

Journal of the American Academy of Orthopaedic Surgeons

363,110

Orthopaedics Specialty Average Monthly Visits

Format

Online Only

Website

<http://www.jaaos.org/>

Specialty

Orthopaedics; Surgery (Specialty)

Audience

Practicing orthopaedic professionals

Content Focus

The mission of this open-access journal is the dissemination of knowledge to improve the care of patients with musculoskeletal disorders. Each issue includes richly illustrated peer-reviewed articles focused on clinical diagnosis and management, and research articles chosen for quality and timeliness. Special features in select issues provide commentary on developments in pharmacotherapeutics, materials and techniques, and the cutting edge of basic research. The editorial board selects review articles that critically evaluate and synthesize current information on the diagnosis and management of musculoskeletal conditions and document the current state of orthopaedic practice.

Organizational Affiliation

American Academy of Orthopaedic Surgeons (AAOS)

Impact Factor

2.8

Impact Factor Ranking

30/139 in Orthopedics category

59/312 in Surgery category

Editor-in-Chief

Peter S. Rose, MD, FAAOS

Frequency

Twice monthly

Advertising Guidelines



Distribution

	US	ROW	TOTAL
Total Subscribers	20,093	2,601	22,694
Online-Only Circulation	20,093	2,601	22,694

Digital Audience Engagement

	US	ROW	TOTAL
Orthopaedics Specialty Average Monthly Visits	156,860	206,250	363,110
Orthopaedics Specialty Average Monthly Page Views	287,428	377,101	664,529

Digital Advertising

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions.

Exclusive advertisers can run different ads in each position for maximum exposure.

JAAOS Sub-Specialty eNewsletters

Segmentation is key in the orthopaedic market. JAAOS offers newsletters targeted by subspecialty breakouts to improve your alignment with key content topics. Each newsletter is exclusive to one sponsor, with 2 banner ad positions (160x600 and 728x90).

- Hip & Knee
- Foot & Ankle
- Arthroscopy & Sports Medicine
- Hand & Wrist
- Shoulder & Elbow
- Trauma
- Adult Spine
- Pediatric Ortho & Spine
- Total Joint (combine with other sub-specialties where appropriate)

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

JAAOS Unplugged Podcast

The monthly podcast will summarize research articles and review a featured article from the latest issue of the JAAOS. Your 15 second audio ad will be read by the podcast host at the beginning of the episode. Average monthly downloads: 700. [View podcast >](#)

Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

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Closing Dates

Contact your Sales Representative for closing dates and availability.

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Advertising Representative (U.S.)

Name: Michele Livewell

Phone: 215-356-6320

Email: michele.livewell@wolterskluwer.com

Advertising Representative (Europe)

Name: Farah Sheikh

Phone: +44 7855 162463

Email: farah.sheikh@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Gabbe (Angel) Velazco

Phone: +44 20 3197 6534

Email: angel.rodas@wolterskluwer.com

Recruiting Representative (Europe)

Name: Gabbe (Angel) Velazco

Phone: +44 20 3197 6534

Email: angel.rodas@wolterskluwer.com

Reprints Representative (U.S.)

Name: Meredith Edelman

Phone: 215-356-2721

Email: meredith.edelman@wolterskluwer.com

Reprints Representative (Europe)

Name: Therese Tshiteya

Phone: +44 (0)203 197 6513

Email: therese.tshiteya@wolterskluwer.com