

A&A Practice

533,653

Anesthesiology / Pain Medicine Specialty Average Monthly Visits

Format

Online Only

Website

<http://www.cases-anesthesia-analgesia.org/>

Specialty

Anesthesiology / Pain Medicine

Audience

Members of International Anesthesia Research Society

Content Focus

A&A Practice is a clinical companion journal to *Anesthesia & Analgesia* and is designed to be the specialty's indispensable resource for peer-reviewed case reports that make an important teaching point or scientific observation in disciplines related to anesthesiology: perioperative medicine, critical care, and pain management.

Organizational Affiliation

Official Journal of the International Anesthesia Research Society, the Society of Cardiovascular Anesthesiologists, the Society for Pediatric Anesthesia, the Society for Ambulatory Anesthesia, the International Society for Anaesthetic Pharmacology, the Society for Technology in Anesthesia, the Anesthesia Patient Safety Foundation, the Society of Critical Care Anesthesiologists, the Society for Obstetric Anesthesia and Perinatology, and the Society of Anesthesia and Sleep Medicine.

Editor-in-Chief

BobbieJean Sweitzer, MD, FACP

Frequency

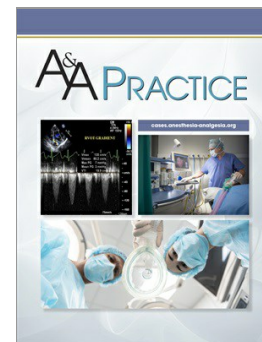
Biweekly

Advertising Guidelines

Subject to the approval by Editor. New copy must be received by the Publisher two weeks before closing.

Distribution

	US	ROW	TOTAL
Total Subscribers	5,575	1,197	6,772
Online-Only Circulation	5,575	1,197	6,772



Digital Audience Engagement

	US	ROW	TOTAL
Anesthesiology / Pain Medicine Specialty Average Monthly Visits	216,351	317,302	533,653
Anesthesiology / Pain Medicine Specialty Average Monthly Page Views	302,164	531,947	834,111

Digital Advertising

Website Banners

High impact ad units, 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. Receive 100% SOV with two ad positions and ability to have different ads in each position.

A&A Bulletin Enewsletter

Monthly enewsletter is a digest including commentaries and articles for upcoming issues of *Anesthesia & Analgesia* and *A&A Practice*, IARS news, messages from the editors, podcasts, and videos. Sent to all IARS members, it is also tailored to HCPs engaged in the disciplines broadly related to anesthesiology which include perioperative medicine, critical care, and pain management.

Custom Emails

100% advertiser-provided email sent to Lippincott's opt-in specialty audience. Over 130+ specialty audiences to choose from.

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

Conference Coverage

Daily updates on the latest clinical research presented during key society meetings. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

Resource Centers

Custom-created therapeutic microsite addressing target HCP's or patients' needs for the most current information on disease states, procedures, and effective treatments. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

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.

Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

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 are developed in electronic format 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

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Contact your [Sales Representative](#) for closing dates and availability.

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