



**WHY PLACE YOUR AD IN JCP?**

**READERSHIP AND AD EXPOSURE**

1. Among all psychiatry journals indexed by the National Library of Medicine (MEDLINE/PubMed), JCP ranks *first* among independent clinical journals *in both readership and ad page exposures* in all metrics published by Kantar Media, Inc. [June 2017 Kantar's Psychiatric Journal Market Section Survey]
2. JCP, in its nearly 80-year history publishing original peer-reviewed research, has focused on *practicing* clinical psychiatrists and health care providers in the behavioral and neural sciences. JCP's #1 rank *means your ads are most likely to reach the highest prescribers* of neurotropic medications, who make up JCP's mail list.

**WHAT TOPICS DOES JCP COVER?**

**JOURNAL TOPICS...**

- Range from the severe mental illnesses, such as bipolar disorder, depression, and schizophrenia, to others that affect activities of daily living, such as PTSD, anxiety, or Alzheimer's disease
- Encompass patient groups within specific age ranges, such as child and adolescent mental health and geriatric psychiatry, and include related conditions like tardive dyskinesia, insomnia, and pain

Content is reinforced through special offerings—continuing medical education activities, academic symposia highlights from JCP's content partner Healthcare Global Village, timely clinician commentary that places the research in context, special Supplements, and proceedings from scientific symposia, such as meetings of its official Association, the American Society of Clinical Psychopharmacology (ASCP)—all of which increase opportunities for readers to see your ads.

**CAN YOUR AD GET SPECIAL PRIORITY?**

- Advertising is interspersed with editorial material, which increases ad page exposures. Fair ad rotation occurs for nonpremium positions.
- **List matches** and **split runs** can be done to further target your desired audience.
- Your ad can be placed in an issue in which editorial matter appears on that topic, if desired.
- **Premium positions** within the journal are available, although not adjacent to related editorial material.

Contact Nick Luciano at [journalads@psychiatrist.com](mailto:journalads@psychiatrist.com) for more details.

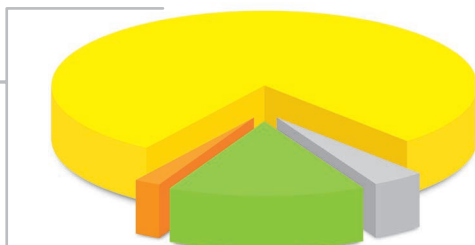
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Digital advertising on JCP's website can run in tandem with or separately from your print ads and can run on JCP only or across the entire Psychiatrist.com family of sites. For more details, contact Nick Luciano at [journalads@psychiatrist.com](mailto:journalads@psychiatrist.com) or visit [www.Psychiatrist.com/Documents/OnlineAds.pdf](http://www.Psychiatrist.com/Documents/OnlineAds.pdf).

**CIRCULATION**

Recipients include psychiatrists in direct patient care (office, hospital, and military settings), residents, paid subscribers, and other personnel within the mental health field.

**Total Recipients**  
34,774



- Psychiatrists, 79%**  
27,455 recipients
- Geriatric Psychiatrists, 3%**  
1,039 recipients
- Child & Adolescent Psychiatrists, 15%**  
5,300 recipients
- Other Specialties (includes paid), 3%**  
980 recipients



**Domestic Distribution, 99%**  
34,477 recipients in US and US territories

**RATE CARD CONTENTS**

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**RFPs, INSERTION ORDERS, AND QUESTIONS ABOUT RATES**

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