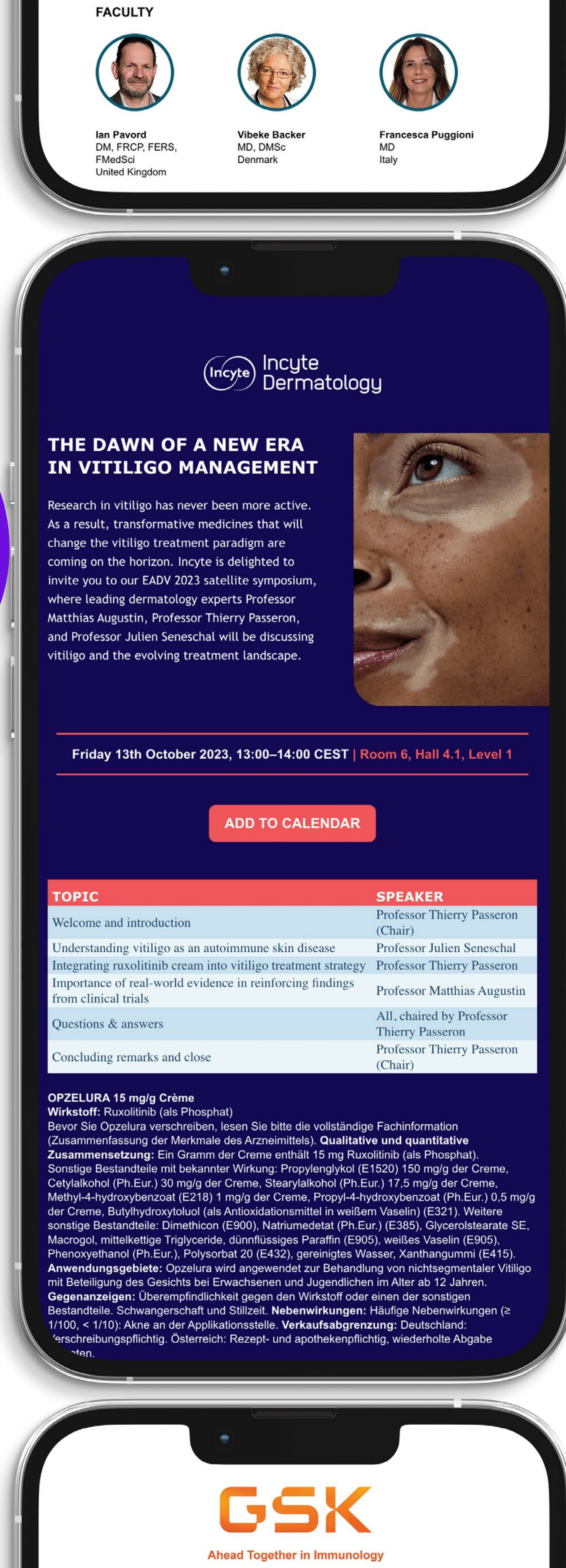
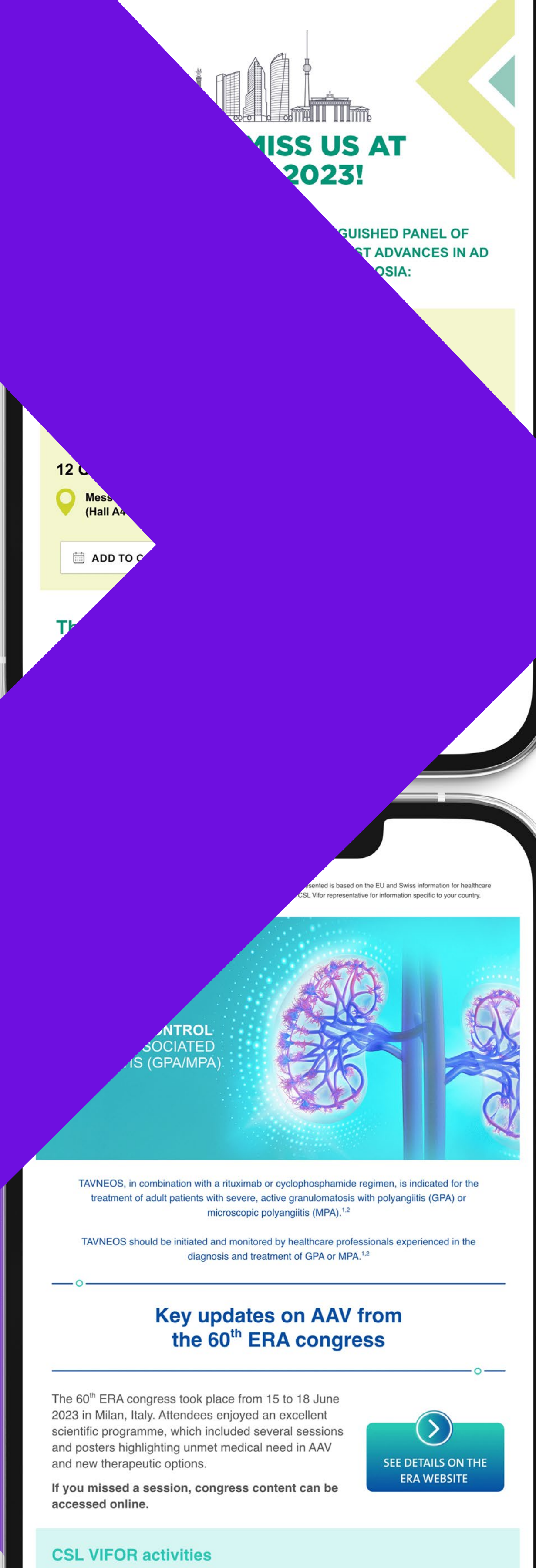
# Email Campaigns

We offer sponsorship of targeted emails with guaranteed open rates and click-through rates above the industry norm. Reach active and engaged audiences around the world: those who have registered to receive content alerts from their favourite journals or news about their specialist subjects.

eBlast (10% open)	£14,000
eBlast additional therapy area audience	£6,500
eBlast resend	£6,500

From our first contact with EMJ until the release of the issue we participated in, we felt well taken care of. Compared to the amount of support we have received from other magazines, the assistance provided by the EMJ team was exceptional.

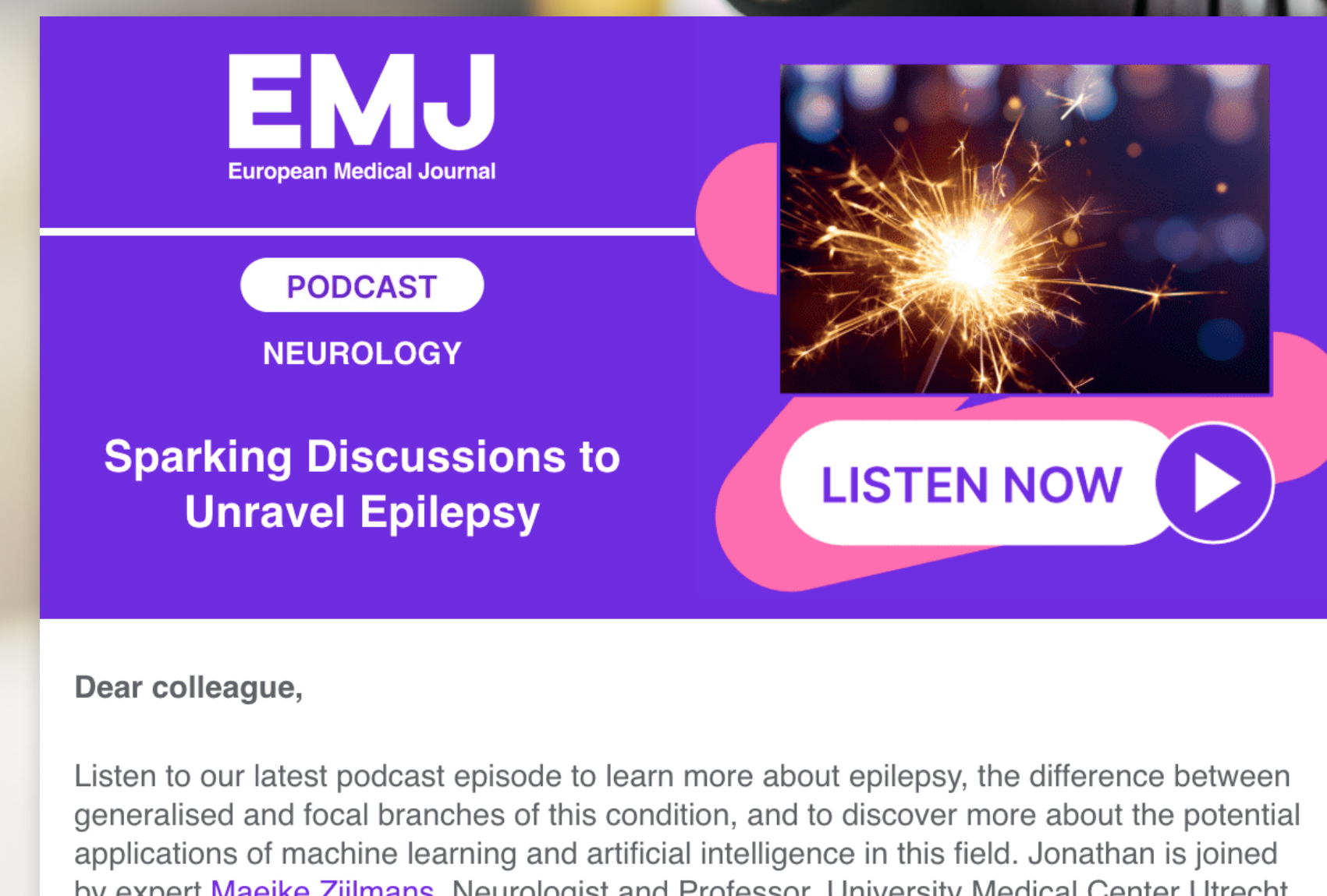
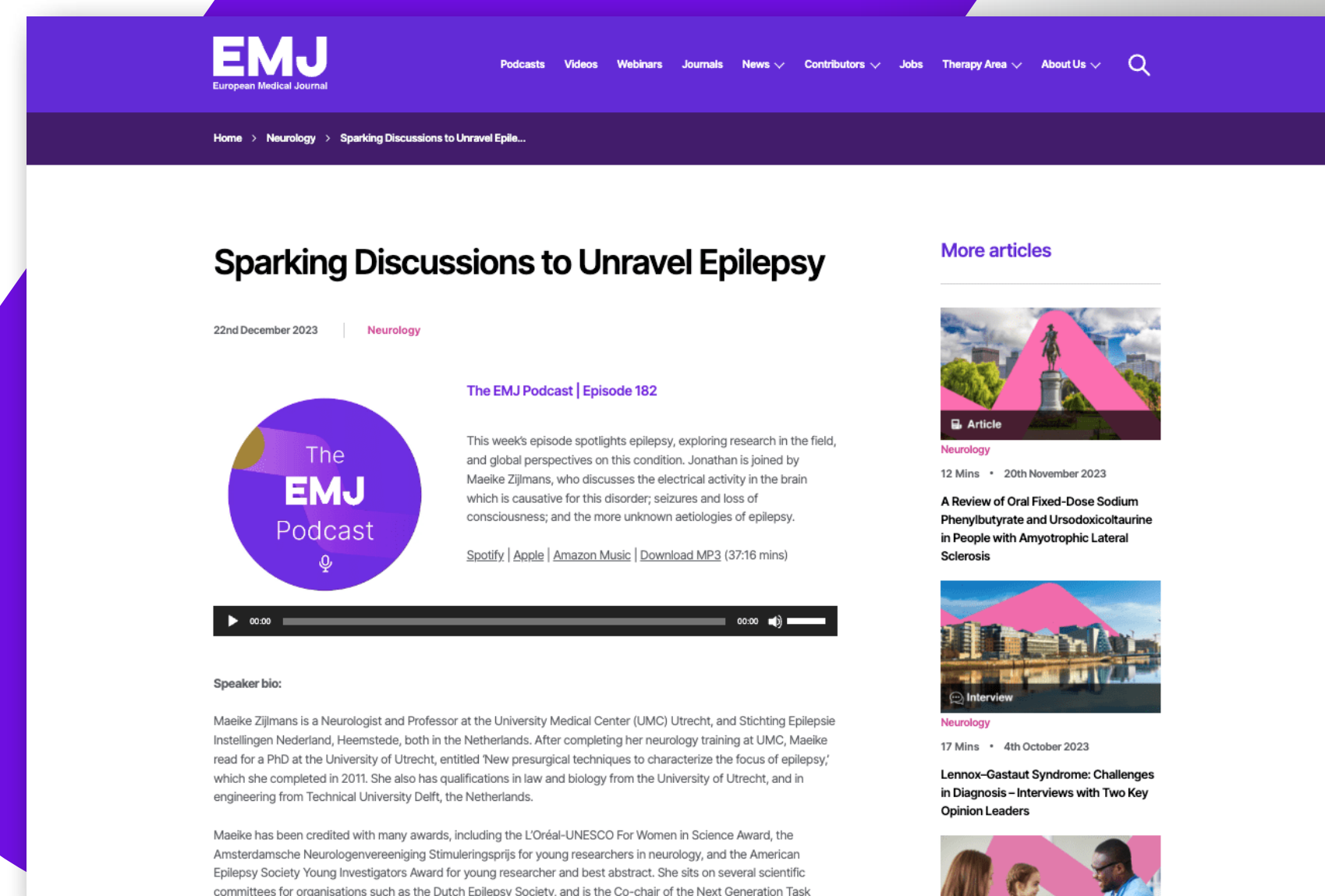
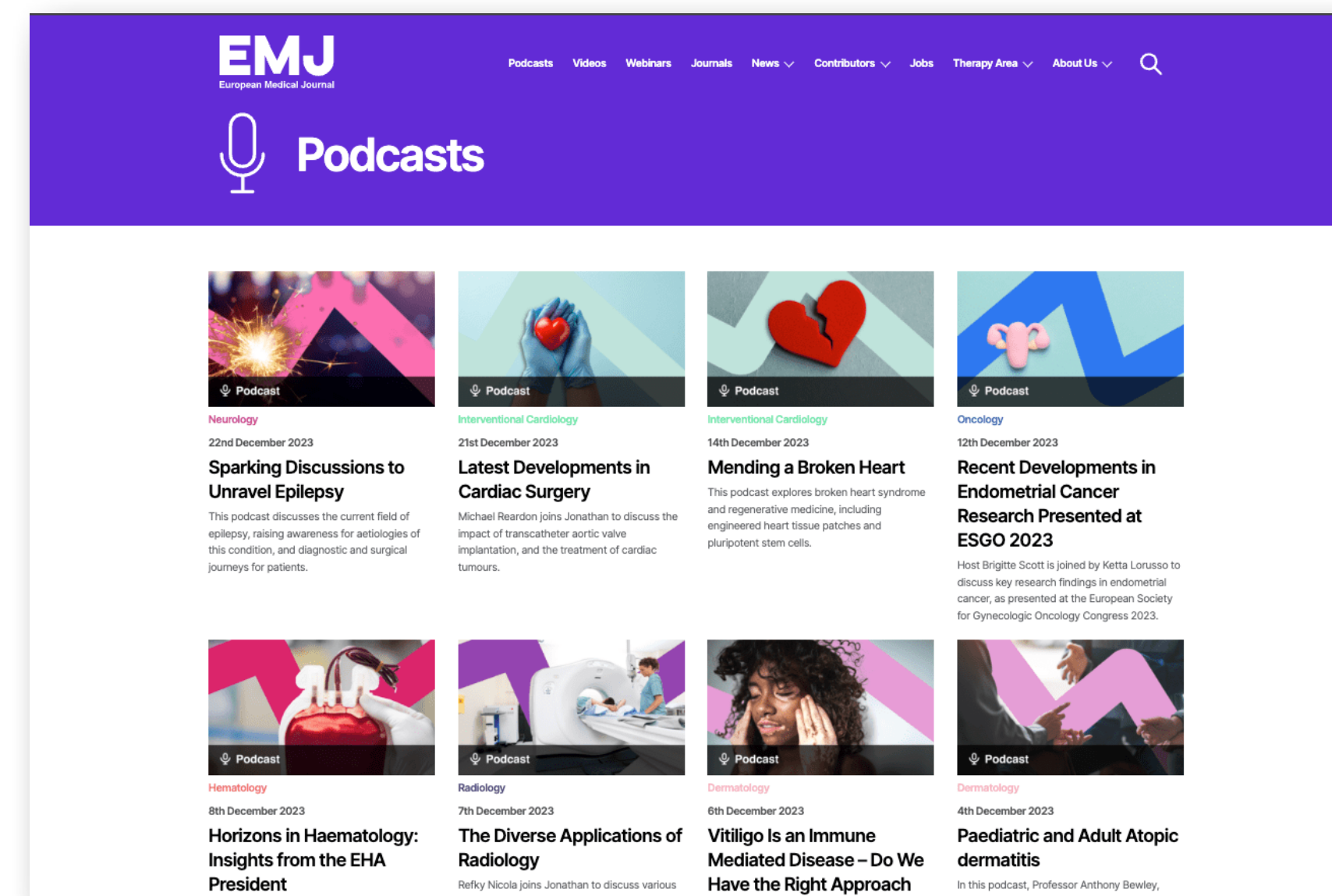
– Christine Goodner,  
Marketing and Communications Manager,  
FotoFinder Systems GmbH



# Podcasts

Our podcasts provide engaging and educational content for healthcare professionals and pharmaceutical executives, featuring a range of thought-provoking interviews with industry experts, and news and insights from the field. Your podcast will be disseminated through Spotify, Amazon Music, Apple podcasts, and hosted on the EMJ website.

Podcast	£28,000
Podcast with awareness eBlast	£42,000







# Advertisements

Full-colour advertisements are available in a variety of sizes, with the option to specify position when booked in advance. Our eJournals and newsletters allow you to provide hyperlinks to extend your marketing reach, all included within the prices stated below:

<b>Double Page</b>	Inside Front Cover	£17,500
	Run of Paper	£15,000
<b>Full Page</b>	Run of Paper	£11,000
<b>Half Page</b>	Run of Paper	£6,500
<b>Newsletter Banner</b>		£8,000
<b>Website Banner</b>		£8,000



# Reprints & ePrints

We can create bespoke bound reprints of your article, symposium, or supplement on request; from a minimum order of 1,000, with a turnaround of 3–4 weeks after the original publication. Want something more interactive? ePrints are the perfect digital solution, enabling you to share your publication directly across the web.

Reprints	per 1,000	£5,000
ePrint		£3,000

Prices are based on an average print of 8 pages, prices may vary.



# Supplements

Share your symposium or article as a standalone publication. This can also be accompanied by an email campaign created specifically for your content.

Supplement	£14,000
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# Hosting

Have a piece of your own content, such as audio or videos, hosted on the EMJ website for a 6-month period.

Hosting	£6,000
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# Interactive Case Study

We can design an interactive learning experience based on fictional or real-life patient case studies. HCPs will be presented with an interactive learning experience, allowing them to actively engage in the case and providing them with valuable teaching points to gain a deeper understanding of how to manage the condition. This educational tool is a fantastic way to illustrate the complexity of a disease, educate HCPs on treatment pathways, and provide an understanding of the baseline knowledge on that indication.

[Interactive Case Study](#)

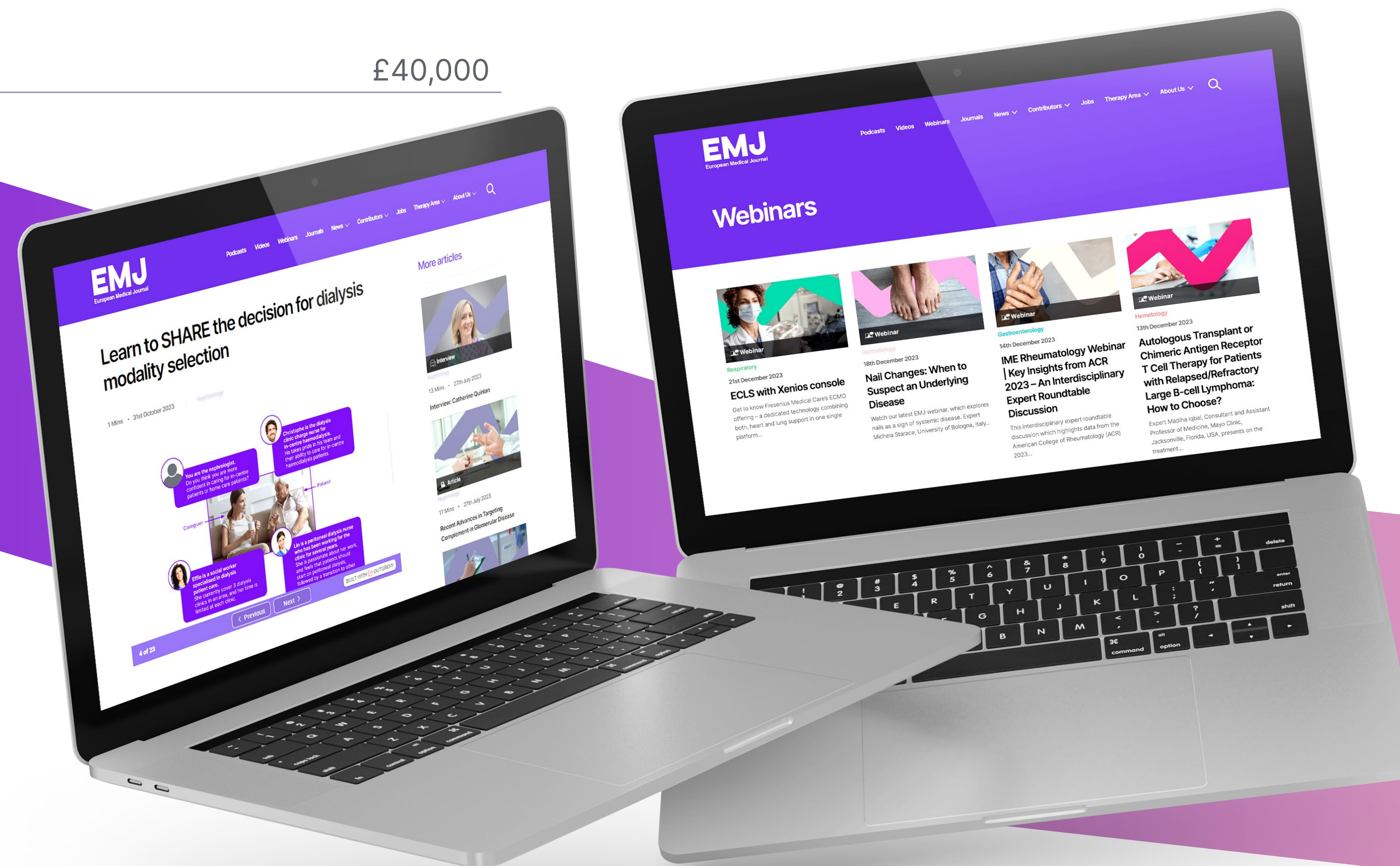
£40,000

# Webinars

EMJ can take care of all your webinar needs, tracking detailed engagement metrics to assess impact. Our approach is incredibly agile: we can provide live, simulive, or pre-recorded webinars, and assist with KOL sourcing/liaison, slide & script creation, and provide marketing materials to drive traffic to the event and to the content (hosted on EMJ) after.

[Webinar](#)

£24,000



# Contact us

## Enquiries

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# EMJ

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