

# Circulation: Population Health and Outcomes

5,723,391

Cardiology Specialty Average Monthly Visits

## Format

Online Only

## Website

<https://www.ahajournals.org/journal/circoutcomes>

## Specialty

Cardiology; Healthcare Quality

## Content Focus

*Circulation: Population Health and Outcomes* (formerly *Circulation: Cardiovascular Quality and Outcomes*), an American Heart Association journal, will publish groundbreaking research focused on cardiovascular health and disease outcomes, with an emphasis on:

- Epidemiology and population health, especially as these relate to cardiometabolic risk factors in population and community settings
- The influence of care delivery on cardiovascular outcomes within health systems and communities
- Cardiovascular disease prevention inclusive of randomized clinical trials, community intervention trials and implementation science studies

The journal invites studies that explore the social, environmental, and policy factors shaping cardiovascular health globally. Additional topics of interest include patient-reported outcomes, disease management and prevention, health disparities, health informatics, biomedical informatics, health policy, economic evaluations, and cost-effectiveness.

## Organizational Affiliation

American Heart Association

## Editor-in-Chief

Brahmajee K. Nallamothu, MD, MPH

## Frequency

Monthly

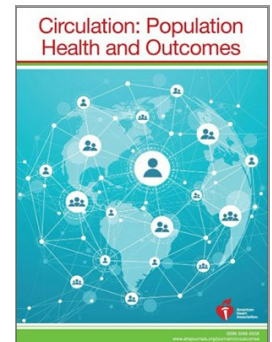
## Impact, Influence, and Quality Metrics

Learn more at [www.ahajournals.org/metrics](http://www.ahajournals.org/metrics)

## Advertising Guidelines

Subject to approval by Editor and AHA. [Advertising policies](#) in AHA publications apply. New copy must be received by the Publisher two weeks before closing date.

## Distribution



Total Subscribers	5,832	1,006	6,838
Online-Only Circulation	5,832	1,006	6,838

## Digital Audience Engagement

	US	ROW	TOTAL
Cardiology Specialty Average Monthly Visits	2,171,520	3,551,871	5,723,391
Cardiology Specialty Average Monthly Page Views	3,170,539	6,010,748	9,181,287

## Digital Advertising

### Website Banners

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. Exclusive, 100% SOV, 3 ad positions & advertisers have the ability to run a different ad in each position.

### Spotlight Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing newsletter from the editors of Lippincott's most valuable news sources.

### 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 newsletters 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.

### Circulation Specialty Conversations Podcast

A monthly podcast highlighting the most impactful cardiovascular science published across the Circulation specialty journals. Hosts Dr. Mamas Mamas and Dr. Andrea Russo will discuss this important science with authors and journal editors, with emphasis on cross-specialty connections. Your 15 second audio ad will be read by the podcast host at the beginning of the episode.

## 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.

## 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

Print and digital reprints are available. Contact your Sales Representative for pricing.

## Closing Dates

Contact your Sales Representative for closing dates and availability.

# Online Specifications

## Advertising Representative (U.S.)

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