

AMJ
American Medical Journal

Media Pack 2026

Elevating the quality of healthcare globally

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Why AMJ

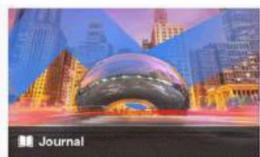
We have extensive experience navigating complex compliance to ensure we reach the right HCPs and deliver truly impactful projects.

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



Oncology
July 2025
AMJ Oncology 2.1 2025
Explore the latest issue of AMJ Oncology, featuring expert insights from American Society of Clinical Oncology (ASCO) 2025, new research...



Respiratory
July 2025
AMJ Respiratory 3.1 2025
The latest issue of AMJ Respiratory centers on evidence-based approaches that directly impact patient outcomes. From lung transplant...



Microbiology & Infectious Diseases
December 2025
AMJ Microbiology & Infectious Diseases 3.1 2025
This special issue brings you IDWeek 2025 highlights on HIV prevention, infectious disease challenges in correctional settings, and...

AMJ
American Medical Journal

NEW JOURNAL ISSUE:
AMJ Oncology

Hello ,

Explore the latest issue of *AMJ Oncology*, featuring expert insights from **American Society of Clinical Oncology (ASCO) 2025**, new research in **cancer disparities**, emerging **treatment approaches in triple negative breast cancer**, and exclusive interviews with **leading oncologists**.

[Read the journal now >](#)

Congress Features:

- ASCO 2025: Highlights in Breast Cancer Research**
Pooja P. Advani, Roberto A. Leon-Ferre
- ASCO 2025: Evolving Standards in Gastrointestinal Cancers**
Oluseyi Abidoye, Mohamad Bassam Sonbol

Featured Content:

- Enhancing Cancer Care Through Vaccines**
The publication of this article was funded
- Updates in HR+ Advanced Breast Cancer**
The publication of this article was funded by AstraZeneca.

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 AMJ'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

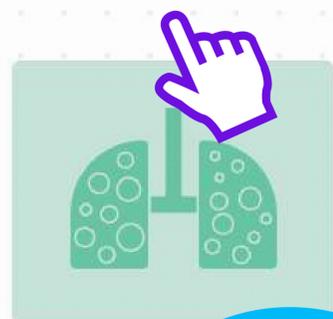
Stand out from the crowd with a highly innovative and visual way for HCPs to consume (and retain) content.

Compliance-Friendly



To what extent do you agree with the statements below?

- Q1: IL-5 is one of the key cytokines involved in Type 2 inflammation
- Q2: IL-5 impacts other cells outside of eosinophils
- Q3: IL-5 is a key cytokine involved in eosinophil inflammation as well as other cell processes



200% more views than static content

INTRODUCTION

Severe asthma is a heterogeneous disease with diverse underlying mechanisms contributing to how it manifests.¹

As more evidence emerges regarding the molecular,² cellular,³ clinical,⁴ nonclinical⁴ factors impacting outcomes, there is an opportunity to refine our approach to patient management.⁵

Emerging research has revealed that IL-5 affects not just eosinophils, but also multiple other immune and structural cells that contribute to Type 2 inflammation.⁶

Click to Meet the Cell

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.

Which imaging modality would you prioritise to confirm the diagnosis of **May-Thurner Syndrome** in a patient with suspected extensive **left-sided venous thrombi**?

- A Doppler ultrasound of the lower extremities
- B Magnetic resonance imaging (MRI) of the pelvis
- C CT venography of the pelvis and lower extremities
- D Contrast-enhanced ultrasound of the abdomen

Case Report of a Patient Presenting with **ACUTE FLANK PAIN**

An interactive quiz

START

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

Clinical Investigations

Leucocytosis (18.7)...

Urine dipstick...

Initial coagulation studies...

An interim CT arterial portography revealed highly suspicious acute/subacute DVT with a tongue of thrombus extending from left common femoral vein into lower inferior vena cava.

Additional CT findings included a highly suspicious right lower lobe pulmonary embolism.

The patient was subsequently admitted under the medical team and treatment dose anticoagulation was initiated with tinzaparin.

Interactive Quiz: Test your knowledge: Atypical Lemierre's Syndrome

UNUSUAL NECK PATHOLOGY in a teenager

START

Dear Stacey,

Looking for a fresh alternative to conventional medical education methods?

Discover our [new interactive quiz](#), crafted to make learning engaging and effective. Immerse yourself in a fresh, dynamic approach that maximises your time and knowledge.

Explore an atypical case of Lemierre's syndrome, a rare but potentially life-threatening illness that is often referred to as the 'forgotten' disease. Follow the case step-by-step and test your understanding of the diagnosis, atypical features, and treatment of this condition.

What you'll gain:

- **Instant Feedback:** Receive immediate insights to identify your strengths and areas for improvement
- **Enhanced Learning:** Experience formats designed to boost retention and make knowledge stick
- **Active Engagement:** Dive into content that captivates and actively involves you

START THE QUIZ NOW

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 8 Weeks

Seborrheic Dermatitis: New Pathophysiology Evidence and Therapeutic Implications
 Background: ~4.4% of the global population. SebDerm is a chronic, inflammatory skin disease that waxes and wanes over time and affects ~4.4% of the global population.
 Pathophysiology: Recent research indicates that the pathophysiology of SebDerm is driven by the interplay between immune activation, skin barrier dysfunction, and skin microbiome dysbiosis.
 It's Not All About Malassezia: While SebDerm is associated with an overgrowth of the Malassezia spp., the link with disease activity remains incompletely defined.

Underestimated Treatment Burden in Asthma Biologics: Gaps in Treatment Initiation and Adherence
 REAL WORLD GAPS
 OVERVIEW OF BIOLOGIC THERAPIES FOR ASTHMA
 REAL-WORLD ADHERENCE IS LOW ACROSS BIOLOGICS
 LACK OF PERSISTENCE MAY LEAD TO SOME PATIENTS NOT RECEIVING THE FULL CLINICAL BENEFIT OF THEIR BIOLOGIC THERAPY
 REAL-WORLD INITIATION RATES AMONG BIOLOGIC-ELIGIBLE PATIENTS ARE LOW
 RISK FACTORS ASSOCIATED WITH HIGHER ODDS OF POOR ADHERENCE

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.)

INTRODUCTION
 Otto (73 years old) is experiencing mild cognitive impairment (MCI).
 How would you confirm amyloid pathology?
 A clinical diagnosis based on cognitive symptoms alone can be unreliable in diagnosing AD.¹
 In a primary care setting, a clinical diagnosis of AD was inaccurate in 39% of patients.¹
 Delays in achieving a diagnosis can delay care and risk progression of the disease.²
 39% of patients are inaccurately diagnosed¹

How can we confirm amyloid pathology?
 95%* of patients want simple testing if they are symptomatic,² and confirmation is becoming increasingly necessary for treatment of AD or enrollment into clinical trials.^{1,3,4}
 4x Average dwell time

Blood-based biomarkers (BBBs)
 CSF Biomarkers
 Amyloid PET Imaging
 BBBMs
 Blood testing allows amyloid status

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



AMJ Podcast | Episode 2: Inside the MDT: Expert Voices in Muscle-Invasive Bladder Cancer Care
3 Oct 2025 | Oncology | Urology
This content was funded by AstraZeneca, and is intended for US Healthcare Professionals.

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How do urologists, oncologists, and advanced practice providers coordinate care in muscle-invasive bladder cancer (MIBC)?

This AMJ podcast brings together three leading experts in each speciality to explore best practices in MDT collaboration, patient transitions, and treatment strategy.

Listen now to strengthen your approach to MIBC care.

Speakers

High Impact Evergreen Content

AMJ American Medical Journal
Respiratory: Podcast
This program is non-promotional and is sponsored by Sanofi and Regeneron Pharmaceuticals, Inc.

Podcast:
Harnessing Imaging Biomarkers in Asthma: Lessons from VESTIGE
[Click here to listen now >](#)

Hello,

Join us for this two-episode mini-series featuring lead study authors, Mario Castro and Njira Lugogo, as they discuss key findings from the VESTIGE trial and their implications on asthma care.

Uncover:

- **The importance of patient phenotyping:** How can biomarkers and imaging improve asthma management?
- **Mucus plugging and airflow obstruction:** What does the latest research reveal?
- **Biologics and airway remodeling:** What did the VESTIGE trial reveal about biologics and airway remodeling?
- **The role of imaging in clinical practice:** How can CT scans provide new insights into asthma care?

Don't miss these expert insights: listen now

Speakers

Mario Castro
University of Kansas School of Medicine, United States

"Patients with severe asthma often say, 'I know something's down there, I just need to cough it out.' Now, we can show them through imaging that their mucus plugs are actually resolving with treatment."

AMJ Podcast
Oncology: Podcast

HRD Testing in Action: Expert Views & Real-World Evidence

Thomas Krivak | Bhavana Pothuri

Listen now

This content was funded by AstraZeneca, and is intended for healthcare professionals.

Efficiency (HRD) testing becomes increasingly embedded in clinical practice. Healthcare professionals need clear, operational guidance. This episode focuses on selecting tests, understanding outputs, and aligning care.

LISTEN NOW

Learn more

Video

Click to view

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

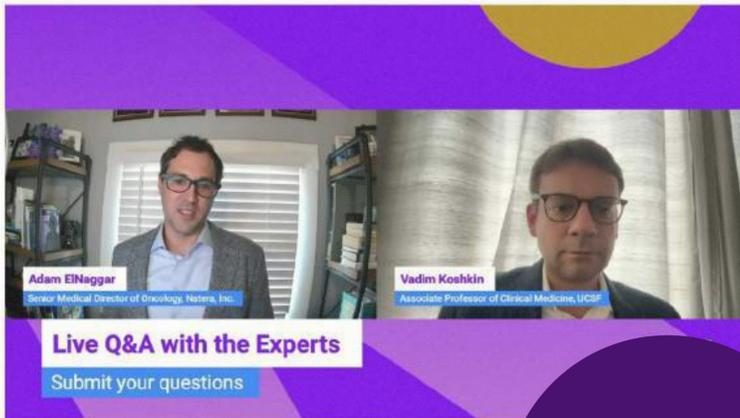
Webinars

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

Optimizing Patient Care in MIBC with MRD Testing, Real-World Clinical Cases

30 May 2025 | Oncology

This content is funded by Natera.



Learn how molecular residual disease (MRD) testing is advancing the care of muscle-invasive bladder cancer (MIBC). Explore how MRD testing, including circulating tumor DNA (ctDNA), can detect recurrence earlier than traditional imaging, helping clinicians make more informed decisions.

Learn:

- The fundamentals of MRD testing: Understand how ctDNA is used to detect recurrence.

Ready in
8 Weeks

AMJ American Medical Journal Oncology: Interactive Webinar

This content is funded by Natera.

Interactive Webinar:
Personalized ctDNA Testing in MIBC: Guiding Treatment Decisions

Explore the full webinar here

Hello,

Every molecular residual disease (MRD) test result after cystectomy raises the same questions in muscle-invasive bladder cancer (MIBC): Who truly needs adjuvant immunotherapy, and when is continued surveillance enough?

With IMvigor011 hitting its primary endpoint and updated CheckMate 274 data from the European Society for Medical Oncology (ESMO) 2025, there is now clearer evidence on how personalized Signatera™ MRD testing (Natera, Austin, Texas, USA) can help refine these decisions and support emerging treatment on molecular recurrence (TOMR) strategies.

In this on-demand interactive webinar, Petros Grivas walks through the IMvigor011 and CheckMate 274 findings and discusses how Signatera™-guided monitoring may help you:

- Prioritize adjuvant immunotherapy for patients at highest molecular risk
- Support safe surveillance for patients with sustained MRD negativity
- Consider how an expanded 'adjuvant window' may influence when you intervene

Watch the webinar on demand

This short, focused session offers a concise way to revisit the MRD data and consider how these findings may fit into your post-cystectomy workflows.

Speaker:

 **Petros Grivas**
Fred Hutchinson Cancer Center, University of Washington, Seattle, USA

EQOH SCORE™
SCORED YET?
Elevating the quality of healthcare

EMJ | AMJ
European Medical Journal | American Medical Journal

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.

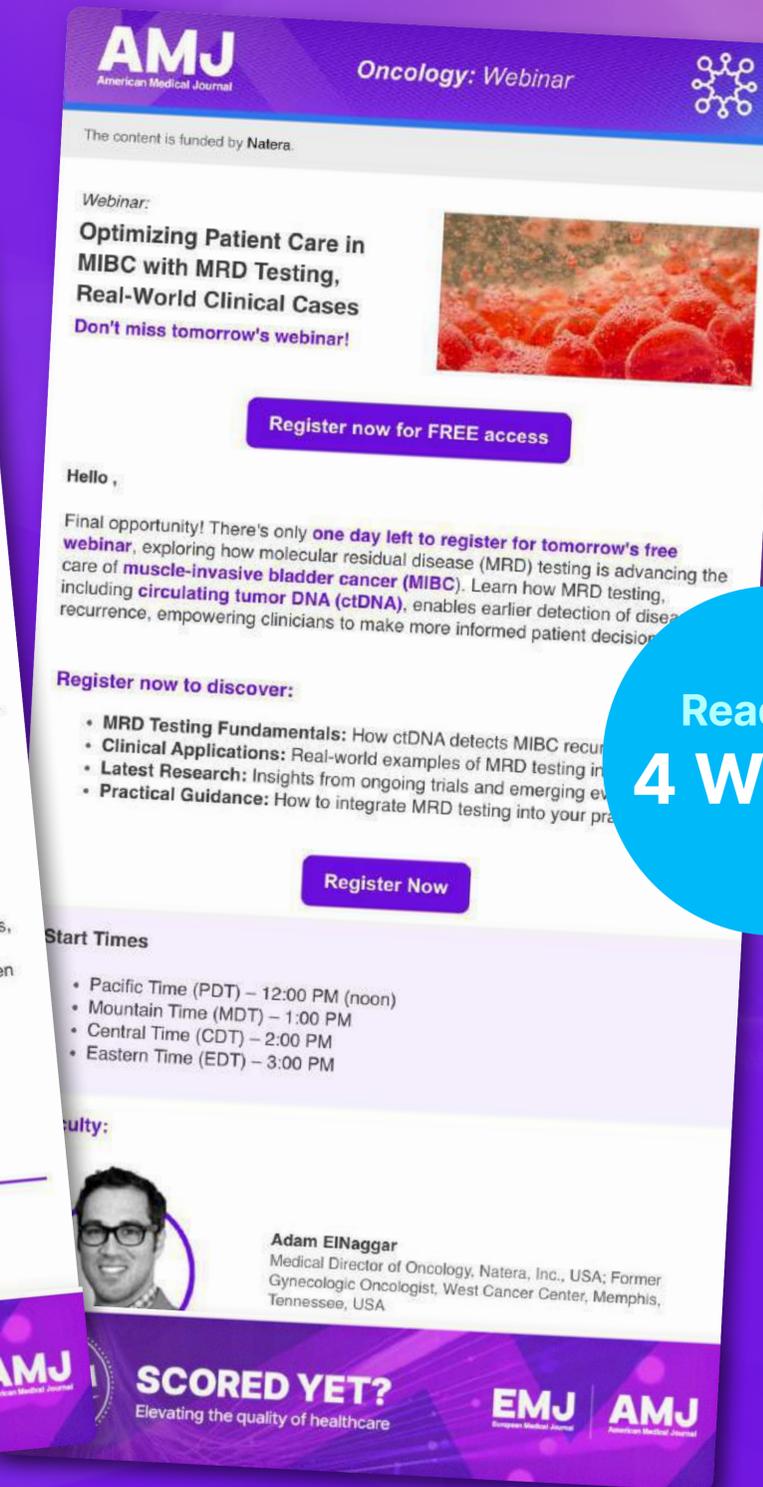
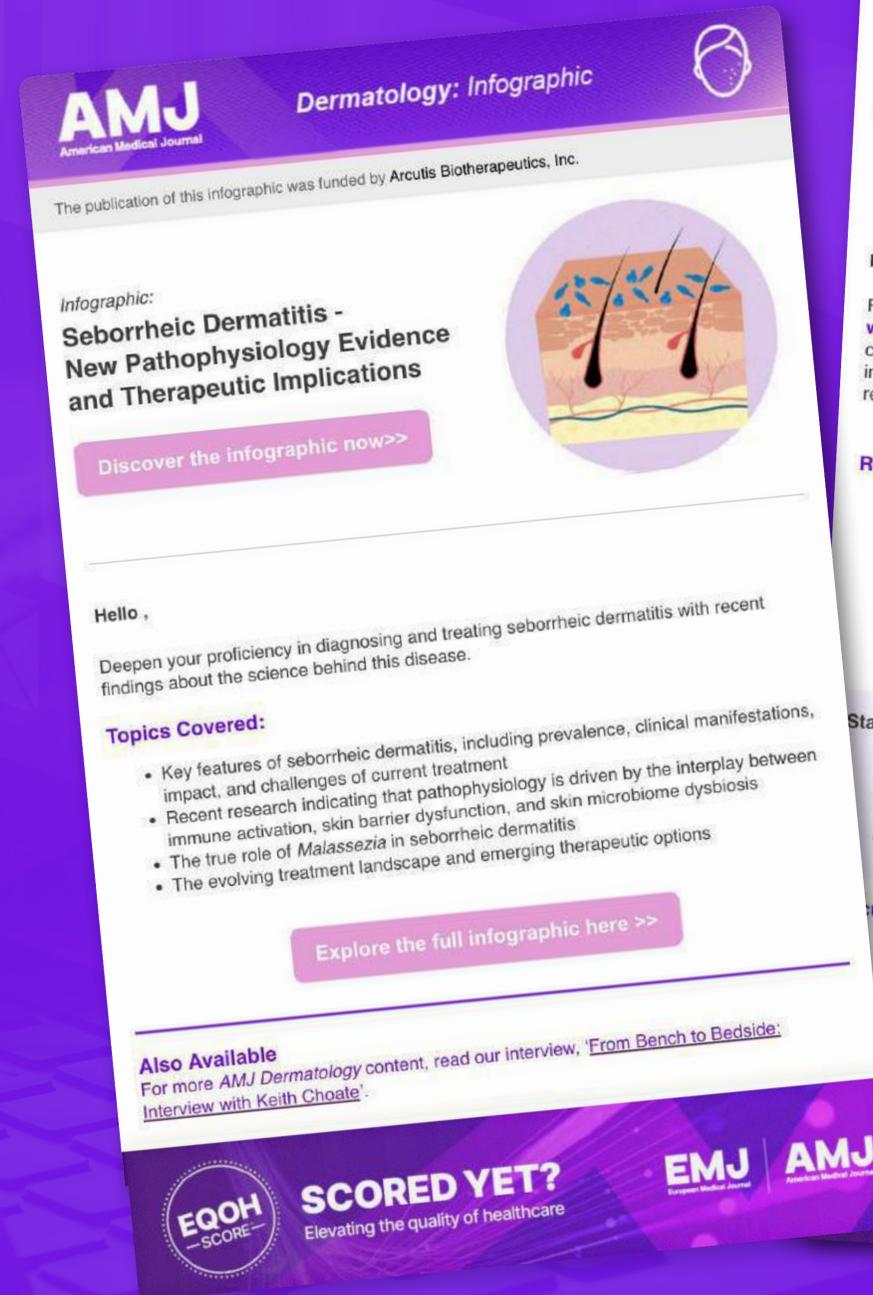
We offer sponsorship of **targeted emails** with open rates and click-through rates above the industry norm. Reach active and engaged audiences around the world who have registered to receive news and updates on their specialist subjects from AMJ, their go-to journal for medical education.

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 AMJ 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 AMJ 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.



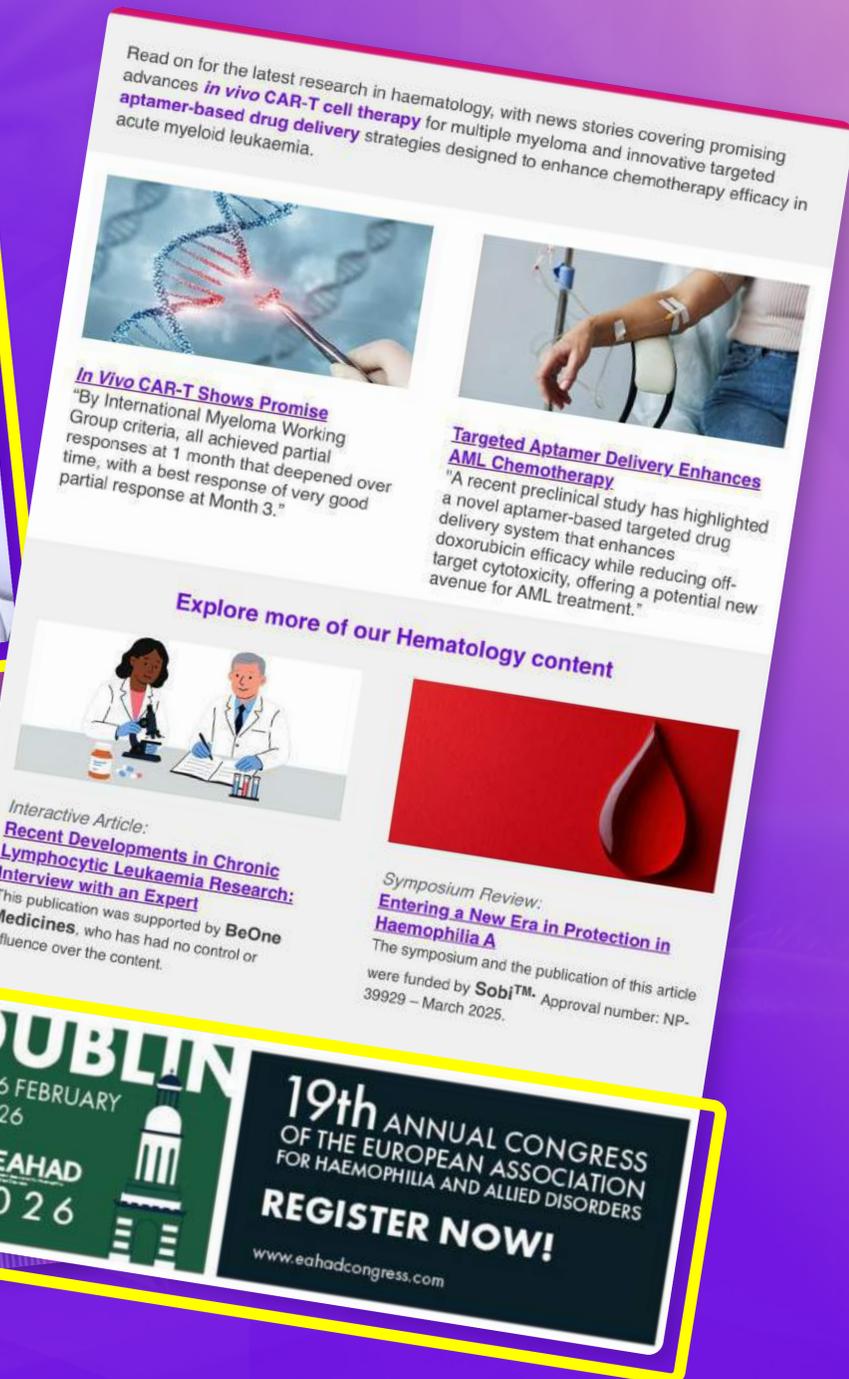
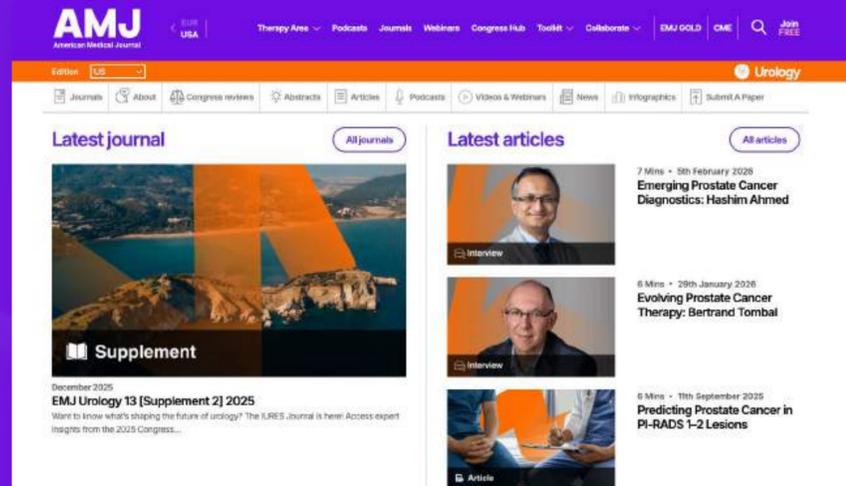
Advertisements

Banner Advertisements

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



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