EVIDENCE-BASED PRACTICE

126,306

Education Specialty Average Monthly Visits

Format

Online Only



Website

https://www.ovid.com/jnls/ebp

Specialty

Education; General Medicine

Audience

Membership organization for students, residents, faculty, and fellows in primary care.

FPIN
Family Physicians Inquiries Network

Content Focus

Evidence-Based Practice is a peer-reviewed clinical journal that delivers concise, clinically relevant evidence syntheses designed to support decision-making in family medicine and primary care. Published monthly, the journal provides structured, high-quality summaries of current medical evidence across a broad range of conditions encountered in primary care practice. Through a consistent and scalable editorial approach, *Evidence-Based Practice* produces a high volume of rigorously evaluated content that supports both clinical care and medical education.

Organizational Affiliation

Family Physicians Inquiries Network

Editor-in-Chief

Jon Neher, MD

Frequency

Monthly

Advertising Guidelines

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

Distribution

	US	ROW	TOTAL
Total Subscribers	4,470	174	4,644
Online-Only Circulation	4,470	174	4,644

Digital Audience Engagement

	US	ROW	TOTAL
Education Specialty Average Monthly Visits	69,704	56,602	126,306
Education Specialty Average Monthly Page Views	124,042	89,889	213,931

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.

Enewsletters

Opportunity for advertisers to exclusively position messaging within an existing enewsletter from the editors of Lippincott's most valuable news sources. Specialty targeted, spotlight, journal and society branded enewsletter options available.

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.

Case Explorer

Engage HCPs with interactive clinical simulations mirroring real-world decision-making. Designed by medical experts, this tool transforms content into evidence-based, scenario-driven experiences tailored to a therapeutic area. It boosts clinical confidence, deepens engagement, and delivers measurable ROI with seamless integration.

Sponsored Articles

Align recent trial data, DSE, or product innovations with trusted journals through this exclusive tactic. Sponsors can provide content, including advertorials and white papers, which are hosted on a custom URL with 100% SOV display banners. Promotional drivers are included to maximize visibility.

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.

Closing Dates

Contact your Sales Representative for closing dates and availability.

Online Specifications

Download Online Advertising Specs

Advertising Representative (U.S.)

Name: Kelle Gray

Phone: 843-261-4221

Email: kelle.gray@wolterskluwer.com

Advertising Representative (Europe)

Name: Farah Sheikh

Phone: +44 7855 162463

Email: farah.sheikh@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Dave Wiegand

Phone: 847-361-6128

Email: dave.wiegand@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

Copyright ©2026, Wolters Kluwer Health. All rights reserved.