

**EMJ**  
European Medical Journal

# Media Pack 2026

Elevating the quality of healthcare globally

[emjreviews.com](http://emjreviews.com)

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# Why EMJ

We have extensive experience navigating complex compliance to ensure we reach the right HCPs and deliver truly impactful projects.

We produce trusted, **compliance-safe** medical education that connects global audiences with **meaningful, measurable impact**. With a truly international reach designed for time-pressured marketing and medical teams, we manage every detail, from strategy to delivery, so our partners don't have to.

## Partnerships

We are proud to partner with leading global pharmaceutical companies to deliver high-quality, **scalable medical education**, backed by long-standing client relationships.

### Latest Journals



**Innovations**  
January 2026  
**EMJ Innovations 10.1 2026**  
Inside this issue, you will find a variety of content, including our independent review of the GIANT Health Event 2025, alongside exclusive...



**Neurology**  
December 2025  
**EMJ Neurology 13 [Supplement 11] 2025**  
Many people living with focal onset seizures (FOS) fail to achieve seizure freedom, even after taking two or more anti-seizure medications...



**Neurology**  
December 2025  
**EMJ Neurology 13 [Supplement 9] 2025**  
During this symposium, leading international epileptologists discussed the key challenges and opportunities that currently exist within...

**EMJ** European Medical Journal  
NEW JOURNAL ISSUE: *EMJ Innovations*

Hello ,

We are delighted to announce the release of the latest *EMJ Innovations* journal! Inside this issue, you will find a variety of content, including our **independent** review of the Global Innovation and New Technology (GIANT) Health Event 2025, alongside **exclusive interviews** with key opinion leaders across digital medicine, health tech, public health policy, and more. Read on to keep up to date with the **cutting-edge advancements** in healthcare.

[READ NOW](#)

**Congress Review:**  
[Review of the Global Innovation and New Technology \(GIANT\) Health Event 2025](#)

**Scientific Innovations:**  
[Scientific Innovations from 2025](#)

**GIANT Health 2025 Congress Interviews:**

## Teams We Help

- Scientific Communications and Publications
- Marketing and Commercial
- Brand
- Medical Affairs



## Therapy Areas

- Allergy & Immunology
- Cardiology
- Dermatology
- Diabetes
- Gastroenterology
- Hematology
- Hepatology
- Innovations
- Interventional Cardiology
- Microbiology & Infectious Diseases
- Nephrology
- Neurology
- Oncology
- Radiology
- Reproductive Health
- Respiratory
- Rheumatology
- Urology

**18**  
Therapy  
Areas

# Example Campaigns

## Congress Amplification:



**Pre-congress eblast**  
Raising awareness of your activities at congress.



**Symposium review article**  
Extend the reach of your session beyond congress with citable content.



**Symposium video**  
Recording hosted on EMJ's platform for greater reach and longevity.

## Publication Extension:



**KOL podcast**  
Providing greater context and understanding to a publication and its findings.



**KOL interview**  
Article format allows for data presentation and context and extends reach in a citable format.



**Interactive article**  
Incorporate polls and hotspots to measure mindset and understanding on a topic whilst providing context to your publication with KOL insights.

## Data Dissemination:



**Infographic**  
Easy to digest snapshot of key data in a citable format.



**KOL webinar**  
Combine KOL insights with slides on key data to provide context and extend the reach.



**Interactive upgrade**  
Incorporate polls, chapters, and hotspots to measure audience mindset and understanding on a topic.

# Articles

Click to view

Published on our website, providing instant referenceable material.



Ready in 6 Weeks

## Symposium Reviews

Capture the key messages from your symposium and extend their reach beyond the confines of the congress itself.

## Posters and Abstracts

Full write-up of any posters or abstracts from the congress and accompanying oral presentations.

## Interview Articles

Interview KOLs of your choice, on a topic of your choice. Hands-on or hands-off, depending on your request.

## Interactive Upgrade

Stand out from the crowd with a highly innovative and visual way for HCPs to consume (and retain) content.

Compliance-Friendly



Author: Abigail Craig

JAK INHIBITORS have changed dermatology, and will continue to change dermatology in ways that no other class of drugs has, or presently can do...



...reported Brett King, Yale School of Medicine, New Haven, Connecticut, USA, during a fascinating session delivered at the American Academy of Dermatology (AAD) Annual Meeting 2024 held in San Diego, California, USA.

King further highlighted the rapid development of this class of drugs, explaining that in 2012, only two were approved by the FDA, but the number has risen to over 37 in 2023. Cytokines that signal through the JAK-STAT pathway co-ordinate a range of biological functions, from the growth and maturation of lymphoid cells, to mediating inflammation, to Th17 cell proliferation. They also have roles in driving skin disease. JAK inhibitors (JAKi) can modulate the activity of these cytokines, improving patient outcomes.

200% more views than static content

Navigate the JAK/STAT pathway & the role of JAKi:

Many cytokines function by binding to and activating type I and II cytokine receptors.



# Interactive Case Studies

Click to view

- ✓ Mobile-friendly
- ✓ On-demand
- ✓ Fully trackable engagement

A unique learning experience for HCPs. Provide instant feedback and understand gaps in education.

We can design an interactive learning experience based on fictional or **real-life patient case studies**. 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.

- ✓ Ask questions
- ✓ Capture insight
- ✓ Measure engagement

# Infographics

Click to view

Infographics can convey a story, new or previously undiscovered information, or can present a new angle or fresh perspective on accepted wisdom.

We can create infographics on a subject of your choice. For any pre-designed content, we can host your work on our website and drive traffic to your infographic via email campaigns.

Ready in 6 Weeks

### The Menopause: Symptoms and Breaking the Stigma

Citation: BMJ Repro Health. 2023; DOi:10.3399/bmj.rh.2023.00113. https://doi.org/10.3399/bmj.rh.2023.00113

**Symptoms**

- 12 months after an individual's last menstrual period
- A loss of ovarian follicular function
- It occurs at the median age of 51
- Premature menopause can be indicated by an FSH level of 25 IU/L on two occasions

**VMS**

40% of females in five European countries said VMS were a moderate-to-severe problem

Frequency ranges from one a day to one an hour. The median duration of VMS is 7.4 years

Associated with poor sleep and a depressed mood, resulting in fatigue, irritability, forgetfulness, and decreased work productivity

Between 37-52% of participants treated their hot flashes with over-the-counter products

**Breaking the Stigma**

On average, 64% of females felt comfortable at the menopause with friends

**An observational study of 829 post-menopausal women**

- 49.0% felt "at least a bit unwell" due to the menopause
- 51% reported a decrease in professional activities
- 60.5% felt less educated about the menopause at school
- 44.1% felt doctors' attitudes would be best

**Causes and consequences of menopause**

Fluctuations in GnRH and FSH/LH secretion

VMS, Mood and sleep changes, Cardiovascular disease, Osteoporosis, Loss of menstrual cycle, Urterogenital atrophy, Loss of ovarian follicles and their function, and decline of AMH, inhibin B, and oestrogen

**Mood and sleep changes:** 74% of females in Europe reported feeling tired or worn out at the most common menopausal symptoms in a week

**CVD:** associated with an increased CVD risk in females aged >55 years

**Osteoporosis:** the average decrease in bone mineral density during the menopause is approximately 10%

**4.57:** "With a score of 6.00 being extremely bothersome"

**Weight gain:** is ranked as the most bothersome symptom of the menopause in Europe

### The Evolving Biomarker Landscape in GI Cancers

Citation: BMJ Oncol. 2023;18(10):101-101. https://doi.org/10.3399/bmj.2023.00113

**Types and Roles of Biomarkers**

There are various ways biomarkers can be used:

- Diagnostic - aid in disease detection
- Prognostic - help determine clinical outcome, regardless of treatment received
- Predictive - determine the potential benefit or lack of response to a treatment
- Monitoring - assess the effect of a certain treatment

Biomarker testing is usually performed by taking a blood sample or biopsy of the tumour and sending it to a pathology laboratory, where tests are done to determine abnormalities in DNA, RNA, hormones, or proteins.

**Prevalence of Gastrointestinal Cancers**

- The main types of GI cancers are cancers of the oesophagus, stomach, colon and rectum, liver and pancreas.
- In 2022, there were over 4,200,000 new cases and 3,600,000 deaths from the top GI cancers, according to the World Health Organization.
- 23.9% and 33.2% of all new cancer cases and deaths worldwide, respectively.

**Oesophageal cancer:**

- Predictive biomarkers to determine the potential response for SAC are HER2, MSI-H, and PD-L1
- Diagnostic and prognostic biomarkers include HER2, and PD-L1

**Hepatocellular carcinoma:**

- The most common serum protein marker is AFP
- The cut-off for AFP in diagnosing HCC is generally 20 ng/mL. However, the sensitivity is around 60%.

**Colorectal cancer:**

- Elevated levels of CEA post-surgery could indicate recurrence of the cancer.
- Approximately 40-50% of colorectal cancer patients have a KRAS mutation.
- The most common KRAS mutations are G12V, G12S, G12E, and G12A.
- A BRAF mutation is found in 10% of colorectal cancer patients, the most common mutation being V600E.
- Other common biomarkers include MSI-H and HER2/ERBB2, which both act as prognostic and predictive biomarkers.

**Stomach cancer:**

- Predictive biomarkers include PD-L1, CLDN18.2 and MET.
- In a 2024 US study of gastric and gastroesophageal junction adenocarcinomas, 44.8% of tumours were CLDN18.2-positive overall, with 51.6% positivity specifically in gastric adenocarcinomas.
- A PD-L1 CPS of 1% or higher is seen in over 80%; however, this can vary with different populations.

**Pancreatic cancer:**

- KRAS codon 12 mutations are the most common genetic alterations in PDAC, occurring in over 90% of cases.
- Other common genetic alterations include TP53, CDKN2A, and SMAD4.

**Innovations in Detection Technologies**

**Circulating Nucleic Acids:**

- ctDNA is emerging as a promising non-invasive approach for cancer detection.
- A 2024 study showed ctDNA profiling improved therapy matching, survival, and assessment of tumor heterogeneity.

**Microbiome-Based Biomarkers:**

- A 2023 study showed that gut microbiome and metabolic changes including Flavonin/Flavonol metabolism and altered bile acid, choline, and tryptophan metabolism, distinguished early-stage colorectal cancer from controls.

**Breath Analysis:**

- A 2022 study showed that analysing VOCs in exhaled breath can non-invasively detect oesophagus and colorectal cancer in screening populations, achieving about 77.8% specificity and 70% specificity, thus potentially improving colorectal cancer screening accuracy in the future.

## Interactive Upgrade

Allows you to measure not only knowledge on specific topics through multiple-choice questions, but also audience mindset. (Applicable to all interactive content.)

### CLICK & EXPLORE JAK INHIBITORS FOR THE TREATMENT OF VARIOUS DERMATOLOGICAL CONDITIONS BELOW:

**1 ALOPECIA AREATA**

**2 SARCROIDOSIS & GRANULOMA ANNULARE**

**3 PSORIASIS**

**4+ VITILIGO**

**5 LUPUS, DERMATOMYOSITIS, & STING-ASSOCIATED VASCULOPATHY**

**CONCLUSION**

Further topics discussed in this fascinating session include JAKi for the treatment of patients to achieve a SALT score of  $\geq 20$  at 48 weeks and deucravacitinib

4x Average dwell time

# Podcasts



Click to view

Thought-provoking discussions for our audience who prefer to listen on the move.

Our podcasts provide engaging and educational content for healthcare professionals, featuring a range of inspiring interviews with industry experts, and news and insights from the field.

Ready in  
**6 Weeks**

**Onc Now: Sarcoma: Challenges and Breakthroughs**  
21 Jan 2026 | Oncology

**Sarcoma: Challenges and Breakthroughs**

**Robin Jones**  
Consultant Medical Oncologist,  
Royal Marsden, NHS Foundation Trust, Chelsea, UK

**Onc Now**

In this episode, Robin Jones explores the complexities of sarcoma care, reflecting on his career journey, challenges of diagnosis, and the evolving treatment landscape. The discussion spans unmet needs, research, and what the next decade may hold for patients with both localised and metastatic sarcoma experience from clinical practice and trials across the UK and USA.

Apple | Spotify | Amazon Music | YouTube (22 mins)

Speaker bio:

Jones is a Medical Oncologist at the Royal Marsden Cancer Centre, UK, and Head of Sarcoma Unit, Westminster Medical Centre, London, UK. He has a career spanning over 25 years in clinical practice and research, and a focus on advancing sarcoma care.

**Hema Now: Personalised Medicine and Immunotherapy in Multiple Myeloma**  
14 Jan 2026 | Hematology

**Hema Now**

In this episode of Hema Now, Kenneth Anderson from the Dana-Farber Cancer Institute, from Boston, USA, shares his expert insights in multiple myeloma research. From key takeaways from the recent ASH congress to efforts tackling drug resistance, and the challenges in translating laboratory science into the clinic, this episode is a must-watch.

Spotify | Apple | Amazon Music | YouTube | Download MP3 (42 mins)

**Kenneth Anderson** is the Director of both the LeBow Institute for Myeloma Therapeutics and the Jerome Lipper Multiple Myeloma Center at the Dana-Farber Cancer Institute. He has dedicated his career to transforming the landscape of multiple myeloma, pioneering research that bridges laboratory discovery and real-world treatment innovation. His work has identified key targets within the tumour and its microenvironment, leading directly to multiple approved therapies and life-changing improvements in patient outcomes.

High  
Impact  
Evergreen  
Content

**Quick Fire Podcast & Part 1**

**AI in IBD**  
Can AI make endoscopy more accurate and equitable?

**Listen now**

Host | Catherine Glass  
Guest | Michael Byrne

**Hello,**

Join Catherine Glass and Michael Byrne as they explore how AI is revolutionising gastroenterology. The Quickfire episode introduces the biggest breakthroughs in AI-assisted endoscopy, while the first Deep Dive reveals how these tools are improving inflammatory bowel disease scoring and clinical consistency.

**LISTEN NOW**

**QUICK FIRE: 6 Minutes**

Hear how AI is changing inflammatory bowel disease care, from automating endoscopic scoring to helping clinicians focus on what matters most: patients.

**Listen Now**

**PART 1: 10 Minutes**

**Transforming Care Through Intelligent Endoscopy**

**Deep Dive Podcast Part 2 & 3**

**Global Perspectives on Cystic Fibrosis**  
Can innovation and system reform together redefine cystic fibrosis outcomes?

**Listen now**

Host | Saranya Ravindran  
Guest | [Name]

**born** examines what's next for cystic fibrosis, from personalised medicine to healthcare systems designed for the cystic fibrosis population.

**LISTEN NOW**

# Video

 Click to view

On-demand, KOL-led videos designed to educate HCPs and fit around their busy schedules.

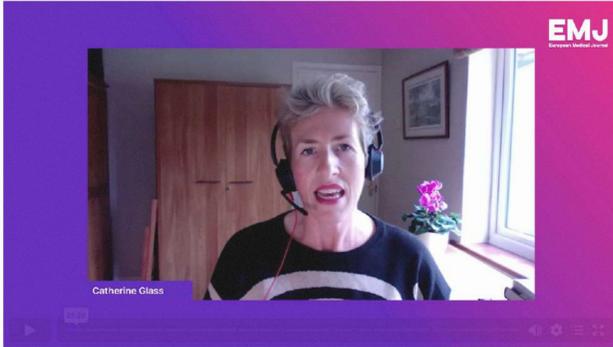
## Webinars

EMJ can take care of all your webinar needs, tracking detailed engagement metrics to assess impact.

Home > Hematology > A Patient-Clinician Dialogue on Haem...

### A Patient-Clinician Dialogue on Haemophilia Care

10 Dec 2025 | Hematology



Catherine Glass

We are delighted to share a special haematology roundtable exploring a clinician-patient dialogue on haemophilia, featuring a leading patient advocate, Laurence Woollard, and two members of the executive board of the Association of Haemophilia and Allied Disorders (EAHAD), Robert Klamroth and Wolfgang Mies.

**The discussion centres on:**

- The current state of haemophilia care in Europe today
- How gene therapies are transforming treatment
- The importance of patient advocacy and persisting unmet needs
- Reflections on shared decision-making for personalised haemophilia care
- How digital health is expected to enhance future haemophilia management

Ready in  
**8 Weeks**

**EMJ** European Medical Journal *Rheumatology: Webinar*

Webinar:  
**How to Diagnose Giant Cell Arteritis in a Fast Track Setting**

[WATCH NOW](#)



Hello,

Tune in to the latest EMJ Webinar, which explores the challenges and innovations in diagnosing **Giant Cell Arteritis (GCA)**. Our guest, **Qasim Akram**, provides practical insights into real-world approaches, highlights best practices from fast-track clinics, and offers expert guidance to support timely and accurate patient care.

**Topics covered include:**

- What is GCA?
- The importance of early diagnosis.
- How to diagnose GCA and what role does ultrasound play?
- Day-to-day examples in a Fast Track Clinic using ultrasound and probability scoring.

[Watch the webinar here >](#)

**Speaker:**



**Qasim Akram**  
Consultant Rheumatologist and General Physician based in Manchester, UK. His subspecialist interests include musculoskeletal ultrasound, early inflammatory arthritis, and giant cell arteritis (GCA)/large vessel vasculitis. He currently co-leads the Stockport Early Inflammatory Arthritis Ultrasound Clinic and the GCA Fast Track Pathway.

Akram is a EULAR Ultrasound Instructor and teaches at a local, regional, and national level. He is the founder and director of the national 'Rheumatology Ultrasound Course-Manchester'. His main clinical research interests are focused on the use of ultrasound in rheumatoid arthritis, psoriatic arthritis/spondyloarthropathies, crystal arthritis, and GCA/large vessel vasculitis.

**Also Available**  
For more content from *EMJ Rheumatology*, read our article on '[How to Treat GCA in 2025](#)'.

**EQOH SCORE** **SCORED YET?** Elevating the quality of healthcare

**EMJ** **AMJ**  
European Medical Journal American Medical Journal

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## Interactive Upgrade

Gain additional insight through polls and quizzes, and empower HCPs with more ownership over their learning through branching.

**10X Better Engagement**  
Get straight to the point



# Email Campaigns

Click to view

Exclusive traffic-driver: the most direct way to disseminate your key messaging to our fully opted-in subscriber base.

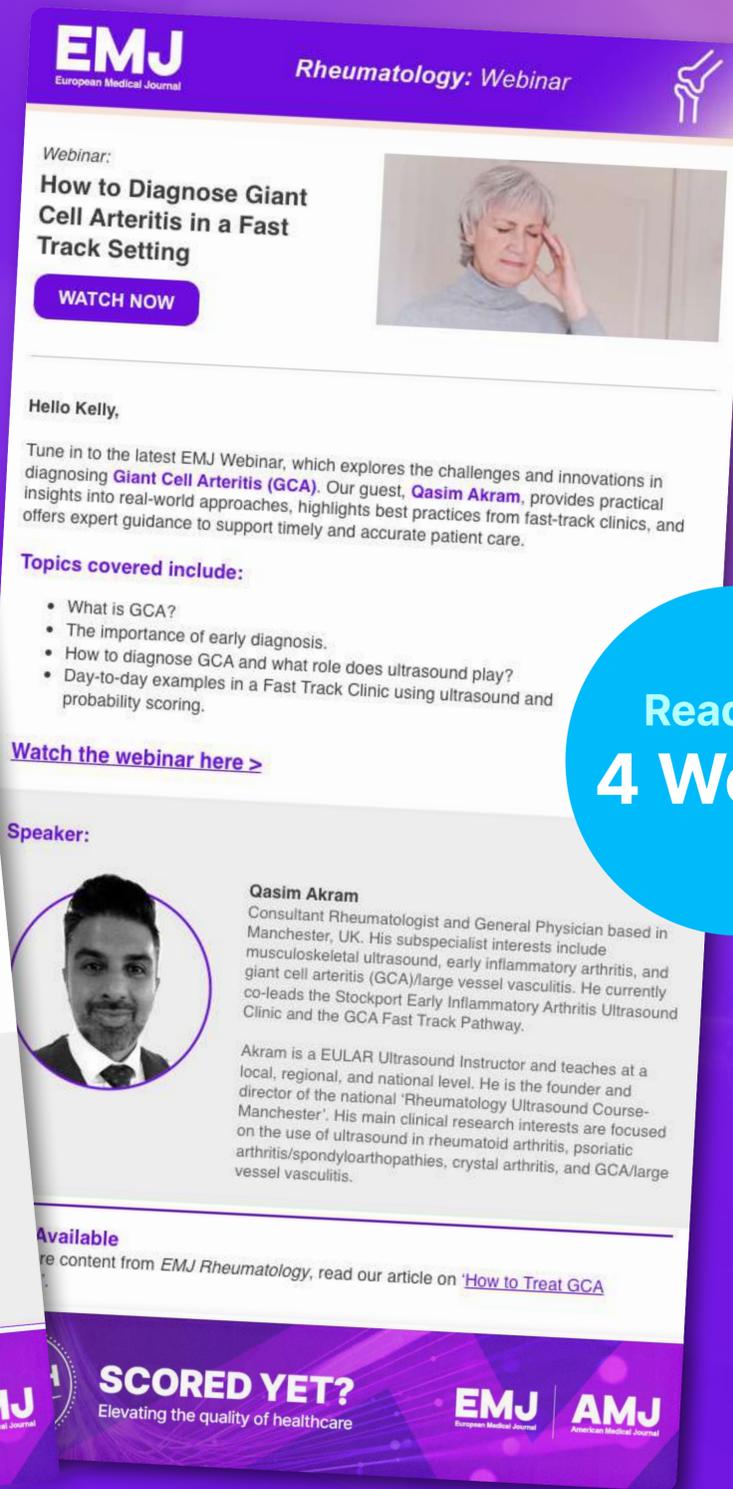
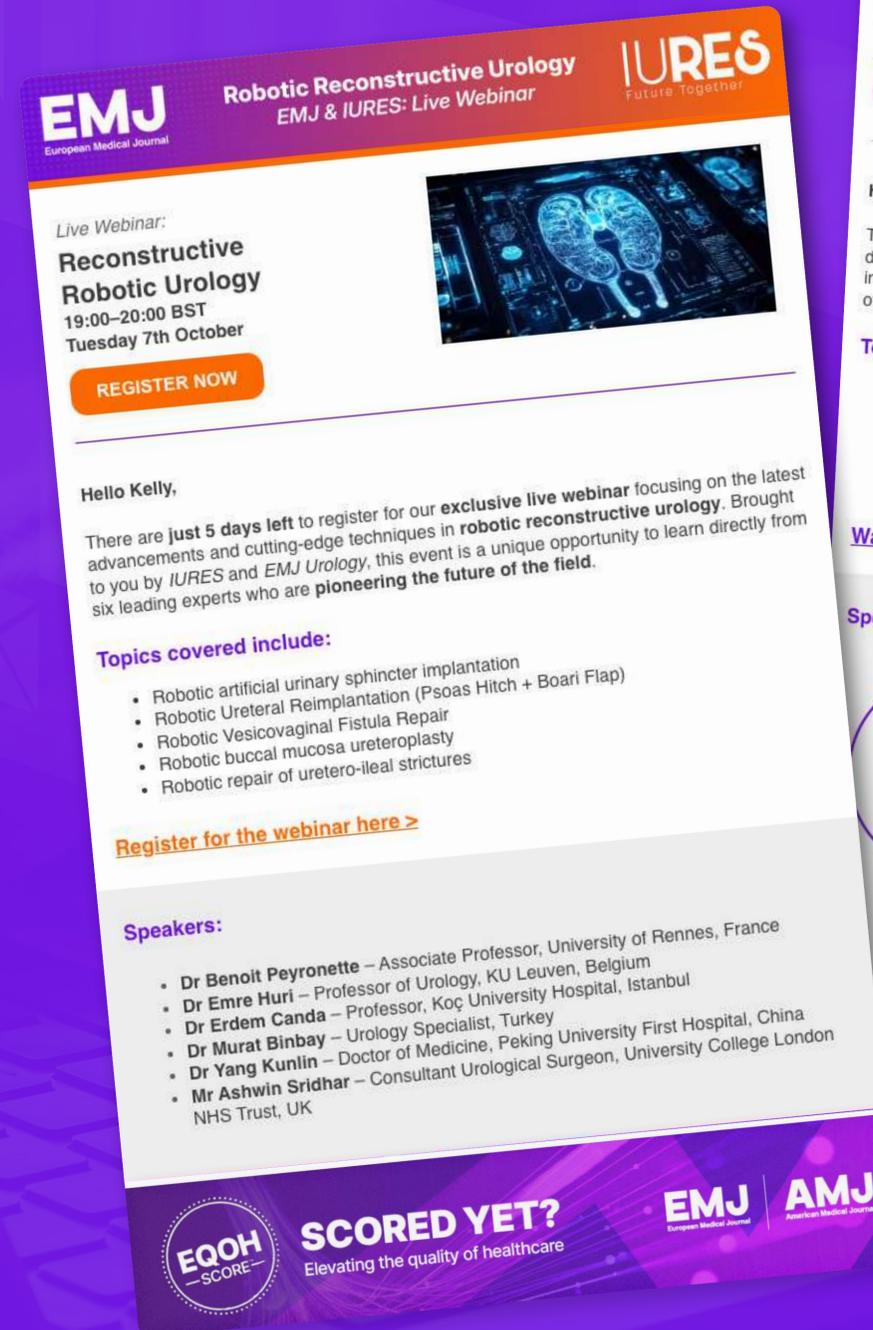
We offer sponsorship of **targeted emails** with open rates and click-through rates above the industry norm. Reach active and engaged audiences around the world who have registered to receive news and updates on their specialist subjects from EMJ, their go-to journal for medical education.

## Resend

Drive extra engagements through resharing an email or supplement to those who missed it first time around.

## Additional Audience

Would your content benefit specialists in another therapeutic area? Ensure relevant HCPs across disciplines are in the know.



Ready in 4 Weeks

# Content Hosting

[Click to view](#)

Host your content in a variety of ways with EMJ and boost your engagement.

## Supplements

Would you like to publish your article or infographic as a standalone piece? Dedicated supplements are available all year round (subject to availability).

## Audio and video hosting

Choose to have a piece of your own content hosted on the EMJ website for a six-month period.

## eLicense

An eLicense allows you to embed your article, infographic, podcast or video, onto your own platforms. This also enables static articles to be translated locally.



# Advertisements

## Banner Advertisements

Our banner advertisements are a simple way to drive traffic through different channels, available in our quarterly email newsletters, or on the EMJ website.

## Journal Advertisements

Our journal adverts, available on a limited basis in our digital flagship journals, can engage your audience through a range of sizes and positioning.

The screenshot shows the EMJ website interface. At the top, there's a navigation bar with 'EMJ European Medical Journal' logo, language options (EUR, USA), and various menu items like 'Therapy Area', 'Podcasts', 'Journals', 'Webinars', 'Congress Hub', 'Toolkit', 'Collaborate', 'EMJ GOLD', 'CME', and 'Join FREE'. Below the navigation, there are sections for 'Latest journal' and 'Latest articles'. The 'Latest journal' section features a large image of St. Paul's Cathedral in London and text for 'EMJ Innovations 10.1 2026'. The 'Latest articles' section lists three articles: 'Beyond the 3D Printer: More Ideas to Level Up Medical Education', 'Storytelling for Social Health', and 'The UK Cancer Vaccines AI and Supercompute Project'.

**GIANT Health Event 2025**  
8-9 December 2025, London, England  
Business Design Centre

The banner features the Giant logo, which includes a stylized figure and the text 'GIANT innovation and new technologies health event'.

**Neutrogena**  
BEAUTY TO A SCIENCE

Introducing  
**Collagen Bank**

Patented\* Micro-Peptide Technology  
Developed with Dermatologists

Targets 5 Extra-Cellular Matrix Building Markers\*\*

- Elastin
- Hyaluronic Acid
- Collagen
- Fibronectin
- Decorin

\*Claim valid only in Germany, Spain, France, United Kingdom and Italy. \*\*in-vitro

The banner features two bottles of Neutrogena Collagen Bank moisturizer against a background of white collagen spheres. One bottle is labeled 'SPF Moisturizer Sunscreen Broad Spectrum SPF 30' and the other is 'Moisturizer'. A circular seal on the right says '10+ years PRE-AGING'.

**EMJ**  
PODCAST

We provoke conversation around **healthcare trends** and innovation - we also create **engaging educational content** for healthcare professionals.

**Listen Now**

Join us for conversation with physician & entrepreneur Jonathan...

The advertisement features a circular logo with a microphone icon and the text 'EMJ PODCAST'. Below the logo is a photo of a man in a suit, identified as Jonathan, with the text 'Join us for conversation with physician & entrepreneur Jonathan...'. A 'Listen Now' button is prominently displayed.

**EMJ**  
European Medical Journal

Newsletter: Hematology

Read on for the latest research in haematology, with news stories covering promising advances in **in vivo CAR-T cell therapy** for multiple myeloma and innovative targeted **aptamer-based drug delivery** strategies designed to enhance chemotherapy efficacy in acute myeloid leukaemia.

**In Vivo CAR-T Shows Promise**  
"By International Myeloma Working Group criteria, all achieved partial responses at 1 month that deepened over time, with a best response of very good partial response at Month 3."

**Targeted Aptamer Delivery Enhances AML Chemotherapy**  
"A recent preclinical study has highlighted a novel aptamer-based targeted drug delivery system that enhances doxorubicin efficacy while reducing off-target cytotoxicity, offering a potential new avenue for AML treatment."

Explore more of our Hematology content

**Interactive Article: Recent Developments in Chronic Lymphocytic Leukaemia Research: Interview with an Expert**  
This publication was supported by BeOne Medicines, who has had no control or influence over the content.

**Symposium Review: Entering a New Era in Protection in Haemophilia A**  
The symposium and the publication of this article were funded by **Sobi™**. Approval number: NP-39929 - March 2025.

**DUBLIN**  
3-6 FEBRUARY 2026  
EAHAD 2026

**19th ANNUAL CONGRESS OF THE EUROPEAN ASSOCIATION FOR HAEMOPHILIA AND ALLIED DISORDERS**  
**REGISTER NOW!**  
www.eahadcongress.com

The newsletter layout includes the EMJ logo and 'Newsletter: Hematology' title. It features a DNA helix image and a photo of a person's arm with a medical device. The main text highlights research on CAR-T cell therapy and aptamer-based drug delivery. Below this, there are sections for 'Interactive Article' and 'Symposium Review'. At the bottom, there is a large banner for the '19th Annual Congress of the European Association for Haemophilia and Allied Disorders' in Dublin, February 2026, with a 'REGISTER NOW!' call to action and the website 'www.eahadcongress.com'.

## Contact us

### Enquiries

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