

www.touchendocrinology.com

What Is TouchENDOCRINOLOGY?

TouchENDOCRINOLOGY (www.touchendocrinology.com) is an independent online resource for physicians whose key aim is to educate the endocrinology community. The core of the website is the provision of scientific technical review articles addressing the most important and salient developments in the field of endocrine disease.

- **TouchENDOCRINOLOGY** is a trusted independent online resource valued by physicians for unbiased and honest opinions and articles.
- **TouchENDOCRINOLOGY** enables time-pressured physicians to stay abreast of key advances and opinion in endocrinology practice.
- **TouchENDOCRINOLOGY** comprises balanced and comprehensive articles written by leading authorities, in addition to the latest news and congresses addressing the most important and salient developments in the field of endocrine disease.
- **TouchENDOCRINOLOGY** endeavours to support physicians, clinicians and leading industry professionals in continuously developing their knowledge, effectiveness and productivity.



Why Do Physicians Use TouchENDOCRINOLOGY?

TouchENDOCRINOLOGY is supported by various levels of expertise:

- Guidance from an Advisory Panel consisting of leading authorities from a variety of endocrinology disciplines.
- Invited contributors are recognised authorities from their respective fields.
- Peer review – conducted by experts appointed for their experience and knowledge of a specific topic.
- An experienced team of Editors and Technical Editors.

Online Promotional Opportunities on TouchENDOCRINOLOGY

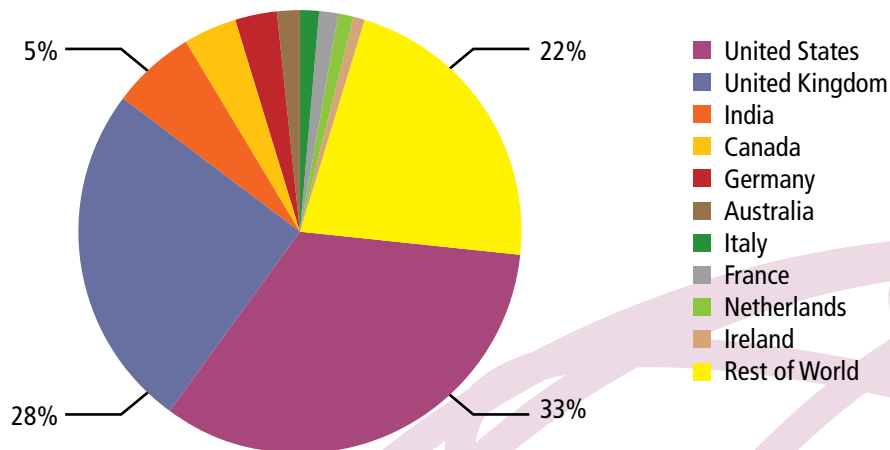
Banners (468x60/160x600) Banner advertising is available on all areas of the site based around sub-speciality pages for targeting niche audiences. Geo-targeting of banners provides full flexibility for campaigns to be restricted to selected countries – an essential feature for promotion of medicines.

Centres of Excellence Centres of Excellence (CoE) provide a portal offering users easy access to content relevant to a certain subject area. We work with CoE supporters to create a comprehensive speciality section providing educational materials for our audience. Speciality sections cover areas such as Thyroid disorders, Diabetes, Adrenal disorders.

Company / Product Profile Whether you are recruiting or simply want to increase your brand or product awareness, we can work with you to create an informative company or product profile. Either stand-alone or as part of an advertising package, the bespoke profile tells physicians everything they need to know about your company, your aims and your products.

Newsletters TouchENDOCRINOLOGY sends regular quarterly eNewsletters to physicians informing them of the latest articles, CoE highlights and congress information. In addition, special edition newsletters are timed to coincide with major congresses, product launches, etc. We offer two newsletter opportunities: inclusion in our quarterly or special edition newsletters, and a bespoke newsletter sent on your behalf to our subscribers as well as your own e-mail database.

Geographical Distribution of Physician Audience



Traffic

- 9,000 page views per month
- 5,600 unique visitors per month
- 2,600 registered users
- 3,500 direct email addresses

In addition to our own email lists we are able to source additional email addresses for physicians with selected sub-specialties at an additional cost.

Why Choose TouchENDOCRINOLOGY as an Online Partner?

TouchENDOCRINOLOGY offers flexible and effective promotional solutions to give you maximum results. Various options are available individually or packaged together to give you optimum value and impact.

Independent online resource

Physicians are increasingly sceptical about pharma-sponsored websites. TouchENDOCRINOLOGY has a reputation as an independent resource that is highly respected by our medical audience, and is therefore a desirable platform for introducing products and services or raising brand awareness.

Reporting

Electronically delivered reports allow advertisers to gain insight into their audience and determine which of their campaigns is most effective.

Flexible range of promotional options

Reach your existing audience and recruit new audience members on the web and by email through targeted banners, skyscrapers, direct emails, sponsored email newsletters and bespoke options. TouchENDOCRINOLOGY offers flexibility to improve and adapt campaigns to ensure maximum effectiveness.

Tailor-made campaigns

Simply provide us with your brief and we will develop an integrated package specifically tailored to your needs. Whether you need to target endocrinology specialists, increase your brand awareness or generate leads, our diversity and relationships with professional bodies can have a significant impact on the success of your campaign.

Ongoing regulatory compliance

At a time when the promotion of medicines is heavily regulated, we are working closely with regulatory agencies to navigate regulatory space to ensure online advertising campaigns are compliant and meet country-specific standards.

Rate Card

Standard company profiles promoting your company and products on TouchENDOCRINOLOGY are priced at £6,500 per annum. Inclusion in our quarterly newsletters is priced at £1,500 per edition.

Support for a centre of Excellence, banners and bespoke newsletters are priced on an individual basis according to the requirements of clients.

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About Touch Briefings

Touch Briefings manages a further five medical websites covering respiratory, oncology, gastroenterology, neurology and cardiology. Touch Briefings publishes a rich and diverse portfolio of fully referenced review journals across the clinical and pharmaceutical arenas. Through this portfolio of over 70 print publications and dedicated medical websites, Touch Briefings aims to assist in the education and practice of healthcare and pharmaceutical professionals.