



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/research journals **in both readership and ad page exposures** in all metrics published by Kantar Media, Inc. [Kantar's Psychiatric Journal Market Section Survey]
2. JCP, in its more than 80-year history of 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, and 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, and special Supplements—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.

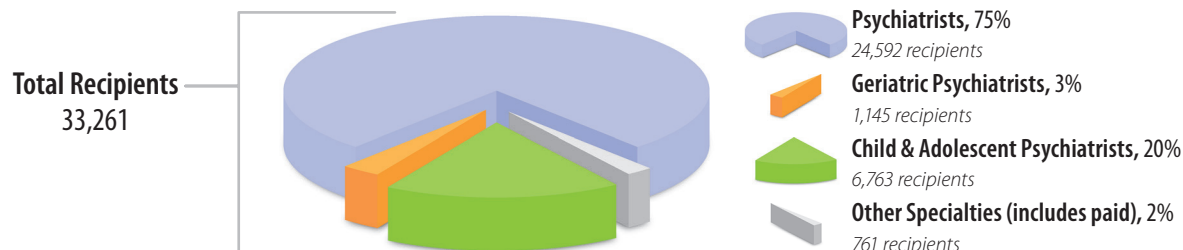
Contact David Twombly at journalads@psychiatrist.com for more details.

ONLINE ADVERTISING

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 onlineadsales@psychiatrist.com or visit 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.



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REPRINTS

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ONLINE ADVERTISING OPPORTUNITIES

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