



## Endocrine News

### The Fastest Growing Clinical Endocrinology Magazine

*Endocrine News* spans the discipline of endocrinology, bringing practicing endocrinologists the latest information about new drugs and therapies to improve patient health and quality of life.

Readership among young endocrine professionals has more than doubled.

#### KEY FACTS

**Established:** 2004

**Target Audience:**  
Endocrinologists in clinical practice, clinical research and basic research

**Circulation:** 20,000+ (controlled)

**Frequency:** Monthly

**Editor-in-Chief:**  
Cathy Kristiansen,  
The Endocrine Society

#### Steadily Growing Readership

- Although *Endocrine News* was established only five years ago, PERQ/HCI FOCUS data show that its **average issue readership grew by more than 50% in 2008**, more than any other magazine of its kind.
- Readership among endocrine professionals in practice fewer than 10 years has **more than doubled—to 40%**—since the magazine was launched.
- One in three readers shares *Endocrine News* with colleagues. The average number of issues passed along per reader is 1.7.
- Each month *Endocrine News* reaches **20,000+ readers**, the **largest circulation of any endocrinology magazine**.

#### Reaching Thought Leaders & Practitioners

- Recipients include all clinical and research members of The Endocrine Society, as well as over 7,000 physicians, researchers and healthcare professionals with an interest in endocrinology.
- The primary professional activity of *Endocrine News* readers is patient care, and one quarter conduct clinical research.

#### FOR MORE INFORMATION

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### Applicable to Daily Practice

- *Endocrine News* features articles explaining how the latest research impacts clinical practice—and how to use this new information to improve patient care.
- Spotlight on Policy keeps physicians up-to-date on healthcare reform and other critical issues.
- The Tri-Point series explores clinically relevant issues such as bone loss from diabetes, endocrine disruptors and thyroid conditions.
- *Endocrine News* readers also receive each of the Society's Clinical Practice Guidelines.
- Practice Resources provides brief, practical information on not only patient care but also practice management.

### 2010 Editorial Calendar

January	Diabetes
February	Women's health
March	Vitamin D
April	Pediatric endocrine issues
May	Diabetes
June	ENDO 2010 Overview Fertility/reproduction
July	Pituitary issues
August	Multiple endocrine neoplasia
September	Thyroid
October	Osteoporosis
November	Bariatric surgery
December	Endocrine Science: Top Breakthroughs of 2010

### Prescribing Characteristics

- Primary prescribing categories:
  - Type II diabetes
  - Thyroid disorders
  - Type I diabetes
  - Hyperlipidemia
  - Osteoporosis/bone
- **Three-fourths of clinician readers prescribe osteoporosis/bone products.**
- *Endocrine News* readers include nearly **3,500 diabetes specialists**, compared with fewer than 300 for other clinical endocrinology magazines.
- Readers who are Society members write substantially more prescriptions than nonmembers.

### Circulation Profile

**12,345**

Clinical/domestic

**8,278**

Research/international/bonus

**67%**

Clinical practitioners

Clinical researchers **10%**

Clinical fellows **9%**

Endocrine nurses **6%**

Educators **4%**

Administrators **2%**

Endocrine PAs **1%**

### DISCOUNT PROGRAMS

- **Exhibitor offer:** Exhibit at ENDO or CEU and receive the 12× rate for any publication. Advertise in two publications and receive the 24× rate.
- **First-time advertiser:** Receive the 96× rate for the first three ads.
- **Three-month offer:** Advertise for three consecutive months and your ad will be run a second time in the third month for free.
- **Multiprogram offer:** Combine offers and receive even greater discounts.
- Contact Steve Hamburger at Scherago International, 201.653.4777, ext. 17, or [steveh@scherago.com](mailto:steveh@scherago.com).

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