

FASTEST TO PUBLISH,
FIRST TO BE READ

Peer-reviewed,
highly cited, indexed on
MEDLINE®/PUBMED®

International Editorial
Board of **MORE THAN 160**
renowned experts

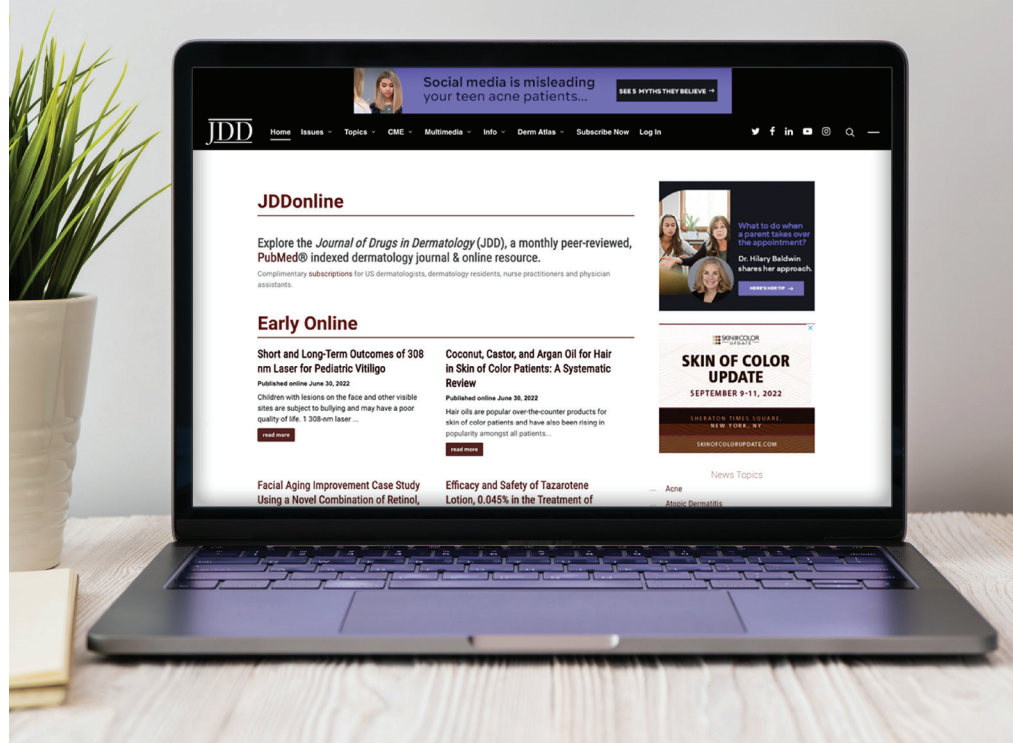
**CUTTING-EDGE
CONTENT** for
everyday practice

EXPANSIVE REACH
to the US-based
dermatology universe

**ENHANCED
PRINT AND DIGITAL
ONLINE ACCESS**
to high-quality content
and related products

2023 MEDIA KIT

AMPLIFY YOUR BRAND MESSAGE
IN 2023 WITH THE JDD



CONTENT AMPLIFICATION | TARGETED DIGITAL CAMPAIGNS | ENHANCED MICROSITES | & MORE!

FIRST TO PUBLISH, FASTEST TO BE READ

The *Journal of Drugs in Dermatology* (JDD) is a peer-reviewed, MEDLINE®/PubMed® indexed publication focusing on treatment methods, techniques, devices and drugs in dermatology.

JDD is published monthly in print as well as daily on JDDonline. JDD utilizes an International Editorial Board of 160 experts with a rigorous peer-review process to maintain high standards of scientific content.

The print journal is circulated to over 13,000 US dermatologists including dermatology residents, nurse practitioners and physician assistants working in dermatology practices. eJDD, the digital version of the journal is circulated to over 22,000 dermatology professionals world-wide.

JDD and JDDonline feature original, peer-reviewed articles, award-winning case studies and editorial communications. JDDonline delivers innovative medical education to readers through microsites, continuing education credits, interactive webinars and top-rated podcast episodes.

JDD has been in circulation for over 20 years; in this short time we have become known as one of the leaders of peer-reviewed content, award-winning case reports, techniques, drug therapy and devices in the dermatology community.

MARKET Dermatology Community

ESTABLISHED 2002

ISSUANCE 12 times per year

PRINT CIRCULATION 13,000

DIGITAL CIRCULATION 22,000

WEBSITE JDDonline.com

AFFILIATIONS/OFFICIAL PARTNER

ODAC  SKIN OF COLOR
UPDATE

NEXTSTEPS  sanovaworks
IN DERM

THE FULL SPECTRUM OF
DERMATOLOGY
A Diverse and Inclusive Atlas

PIGMENTARY
DISORDERS
EXCHANGE
SYMPOSIUM

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CLIENT RELATIONS MANAGER

Mary Altamirano



JDD TOPICS

- Acne & Rosacea
- Atopic Dermatitis
- Aesthetic Dermatology
- Disorders of the Hair & Nails
- Environmental (Drug/Allergic Reaction or Injury)
- Fillers & Injectables
- General Medical Dermatology
- Infections (Viral/Bacterial/Fungal)
- Keloids
- Laser/Light and Devices
- Microdermabrasion & Chemical Peels
- Mohs Surgery
- Photodynamic Therapy
- Psoriasis
- Scar Treatments
- Sclerotherapy & Vein Treatments
- Skin Cancer & Precancerous Lesions
- Skin of Color
- Topical Skincare
- Wound Healing
- And Others



JDD SECTIONS

Original Articles

Content Categories Include:

- Comparative Studies
- New Treatments & Therapies
- Novel Devices & Technology
- Pharmaceutical Advances
- Practice Management

Case Studies

News, Views, & Reviews

Pipeline Previews

Resident Rounds

Resident Spotlight

Invited Commentary

Clinical Trial Reviews

Supplements

OUR MISSION

Our Mission is Excellence through Peer-Review: To educate physicians, optimize patient outcomes, and disseminate key scientific information.

OUR VISION

Connecting your identity to the global healthcare community through the power of targeted content and educational offerings.

EDITORIAL QUICK FACTS

QUALITY

JDD's manuscript rejection rate is 80%. On average, JDD publishes 10-14 articles and case studies per issue. JDD maintains an Advertising-to-Editorial ratio of 16:84.

CREDIBILITY

JDD is written and reviewed for physicians, by physicians. According to the most recent Journal Citation Reports® (JCR), JDD has an Impact Factor Score of 1.608. JDD also has an excellent Normalized Eigenfactor is 0.358, which measures the importance of the journal within the scientific community, an impressive Article Influence Score of 0.456*, and a notable Journal Citation Indicator (JCI) of 0.59*.

TIMELY

JDD accepts manuscripts for publication within 2-6 months of receipt rather than the 12-16 months required by most other dermatology publications.

* Clarivate Analytics, Formerly the IP & Science business of Thomson Reuters, June 2022

JDD IS THE FASTEST-TO-PUBLISH, CONTENT-RICH, DERMATOLOGIST-TARGETED JOURNAL. Written for physicians by physicians and professionally published by an award-winning editorial team, JDD offers compelling reach and value, including customizable solutions for your brand.



SANOVAWORKS NETWORK

JDD is a product of the SanovaWorks network. SanovaWorks drives visibility for your brand in every corner of the dermatology market through established, respected channels, like JDD, ODAC Dermatology, Aesthetic & Surgical conference, Skin of Color Update (SOCU), Next Steps in Derm, Derm In-Review and more.

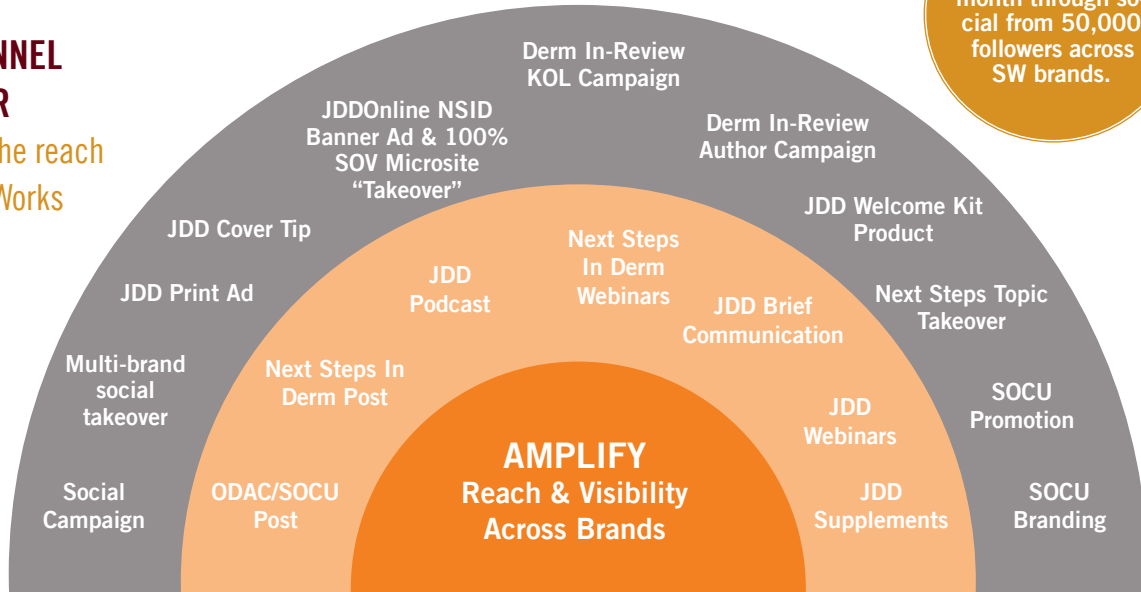
The SanovaWorks network reaches dermatology audiences through custom and strategic print, multi-media digital, live and virtual events and more, including:

- Daily Blog Posts
- Daily Social Posts
- Weekly Email Blasts
- Monthly Print Outreach
- Monthly Top-rated Podcasts
- Monthly Webinars
- Annual Conferences
- SEO and Mobile Responsive Websites
- Google Search and Display Paid Ads
- 4 Social Accounts per Brand
- Daily & Weekly Organic Posts
- Individual Social Ad Accounts
- 2x month e-Newsletter for each Brand

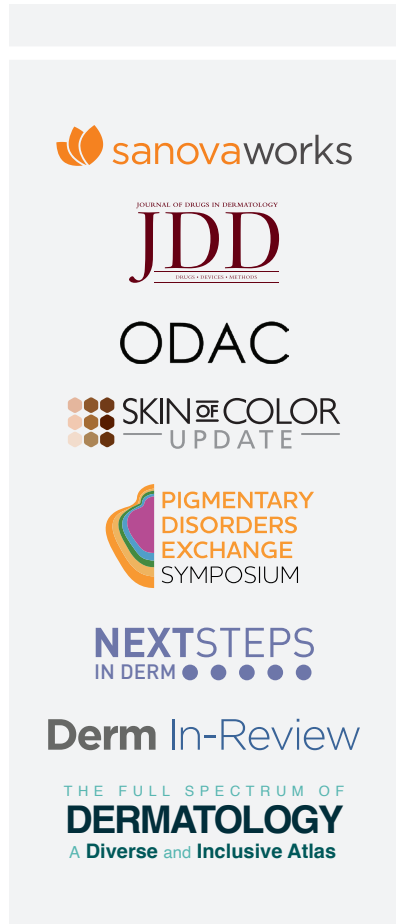


SOV CHANNEL TAKEOVER

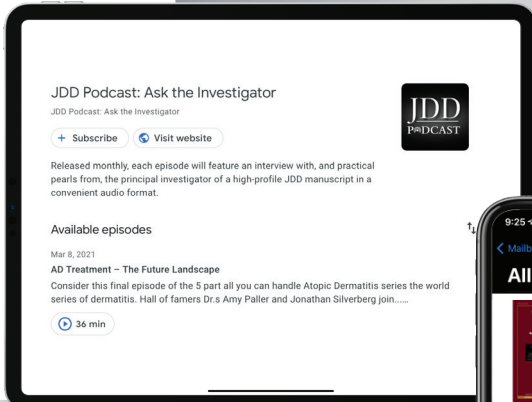
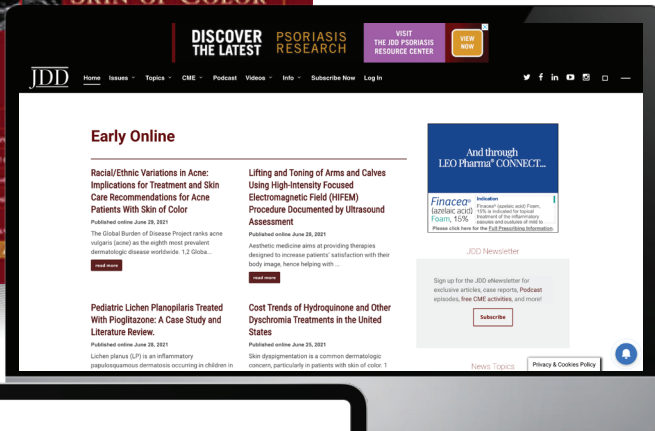
Leverage the reach of SanovaWorks network



3.5 million impressions per month through social from 50,000 followers across SW brands.



QUICK FACTS



Print Circulation
13,000

Digital Circulation
22,000

Average Monthly Pageviews
145,000

Average Monthly Sessions
75,000

Average Monthly Microsite Impressions
5,000

Opt-in Email Subscribers
38,000

eJDD Subscribers
20,000

Social Followers
40,000

Podcast Downloads
70,000+

Webinar Registrants
6,000/180 DAYS

CE Credits Awarded
10,000+ CREDITS
ON AVERAGE EACH YEAR

*13.5 hours of CE credit with 765 HCP who earned CE

INFLUENCE THE DERMATOLOGY COMMUNITY THROUGH SCIENCE

JDD offers the fastest routes to disseminate dermatologic information through print, online, social media and email. JDD's extremely current content contributes to its high readership and ensures maximum reach for your brand.



JDD PRINT

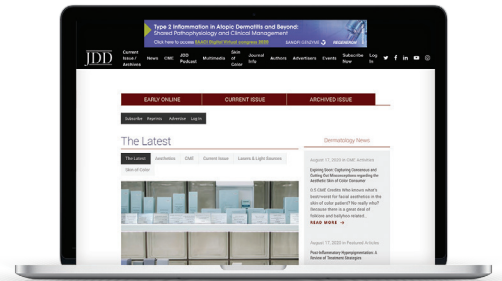
A full-color, peer-reviewed monthly publication indexed on **MEDLINE®/ PubMed®**. Original articles and award-winning case studies provide our readers with peer-reviewed content of the utmost quality. Our high editorial standards are maintained through a balanced, peer-review process lead by an International Editorial Board of more than 160 renowned experts.



JDD ONLINE

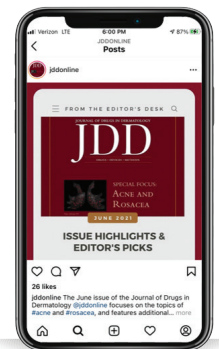
JDDonline combines the benefits of the monthly print issue with the reach of a continuous online publishing model custom digital content. JDDonline is an invaluable dermatology hub featuring nearly 20 years of indexed content, as well as:

- JDD Microsites/Resource Centers
- JDD Webinars
- JDD CME Library
- JDD Podcast Episodes
- JDD News Blog



JDD SOCIAL

JDD features our custom JDDonline news content, original articles and award-winning case reports through one of the largest social media peer communities in dermatology. JDD leverages our following on Facebook, Instagram, Twitter and LinkedIn to ensure maximum reach and scientific engagement.



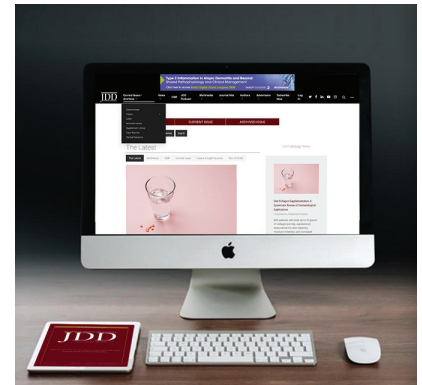
JDD EMAIL

JDD reaches 38,000 readers through targeted email and e-newsletter campaigns. JDD engages online readers and subscribers multiple times per month through the eTOC e-newsletter, eJDD e-newsletter, exclusive online content, CME, podcasts and more.



COMMITMENT TO LIFELONG LEARNING

JDDonline and JDD CME/CE Library host a VARIETY OF EXCLUSIVE, ORIGINAL, AND TIMELY SELF-DIRECTED, ENDURING EDUCATIONAL OPPORTUNITIES designed to address the changing needs of dermatology providers. Self-directed learning provides a self-paced learning experience for the participant and is an effective method of providing active learning with immediate feedback and reinforcement. Accredited and non-accredited activities are presented to help narrow professional practice gaps while enhancing clinical competence across the disciplines of medical, surgical, and aesthetic dermatology.



PODCAST

JDD Podcasts are the latest addition to JDDonline medical education. JDD hosts discussions with article authors adding context and commentary to the challenges facing clinicians in the field of dermatology.

WEBINARS

JDD online hosts a series of live and on-demand webinars offering clinical presentations, case studies, and lively questions and answers between faculty and participants.



JOURNAL-BASED CME/CE ACTIVITIES

Original, evidence-based articles published within an issue of JDD or a collection of original articles published as a special supplement to a monthly issue. Through unrestricted access, these full-text articles will be available to anyone world-wide and the supplement can be accessed without any barriers. PubMed® will host the article or supplement abstract and will include a “button” allowing readers to click and link directly to the unrestricted access article hosted on jddonline.com.

LIVE EVENTS

As the official media partner of ODAC Dermatology, Aesthetic & Surgical Conference, Pigmentary Disorders Exchange Symposium and the Skin of Color Update, a variety of webinar-based content will become available from these live and virtual educational events.



MORE INFO

For more information on educational opportunities, contact:

LUZ FIGUEROA, Director, Scientific Communications
917.374.5914 | luz.figueroa@jddonline.com

YOUR DIRECT CONNECTION TO THE DERMATOLOGY COMMUNITY

JDD's custom reach and engagement is unmatched in dermatology. Amplify your message and access an extensive network of engaged dermatology professionals in print, digital, email and beyond.

JDD PRINT REACH

Monthly Mailed Publication

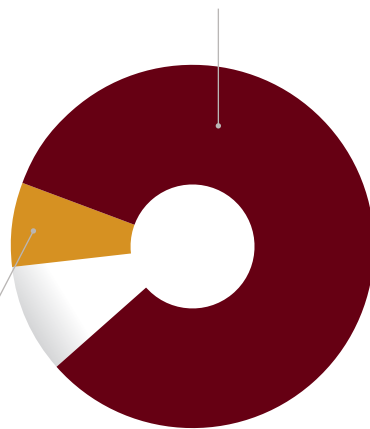
- Avg. monthly file size 13,000
- 76% Direct Request Rate managed by JDD. JDD independently manages the circulation list of direct-request subscribers

JDDONLINE REACH

JDDONLINE is a dermatology hub with eJDD, issues, archives, supplements, news and multimedia

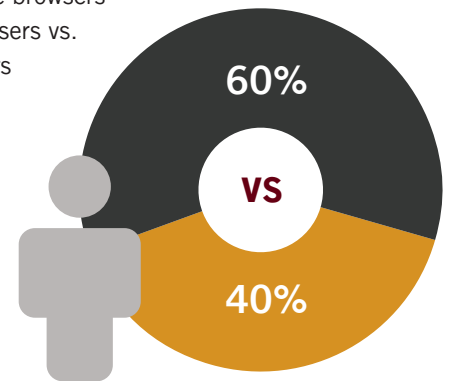
- **145,000** Avg. Monthly Pageviews
- **56,600** Avg. Monthly Users
- **75,000** Avg. Monthly Sessions
- **5,000** impressions per microsite/resource center per month
- Month over month traffic growth **30%** growth in US pageviews
- **50%** growth in US new users

83% of traffic is from direct, referral or organic search



7.5% traffic from social media

- **40,000** users are online for **30** minutes or more per session per year viewing **10** pages or more
- The majority of users are using Safari and Chrome browsers
- **60%** are mobile users vs. **40%** desktop users



JDD PODCAST REACH

- An email announcement reaches **15,000** members of the dermatology community to promote new episodes with **15%+** open rate
- **120+** unique plays, streams or downloads per episode in the first month
- **1,000+** unique plays, streams or downloads per episode in the first year

JDD SOCIAL REACH

Four social media accounts, with **40,000** likes, comments and shares over **6** months.
450,000 clickthrough/engagements



~**17,000** followers with an average of
10,000 accounts reached per day and **12 million** impressions over **6** months



~**2,800** followers



~**12,500** followers, **200,000** monthly impressions, **500+** average stories watched and **5,000 - 10,000** average reach per post



1,100+ followers of our Showcase Page
~**5,300** followers of the JDD Group

JDD EMAIL/E-NEWSLETTER REACH

- **38,000** Opt-in Email Subscribers - dermatologists, residents, NPs & PAs
- **22,000** eJDD Opt-in subscribers; 66% US, 34% International
- **15%+** avg. open rate
- Weekly e-newsletter email blasts on eTOC preview, eJDD digital issue, JDD podcast updates and JDD CME library announcements

JDD DIRECT MAIL REACH

- JDD Welcome Kit mailed to **300+** graduating dermatology residents each year
- Target 13,000 NPI records through our BPA-audited circulation

MEDICAL EDUCATION METRICS

CE Reach (2021-2022 Activities)

- **9** activities and **13.5** credits
- **750+** participants

Webinar Reach

- **6,000+** webinar registrants/**6** months
- **4,000** webinar attendees/**6** months
- Database of 30,000+ emails with ODAC and SOCU



READERSHIP PROFILES

OVERALL READERSHIP

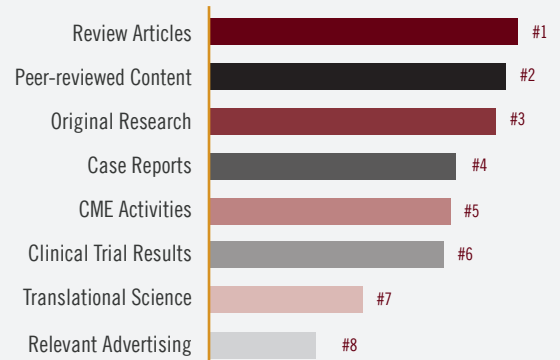


Source June 2022 BPA
Worldwide Brand Report.
Report provided upon request.

“Nine out of ten doctors consider current issues of medical journals to be among their most important information sources, and they access both print and digital platforms: 91% are reachable via print and 87% read online.”**

69% of our JDD readership prefers to read with a personal subscription to our Journal.

MOST ATTRACTIVE FEATURES OF JDD*



JDD IN THE MARKET PLACE

JDD READERS - TYPES OF PRACTICE*

- 59% in Medical and Cosmetic Practice
- 21% in Medical Practice Only
- 16% in Academia
- 4% in Cosmetic Practice Only

JDD READERS - AREAS OF PRACTICE*

- 40% in Private Practice
- 28% in Hospital-based Practice
- 22% in Group Practice
- 10% in Other

WHICH OF THE FOLLOWING JOURNALS DO YOU READ MONTHLY?*

- | | |
|----------------------|--------------------------|
| #1 JAAD | #6 The Dermatologist |
| #2 JAMA Dermatology | #7 Practical Dermatology |
| #3 JDD | #8 Cosmetic Dermatology |
| #4 Dermatology Times | #9 JCAD |
| #5 Cutis | |

JDD ranks among the top 3 of journals read every month.

* JDD 2020 annual readership survey

LIST SEGMENTATION & TARGETING CAPABILITIES

JDD OFFERS A VARIETY OF LIST SEGMENTATION AND TARGETING CAPABILITIES TO SUIT YOUR NEEDS.

List Segmentation Capabilities

- Professional Category
- NPI
- Regional

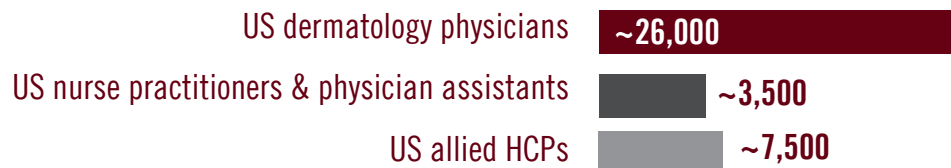
List Targeting Capabilities

- Societies[†]
- Your Own List[†]

Dermatologists still read print journals.

Of 22 specialties, **dermatology is among the highest** of all in obtaining their information from print media.

OPT-IN EMAIL PROFILE



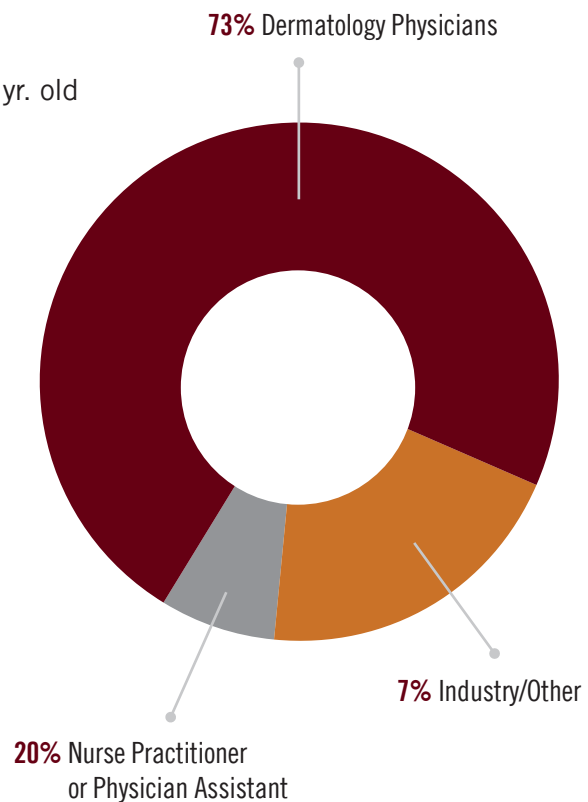
JDDONLINE USER PROFILE

56% are in the first years of their career, with 25 - 44 yr. old representing the largest segment

66% female / **34%** male online users

The Affinity Categories for our online users are cooking enthusiasts, shoppers, movie lovers and frequent travelers. Wellness, beauty and fashion also rank high among our online users.

Our In-Market Segments represent apparel, decor, beauty, and real estate.



Capture JDD print readers attention with targeted, measured and customized print advertising options.

PRINT ADVERTISING OPTIONS

PREMIUM POSITIONS	
Cover 4	50% of B&W Full-Page Rate
Cover 2	35% of B&W Full-Page Rate
Cover 3	25% of B&W Full-Page Rate
Opposite TOC	25% of B&W Full-Page Rate
Opposite Editorial Board	25% of B&W Full-Page Rate
Other Preferred Positions	10% of B&W Full-Page Rate

RUN-OF-BOOK

Four Color Full Page	1x Rate \$5,240
Black and White Full Page	1x Rate \$3,330

CUSTOM PRINT ADVERTISING

Insert rates starting at \$7,305/1x to \$4,490/60x

Cover Tips, Outserts, Cover Wraps, Belly Bands price upon request

BONUS DISTRIBUTION

ODAC

ODAC Dermatology, Aesthetic & Surgical Conference (ODAC)

January 12-15, 2023



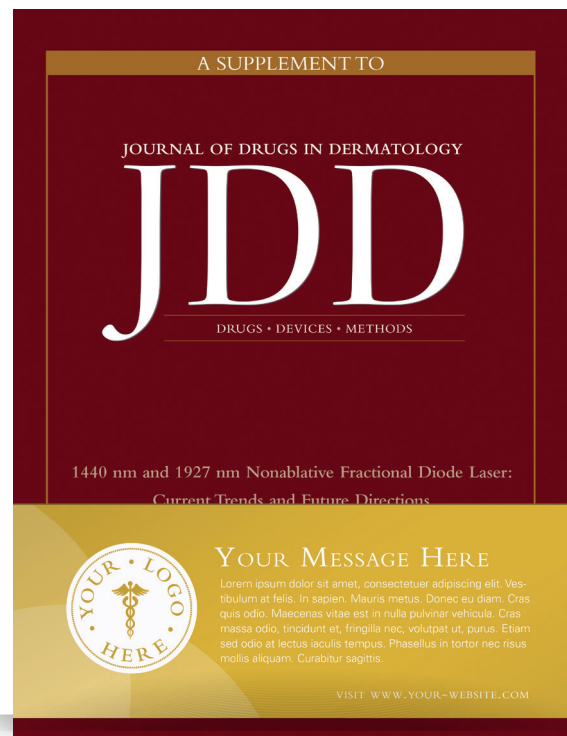
Skin of Color Update 2023

September 29 - October 1, 2023

LIST SEGMENTATION AND TARGETED REACH

JDD offers a variety of list segmentation and targeting capabilities to suit your needs.

- Segment by professional category, region, NPI, etc.
- Request a list match against the JDD print or digital database



MORE INFO

For more information on custom print advertising and list segmentation contact:

JDD SALES TEAM

email sales@jddonline.com

HAVE YOUR ARTICLE REACH DERMATOLOGY HEALTHCARE PROFESSIONALS AROUND THE WORLD THROUGH OUR PRINT AND DIGITAL CONTENT AMPLIFICATION OPTIONS.



JDD's VERSION OF OPEN ACCESS

JDD Open Access means a login/password is not required to view the HTML or downloadable PDF of the article of your choice. Anyone worldwide can download the article and view it in HTML format. PubMed will also include a link to the article page with JDD Open Access.

CUSTOM OPTIONS

Combine your open access articles into a collection with a unique URL and landing page

ADDED VALUE - JDD OPEN ACCESS

articles are shared through various social media channels which promotes them to 40,000+ followers, collectively

REPRINTS

JDD reprints are high-quality original reproduction of JDD articles. Individual article reprints are available for purchase.

CUSTOM OPTIONS

- Production with or without a custom color journal cover
- Bundling of several articles into a custom collection, bound together with a custom color journal cover

E-PRINTS

E-prints are provided in the form of a link to the full online version of an article, and can be viewed in a browser page-by-page flip navigation. E-prints can be purchased based on length of time.

CUSTOM OPTIONS

- Active links to other areas of your website
- Add a custom cover
- Add your advertisement company brand/logo
- Ability to embed video (at an additional fee)

MORE INFO

For more information on content repurposing opportunities, contact:

MARY ALTAMIRANO, Client Relations Manager

phone 646.763.4328

mary.altamirano@jddonline.com



JDD SPONSORED SUPPLEMENTS

Subjected to the full rigors of peer-review, supplements can provide invaluable educational resources exploring themes in a detailed and focused way that might not always be possible in the main journal. At JDD, our commitment to the very highest standards of quality means that your supplement will achieve maximum impact and will be read by many, including members of learned societies internationally. Furthermore, we offer you the support and guidance that you require throughout the publication process.

JDD supplements provide sponsors with the opportunity to disseminate **key scientific, evidence-based research in a MEDLINE®/PubMed® journal**. JDD supplements are developed and published through an unbiased, balanced peer-review process, offering you a **direct method to disseminate your research in a prestigious, well-respected publication**.

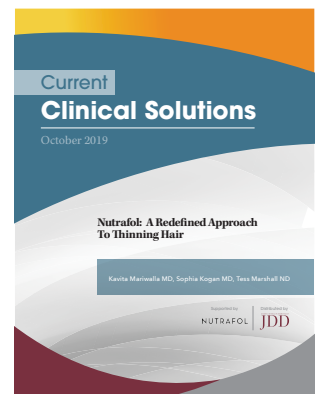
- Distributed in print with the JDD to the full circulation
- Distributed electronically through the digital version of the journal (eJDD) worldwide
- Turnkey supplement awareness campaign prior to publication in print and digital formats
- Hosted on JDDonline.com in the Supplement Library
- Opportunity for conference dissemination for maximum exposure



INSERTS

CURRENT CLINICAL SOLUTIONS (CCS) is an editorial insert strategically tipped into the *Journal of Drugs in Dermatology* (JDD). JDD disseminates clinically relevant, informative content that addresses the concerns of dermatologists and allied dermatology health professionals in the treatment decision making process, patient communication, and daily practice. In addition, the CCS piece will be hosted on jddonline.com.

With the overwhelming amount of information a practitioner receives on a daily basis, CCS distills the top-line clinically relevant information and delivers content in an easy-to-read format, giving practitioners the information they need to stay up-to-date in the ever-changing field of dermatology.



- **TIMELINE:** JDD provides full turn-key service to deliver a supplement in 90 days
- **ACKNOWLEDGMENT:** Your statement of support and logo are included in the supplement, as well as inside the print and digital issues of JDD
- **SCIENTIFIC CREDIBILITY:** Content is archived in the JDDonline Medical Education Library, the JDDonline Supplement Library, and MEDLINE®/PubMed®
- **DISTRIBUTION AND BONUS DISTRIBUTION:** Distributed in print to more than 13,000 dermatologists (MDs and DOs), dermatology residents and fellows, physician assistants, and nurse practitioners. For increased exposure, supplements are e-mailed to more than 22,000 recipients through the digital edition, eJDD. Supplements will be hand-distributed at major dermatology events and conferences throughout the year
- **POSTER PRESENTATIONS**



BULK SUBSCRIPTIONS

EDUCATE YOUR SALES FORCE WITH BULK SUBSCRIPTIONS

Keep your sales force up-to-date on developments in dermatology, competitors' products, and the latest advances in their area of expertise. JDD is a leading journal and offers a unique, comprehensive window into the industry.

The information gleaned from a monthly subscription will give your sales force added knowledge and perspectives, fresh insights, information on particular practice areas, demographic interests, device and pharmaceutical usage, and practice management issues that will further their rapport with their client base.

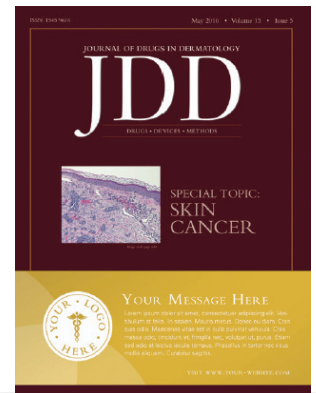
Corporate Online Subscriptions to JDDonline starting at \$3,850.00



SPONSORED SUBSCRIPTIONS

Sponsored subscriptions keep the medical community abreast of developments in dermatology and effectively promote your brand. This gives you unparalleled opportunities to position your company as a major provider of invaluable educational content. The types of customized subscriptions available are:

Professional Category	Residents, Fellows, Physician Assistants, Nurse Practitioners, and other healthcare professionals
Regional Societies	Reach a particular state, city, territory, country, or international region Target a particular national or international society within or outside of the field of dermatology
Your Own List	Provide your customer list



BY SPONSORING A SPECIFIC DEMOGRAPHIC, YOU WILL RECEIVE:

ACKNOWLEDGMENT ON JDDONLINE

- JDDonline features your logo and sponsorship message year-round, through a premium position rotating banner ad. Your online acknowledgment appears on every JDDonline page and directly links to your product's website

CUSTOMIZED OUTSERT IN EACH ISSUE

- Include your customized message on a 2-page, full-color outsert enclosed within the polybag of each issue. This personalized approach allows you to tailor your message each month

COVER TIP ON FIRST ISSUE

- Cover Tips, Outserts, Cover Wraps, Belly Bands price upon request

ACKNOWLEDGMENT IN JDD TABLE OF CONTENTS

- Your logo and sponsorship message are published on the TOC page of every JDD issue, print and digital. This highly referenced page guarantees your company maximum exposure and informs JDD and eJDD readers of your support.



REACH A RECORD NUMBER OF DERMATOLOGISTS

in real time through digital advertising on JDDonline, sponsorship of our highly regarded Podcast and premier Webinars, or through exclusive banner placement in the eJDD.



DIGITAL ADVERTISING

- ROS Website Banners
- Targeted Ad Placements
- Microsite Sponsorships and Banners
- eJDD Banners and Sponsorships
- Podcast Banners and Audio Ads
- Email and E-newsletter Banners
- Sponsored Social Posts



ONLINE SPONSORED CONTENT

- Educational Webinars
- Sponsored Bonus Podcast Episodes
- eSupplements and eEditorials
- JDD News Sponsored Content
- Custom Landing Pages for Articles



JDDONLINE & BANNER ADVERTISING

Reach a record number of dermatologists and allied professionals through banner advertisement on the newly redesigned JDDonline. JDDonline provides free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants. It has become an invaluable reference tool for the dermatology universe.



RUN-OF-SITE (ROS) BANNER POSITIONS

TYPE	DESKTOP	MOBILE	RATES
Medium Rectangle	300 x 250	300 x 250	\$65 cpm: Run of site \$85 cpm: Premium for targeting, rich media and non-standard ad units.
Half Page	300 x 600	na	
Top Leaderboard	728 x 90	320 x 50	

*Premium for targeting, rich media and non-standard ad units.

We accept HTML5, Rich Media, Responsive, as well as expandable ads.

MONTHLY ROS METRICS

	JDDONLINE.COM
Pageviews per month	150,000
Visitors per month	56,600
Visits per month	78,000
Avg. Time per Session	1:50
Avg. Pages per Session	1.98

JDDONLINE USER PROFILE

- **56%** are in the first years of their career, with **25 - 34 yr. old** representing the largest segment
- **66% female / 34% male** online users
- The Affinity Categories for our online users are cooking enthusiasts, shoppers, movie lovers and frequent travelers. Wellness, beauty and fashion also rank high among our online users
- Our In-Market Segments represent apparel, decor, beauty, real estate

MICROSITES - SPECIALTY OR TOPIC SPECIFIC EXCLUSIVE

Microsites deliver your message to a choice dermatology audience through exclusive sponsorship of these concentrated educational resource centers.

- 100% Share of Voice
- Four (4) Digital Banner ads on the topic of your choice
- 5,000 impressions minimum per month
- Mobile and desktop placements available
- We accept HTML5, Rich Media, Responsive, as well as expandable ads. Contact us to learn more about custom placements.

Microsite Ad Placements

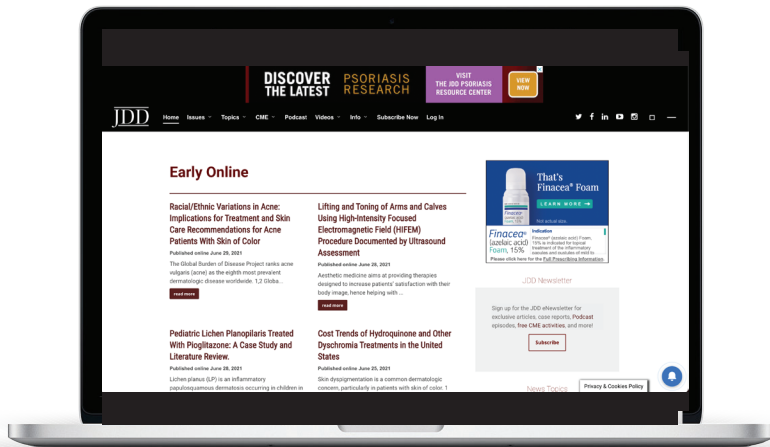
TYPE	DESKTOP	MOBILE
Medium Rectangle	300 x 250	300 x 250
Top Leaderboard	728 x 90	320 x 50

Microsite Rates

6 Months	\$31,500	New Microsite
12 Months	\$53,000	New Microsite
6 Months	\$26,500	Existing Microsite or Renewal
12 Months	\$48,000	Existing Microsite or Renewal

DERMATOLOGY AUDIENCE TARGETING ARENA “DATA”

- Our advanced targeting capabilities allow you to select from a range of options, including IP targeting, URL targeting, article title, section, publish date, issue, volume, open access, and tags and keywords. Reach your desired audience with precision and increase the effectiveness of your campaigns. JDDonline offers free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants, providing an invaluable reference tool for the dermatology universe.
- Reach a record number of dermatologists and allied professionals through banner advertisements on JDDonline. Target ads to readers interested in topics such as acne, psoriasis, atopic dermatitis, skin care, aesthetics and cosmetics, skin cancer, dermatologic surgery, skin of color, COVID, and general medical dermatology.



EMAIL/E-NEWSLETTERS

E-newsletters partner with JDDonline to release your weekly, monthly, or quarterly e-newsletter. Rates starting at \$1,750.

EMAIL PACKAGES

eTOC	1x per month	22,000 subscribers
eJDD	1x per month	22,000 subscribers
Podcast Updates	1x per month	10,000 subscribers
Custom Message	1x per month	38,000 opt-ins

EMAIL PLACEMENTS

PLACEMENT	DIMENSIONS
Leaderboard	728 x 90
Square	300 x 250

EMAIL METRICS

38,000	Opt-in Email Subscribers
15%+	Average Open Rate

PODCAST ADVERTISING PACKAGES

- Starting at \$2,000 per month
- Three (3) banner ads in the Podcast Library JDDonline.com/dermatologypodcast
- Three (3) audio ads in the podcast episode
- 3,000 - 5,000 banner ad impressions per month
- ~2,000 audio ad impressions per episode

PODCAST PLACEMENTS

PLACEMENT	AUDIO AD	SQUARE
Dimensions	30 Seconds/ 50 Words	Desktop 728 x 90
Mobile 300 x 250	300 x 250	300 x 250
Impressions	2,000/year	5,000/month

MORE INFO

For more information on digital advertising and multimedia packages contact:

MICHAEL CARROLL, Director of Experiential
 phone 646.887.2650
 michael.carroll@sanovaworks.com



JDD PODCASTS

The JDD podcast is a consistent source of timely scientific information available to the entire derm community. The podcast promotes discussion about current dermatology treatments, clinical observations, and breakthroughs that educate, stimulate, and inspire. Released monthly, each episode features an interview with, and practical pearls from, the principal investigator of a high-profile JDD manuscript in a convenient audio format.

Hosted by Adam Friedman, MD, FAAD

HOW TO LISTEN



iTunes



Google Play



Stitcher



JDDonline.com/dermatologypodcast

SAMPLE AGENDA

- Intro voice over & music
- Moderator's welcome
- Podcast summary of need, educational objectives, disclosures, and acknowledgment of funding by sponsor
- Introduction of interviewee/discussant
- Discussion between two recognized specialists and critical take-aways to be immediately applied to clinical practice
- Summary, conclusions, and suggestions for future self-study



WAYS TO LEVERAGE

Advertising Packages

- Starting at \$2,000 per month
- Three (3) banner ads in the Podcast Library JDDonline.com/dermatologypodcast
- Three (3) audio ads in the podcast episode
- 3,000 banner ad impressions per month
- ~2,000 audio ad impressions per episode

Sponsor a Medical or Aesthetic Bonus Episode

- \$16,500 per episode
- 30-minutes audio podcast on the topic of choice*
- A scripted voice-over feature during podcast pre-roll, mid-roll, or outro acknowledging your support
- A surround-sound awareness campaign each month to boost your reach
- 120 listens, plays or downloads in the first month, 1,000 to 2,000 in the first year
- 100,000+ monthly impressions of exclusive exposure during the monthly marketing campaigns, as well as podcast awareness campaign
- Monthly print and email marketing promotions

MORE INFO

For more information on JDD podcast opportunities, contact:

CUSTOM CONTENT

LUZ FIGUEROA, Director, Scientific Communications
cell 917.374.5914 | phone 646.736.4338
luz.figueroa@jddonline.com

MULTIMEDIA PACKAGES

MICHAEL CARROLL, Director of Experiential
michael.carroll@sanovaworks.com
phone 646.887.2650

*topic subject to product host approval

WEBINARS CONNECT DERMATOLOGY PROFESSIONALS

in real time via open forum discussions, live polls, and question submissions. Give and receive information in real time via open forum discussions, live polls, and question submissions. Stream your webinar or video lecture live through JDDonline.



WEBINAR BENEFITS

- Sponsorship, company and/or product awareness
- JDD blog post
- Social Media
- Email Blast
- Customized registration page
- Audience generation



WEBINAR ELEMENTS PROVIDED BY JDD

- Secure virtual learning platform
- Coordination, logistics and project management
- Surround sound marketing and audience generation
- Hosted for a year in the JDDonline Multimedia Library

WEBINAR RATE

Rates start at **\$27,500**



WEBINAR REACH

- **50 to 100+** dermatology healthcare providers per webinar
- **6,000+** webinar registrants/6 months
- **4,000** webinar attendees/6 months
- **31** webinars hosted by SanovaWorks in 6 months
- **4.5** out of **5** avg. webinar engagement
- **4.8** out of **5** for ease of use



THE JDD GRADUATING DERMATOLOGISTS WELCOME KIT

What would it mean to put your brands directly into the hands of new dermatologists fresh out of school when they are getting ready to treat patients?

Even though the country may be starting to reopen, the impact of the pandemic is unpredictable and will continue to linger. It is more difficult to reliably find dermatologists at live conferences that open, or at booths, or via lunch and learns, and sales rep in-person visits are still down 70%. In addition, virtual fatigue is also setting in as a real issue in the current climate.

IT'S MORE IMPORTANT THAN EVER TO GET YOUR BRANDS DIRECTLY INTO THE HANDS OF DERMATOLOGISTS.

- Partner with us to raise your level of engagement using the **JDD Graduating Dermatologists Welcome Kit**, which goes out every November, cuts through the numbing cacophony of electronic communication, and offers actual tactile sample and/or product information to touch and hold
- It's like the difference between receiving a box of chocolates that you can taste and sample, versus looking at a box of chocolates on a screen
- At \$9,950 per kit, this represents a tremendous value, with 145,000 campaign impressions it will generate for your brand, and because it works out at around \$33 per dermatologist
- By participating in this program, you'll have access to this coveted list of new dermatologists via a 3rd party bonded mailing house, and the ability to send them further materials one time, with no additional access fees



MORE INFO

For more information on advertising and sponsorship opportunities, contact:

JDD Sales Team
email: sales@jddonline.com

ISSUE	SPECIAL FOCUS	SUBSPECIALTY	CLOSING DATE & MATERIALS DUE
JANUARY	Aesthetic Treatments	Content features latest advances for scar treatments, update on lasers and light therapies, and current articles on fillers and injectables	Closing Date: 11/28/22 Materials Due: 12/6/22
FEBRUARY	Special Topics for AAD	Other features include current research on eczema and psoriasis, clinical advances, and light therapies and treatments	Closing Date: 1/2/23 Materials Due: 1/9/23
MARCH	Various Topics	Features include clinical advances in acne treatment, alopecia, practice management, psoriasis, eczema, and fungal infections	Closing Date: 1/30/23 Materials Due: 2/6/23
APRIL	Various Topics National Rosacea Awareness Month	Features include lasers and light therapies, practice management, cosmetics, inflammatory conditions, and skin of color	Closing Date: 2/27/23 Materials Due: 3/6/23
MAY	Skin Cancer National Melanoma Awareness Month	Other features include fungal infections, dermatologic wounds, update on new topical advances, and Mohs surgery	Closing Date: 4/3/23 Materials Due: 4/10/23
JUNE	Acne and Rosacea National Acne Awareness Month	Other features include light and phototherapy, tattoo removal, atopic dermatitis, and pediatrics	Closing Date: 5/1/23 Materials Due: 5/8/23
JULY	Skin of Color	Other features include light and phototherapy, wound healing, atopic dermatitis, and pediatrics	Closing Date: 5/29/23 Materials Due: 6/5/23
AUGUST	Psoriasis National Psoriasis Awareness Month	Current articles on laser and light therapies, topical therapies, acne, rosacea, and combination therapies	Closing Date: 7/3/23 Materials Due: 7/10/23
SEPTEMBER	Aesthetic Treatments	Content covers updates on dermatologic surgery, wound care, and updates on anesthesia	Closing Date: 7/31/23 Materials Due: 8/7/23
OCTOBER	Atopic Dermatitis National Eczema Awareness Month	Content features anti-pruritic agents, psoriasis, cosmetic dermatology, fillers and injectables	Closing Date: 9/4/23 Materials Due: 9/11/23
NOVEMBER	Lasers, Light Sources, and Devices	Current reviews on tattoo removal, hair removal, facial rhytides, and combination therapies	Closing Date: 10/2/23 Materials Due: 10/9/23
DECEMBER	Various Topics	Content covers fillers and injectables, laser and light therapies, delivery vehicles, practice management, and treatment for fungal infections	Closing Date: 10/30/23 Materials Due: 11/6/23

*Editorial schedule is subject to change.

Inquiries and
Insertion Orders:

JDD Sales Team

email sales@jddonline.com

Supplement, Subscription,
and Educational Opportunities:

LUZ FIGUEROA

Director, Scientific Communications

cell 917.374.5914

phone 646.736.4338

fax 949.760.0522

luz.figueroa@jddonline.com

JDDonline.com

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