

# Neurology Education

2,254,008

Neurology Specialty Average Monthly Visits

## Format

Online Only

## Website

<http://Neurology.org/NE>

## Specialty

Neurology; Education

## Audience

Neurologists, neuroscientists, neurology advanced practice providers, and those supporting care for patients with neurologic disorders.

## Content Focus

*Neurology® Education* will publish original research articles, reviews, and editorials on evidence-based teaching methods and curriculum innovations, and provide the academic community with a forum to exchange ideas that enhance neurologic and neuroscience education.

## Organizational Affiliation

American Academy of Neurology

## Editor-in-Chief

Roy E. Strowd III, MD, FAAN

## Frequency

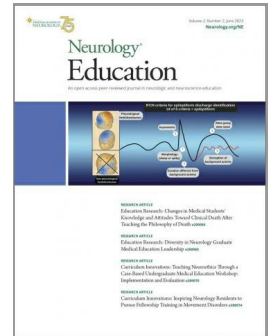
Continuous publishing, batched into quarterly issues

## Advertising Guidelines

Subject to approval by Editor-in-Chief and AAN. [Uniform Guidelines for Advertisements in AAN Publications](#) apply. **New copy must be received by the Publisher two weeks before closing date.**

## Digital Audience Engagement

	US	ROW	TOTAL
Neurology Specialty Average Monthly Visits	828,226	1,425,782	2,254,008
Neurology Specialty Average Monthly Page Views	1,171,070	2,279,772	3,450,842



## Digital Advertising

## Website Banners

Run of site, targeted and high-value interstitial banners place your message alongside content on highly visited neurology websites. 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

Enewsletters capitalize on quality trusted AAN content and offers an efficient way to market your brand as a sponsor of the qualified, opt-in audience of neurologists. Choose from a number of neurologic conditions.

- AAN Branded Spotlight (Any condition, topic)
- AAN eNews
- AAN Resident Spotlight

## 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

## AAN Conference Coverage: Neurology Today at The Meeting (NTATM)

*Neurology Today*, the #1 neurology news magazine, provides expert, peer-reviewed conference coverage on the latest clinical research presented during key neurology meetings including AAN, AAIC, ECTRIMS-ACTRIMS, CNS, AES, ISC and others. Reach AAN member audience with 100% SOV.

Sponsorship includes 6-month banner roadblock on *Neurology Today* meeting page. AAN Annual Meeting Highlights with a focus on migraine, movement disorders, epilepsy or MS providing condition specific highlights for sponsors to align with.

## Wolters Kluwer Conference Coverage

Wolters Kluwer collaborates with our experienced medical writers attending specialty and sub-specialty meetings to provide summaries on session highlights. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Reach incremental aligned audiences including, NP/PA, internal medicine, family medicine and more. Summaries are hosted online roadblocked with client banner ads at 100% SOV. List match capabilities.

## AAN Resource Center Sponsorship: Essential Resources

Condition specific sponsorship of the AAN's highly trusted multi-media content libraries. Sponsorship includes banners or citation of unrestricted grant. AAN content includes peer reviewed research articles, contemporary issues in practice, infographics, podcasts, blog posts and more in ONE place available for sponsorship at 100% SOV. Multi-media drivers direct HCPs to content and can be list matched.

## Branded Resource Center: Essential Resources

Align with the AAN's trusted content with a multi-media resource center. Custom curated by condition or topic, Essential Resources provides in one place, dynamic content influencing treatment protocol. Includes AAN peer-reviewed research, articles, blog posts, videos, infographics, quizzes and more. Sponsorship includes custom developed drivers to guarantee visits and utilization.

## Resource Centers

Custom-developed therapeutic specific microsite addressing target HCP's and/or patients' needs for the most current information on disease states, procedures, and effective treatments or to drive education during awareness months such as stroke, MS, brain injury, Parkinson's, and epilepsy. 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

Podcasts are an increasingly popular way to reach neurologists while they are learning about the latest news and trends in their industry. Provide your approved 30-60 second audio clip or script read by our widely recognized hosts.

- [Neurology Minute®](#): Daily sponsorship with 130,000 average monthly downloads; new episodes daily, Monday through Friday.

- [Neurology® Podcast](#): Weekly sponsorship with 78,040 average monthly downloads; new episodes every Monday and Thursday.

- [Neurology Today® In 5](#): Monthly sponsorship with 4,465 average monthly downloads; new episodes on the first and third Thursday of each month.

## 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.

## Neurology® Journal Video Club

Neurologists learn from the experts as recent *Neurology* journal articles and hot topics are discussed in the form of short, easy to digest videos. Two-month sponsorships available covering a variety of topics including; migraine, multiple sclerosis, Parkinson's disease, stroke, Alzheimer's and related dementia, rare disease and more. Contact us for sponsorship opportunities.

## Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with 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

[Download Online Advertising Specs](#)

## Advertising Representative (U.S.)

**Name:** Sharon Ames

**Phone:** 516-993-7800

**Email:** [sharon.ames@wolterskluwer.com](mailto:sharon.ames@wolterskluwer.com)

## Advertising Representative (U.S.)

**Name:** Hilary Druker

**Phone:** 609-304-9187

**Email:** [hilary.druker@wolterskluwer.com](mailto:hilary.druker@wolterskluwer.com)

## Advertising Representative (Europe)

**Name:** Farah Sheikh

**Phone:** +44 7855 162463

**Email:** [farah.sheikh@wolterskluwer.com](mailto:farah.sheikh@wolterskluwer.com)

## Recruiting Representative (U.S.)

**Name:** Dave Wiegand

**Phone:** 847-361-6128

**Email:** [dave.wiegand@wolterskluwer.com](mailto:dave.wiegand@wolterskluwer.com)

## Recruiting Representative (Europe)

**Name:** Gabbe (Angel) Velazco

**Phone:** +44 20 3197 6534

**Email:** [angel.rodas@wolterskluwer.com](mailto:angel.rodas@wolterskluwer.com)

## Reprints Representative (U.S.)

**Name:** Meredith Edelman

**Phone:** 215-356-2721

**Email:** [meredith.edelman@wolterskluwer.com](mailto:meredith.edelman@wolterskluwer.com)

## Reprints Representative (Europe)

**Name:** Therese Tshiteya

**Phone:** +44 (0)203 197 6513

**Email:** [therese.tshiteya@wolterskluwer.com](mailto:therese.tshiteya@wolterskluwer.com)

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