

2011 MEDIA KIT



# The Triological Society

## UPHOLDING THE NOBLE LEGACY

[www.otocentral.org](http://www.otocentral.org)

# Solutions

## Our Publications

For more than 100 years, otolaryngologists, clinicians, and researchers around the world have read *The Laryngoscope* each month to keep pace with and learn how to take advantage of the most important advances in the diagnosis and treatment of head and neck disorders. With an Impact Factor in the top 20% of its subject category, the journal is a strong choice among otorhinolaryngologists to publish their most important findings and share their successful techniques with their colleagues. *The Laryngoscope* is complemented by the monthly newsmagazine *ENT Today*, which serves its readership of 14,000+ physicians and healthcare professionals with current news, insights, and commentary in the field of ear, nose, and throat medicine.



The Reader



In Print



On the Web



Digitally Distributed



Sponsorship Opportunities



## The American Laryngological, Rhinological and Otological Society (the “Triological Society”)

Founded in 1895, the Triological Society is dedicated to fostering research and disseminating information to support healthcare professionals in their efforts to understand the causes of and treatments for otolaryngic diseases. Membership carries the distinction of being elected into the most prestigious society in otolaryngology. Fellowship candidates submit a thesis that must be accepted by a panel of their peers.

The Triological Society disseminates scientific information by presenting the latest basic science and clinical information at scientific meetings and through its publications, *The Laryngoscope* and *ENT Today*. The society encourages research by providing research grants and awards. For more information about the Triological Society, please visit [www.triological.org](http://www.triological.org).

## About Wiley-Blackwell

Wiley-Blackwell, the scientific, technical, medical, and scholarly business of John Wiley & Sons, Inc., publishes more than 1,400 journals as well as more than 1,500 new books annually in print and online. Wiley-Blackwell partners with more than 700 societies representing more than 1 million members globally, including the American Cancer Society, the Cochrane Collaboration, and the Society for Cardiovascular Angiography and Interventions.

## 2011 MEDIA KIT

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# The Reader

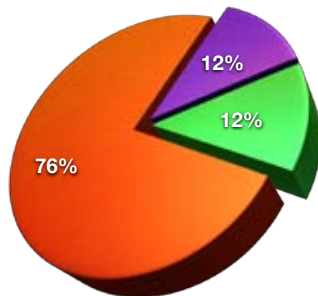
## Portfolio Readership

*The Laryngoscope* and *ENT Today* serve the following specialties: otolaryngologists, otologists, head and neck surgeons, rhinologists, neurotologists, laryngologists, allergists, pediatric allergists, and other ENT specialists, as well as immunologists, plastic and reconstructive surgeons, institutions, residents, and other research and clinical professionals with an interest in this field. *The Laryngoscope* reaches 5,800 subscribers, including all of the otolaryngology residents in the U.S. and Triological members around the world.

## ENT Today Circulation

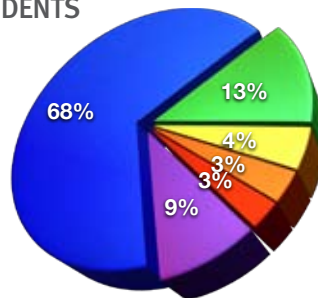
### OTOLARYNGOLOGISTS

- Triological Society Members: 1,200
  - AMA Otolaryngology: 7,559\*
  - Residents: 1,213
- TOTAL PHYSICIANS: 9,972**



### AMA OTHER PHYSICIANS— HOSPITAL STAFF, OFFICE-BASED, RESIDENTS

- Allergy: 572
  - Allergy and Immunology: 3,034
  - Head and Neck Surgery: 191
  - Otology/Neurotology: 138
  - Pediatric Allergy: 119
  - Plastic Surgery: 403\*\*
- TOTAL AMA OTHER: 4,457**



**TOTAL ALL PHYSICIANS 14,429**

\*Excluding members of the Triological Society

\*\*Primary specialty=plastic surgery with secondary specialty of otolaryngology, neurotology, plastic surgery within head and neck, craniofacial surgery, facial plastic surgery, cosmetic surgery, dermatologic surgery, and head and neck surgery.

## Readership Highlights

81% of survey respondents read *The Laryngoscope* to keep up with top advances in research and procedures in the field, with 62% of readers rating the content "better than competing journals."

Overall, nearly 70% of respondents read every issue of *ENT Today*. 77% of readers rank the content in *ENT Today* as very good or good.

96% of survey respondents indicate that they prefer reading *ENT Today* in print. The aesthetic of the newsmagazine creates an enjoyable reading experience, with 85% of readers saying the visual presentation/layout of *ENT Today* is very good or good.

Source:  
The Laryngoscope and ENT Today readership surveys

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\*Source: June 2010 FOCUS readership study of the Otolaryngology Market

## Did you know?

ENT Today is one of the best read publications in the field and ranks #1 in High Readers and Average Page Exposures.\*





# In Print



## ENT Today Rate Card

ENT Today, an official publication of the Triological Society, reports on breaking news, issues, and trends in the field of otolaryngology. The publication delivers credible, up-to-the-minute, balanced reporting of technological advances, cutting-edge research, and practice issues in the field, as well as expert perspectives on key areas of concern and controversy.



## The Laryngoscope Rate Card

The official monthly journal of the Triological Society and the American Laryngological Association. The Laryngoscope includes peer-reviewed medical, clinical, and research contributions in otolaryngology, bronchoesophagology, communicative disorders, maxillofacial surgery, head and neck surgery, facial plastic and reconstructive surgery, oncology, and speech and hearing defects. This includes papers presented at the annual and section meetings of the Triological Society and papers presented at the annual meeting of the American Laryngological Association, as well as independent papers.

## Sales Opportunities

### Premium Positions

In addition to premium positions within the publications, Wiley-Blackwell offers a variety of power positions. Examples are listed below.



- Wraps
- Gatefolds
- Belly-bands
- Cover-tips
- Outserts
- Inserts

Contact your sales representative for more information, pricing, and availability by publication.

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# On the Web

In addition to traditional print options, you also have a range of online advertising opportunities. High traffic and page impressions guarantee access to our captive otolaryngology audience and allow you to deliver a targeted message with vast exposure.

## otocentral.org



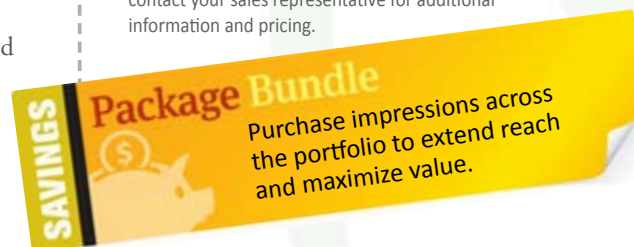
The otocentral.org portal is a “one-stop shop” for both *The Laryngoscope* and *ENT Today*. It provides visitors with regularly updated journal and newsmagazine information and points visitors directly to each publication. Ad opportunities on otocentral.org include banner ads and right-hand skyscrapers.

Each online edition of the journal features current and archived articles in searchable, .html, and .pdf full-text formats, as well as the opportunity to sign up for email table-of-contents alerts, citation reporting, and more. Readers of enttoday.com can enjoy an interactive, digital experience with timely and relevant news about otolaryngology and head and neck surgery.

Leaderboard and skyscraper advertising is available on both *The Laryngoscope* ([www.laryngoscope.com](http://www.laryngoscope.com)) and *ENT Today* ([www.enttoday.org](http://www.enttoday.org)) websites. Contact your sales representative for more information on pricing and available inventory.

## Metrics ROI Analysis

Advertising metrics are independently reported by DoubleClick, the industry leader in web ad management. Our DoubleClick reports provide valuable data about impressions served on paid advertisements. Metrics include geographic data (country, state, and region), activity by timelines, domain types, operating systems, and web browsers. Please contact your sales representative for additional information and pricing.



## Other Sales Opportunities Electronic Reprints (ePrints)

E-prints are easily accessible, secure, interactive reprints presented in electronic format for use on personal computers, laptops, and mobile devices. E-prints are purchased based on total views needed to satisfy the intended audience. Please contact your sales representative for additional information and pricing.

## Enhanced Articles

As more derivative content delivery formats are being developed to contextualize and accompany journal content (podcasts, webcasts, blogs, etc.), enhanced articles, or article-level microsites, are enabling ease of use among the end-user population by displaying all article enhancements in an aesthetically pleasing online environment. Sponsorship opportunities of article-level microsites are available.

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## Did you know?

*The Laryngoscope's* online version received an average of 269,000 advertising impressions per month in the first quarter of 2010.





# Digitally Distributed

Digitally distributed products in the portfolio can reach up to 1,200 Triological Society members and can be segmented based on discipline or geographic location. Advertising opportunities are available in the following e-blasts:

## The Laryngoscope and ENT Today eTOCs

Content e-alerts notify registrants of new content published on the websites. It allows recipients to stay up-to-date on recent advances in the industry. Your trackable advertisements will be seen by readers and non-readers alike.



## Positions Available

Banner positions are available. Contact your sales representative for pricing and availability.



## Open/Click Reporting

Open and click-through reports are available to advertisers for each digitally distributed product.

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# Sponsorship Opportunities

To meet your publication requirements, our Global Business Development Team will work with you to deliver content that is of value to clinicians through an educational package, either in print or online. Coupled with leading journals and high ethical standards, our service levels make us the publisher of choice for industry clients.

## Webinars

Webinars provide web-based presentations, lectures, workshops, or seminars, allowing the end-user to interact with subject-matter experts in realtime. Events are archived for 12 months following their launch.

## Podcast and Audio Downloads

Podcasts are a series of downloadable audio or video files that are distributed through our systems (including websites and e-mail alerts) and via RSS feeds (commonly through iTunes). Also available are audio downloads, which generally consist of a single audio or video file. Alerts to listen and how to listen are performed through our systems.

## Enhanced Articles

An enhanced article is a dedicated, article-specific microsite created for any article or group of articles published by Wiley-Blackwell. Enhanced articles extend the reach of a clinical study to regular as well as difficult-to-reach clinical audiences.

## Supplements

The publication of single-topic articles published in addition to the regular issue of the journal, supplements could be based on proceedings from roundtable discussions, symposia, or a collection of review articles.

## Clinical Review Articles

Broad coverage on a selected topic, which typically covers diagnosis, evaluation, and management of the disease, written by identified authors and sponsored by a pharmaceutical or device company.

## Expert Panel Discussions

An open forum for a panel of experts to discuss issues on a selected topic, which typically covers diagnosis, evaluation, and management of a disease. This is a one-hour teleconference that is recorded, transcribed, and published within the journal and funded by a pharmaceutical or device company.

## Wall Charts

One-page posters that can be affixed to walls, these products are visually driven and generally feature topical content.

## U.S. Resident Subscriptions

Reach 1,600 physicians of tomorrow through sponsorship of a subscription to *The Laryngoscope*. Sponsorship offers the opportunity to include a personalized letter from your company with the subscriptions, in addition to a customized journal cover with your logo.

## *The Laryngoscope* Annual Bonus Distribution Issue

Once a year, *The Laryngoscope* publishes a special reviews issue that is distributed to 5,000 additional practicing otolaryngologists over and above the paid circulation of the journal. Contact your sales representative for potential sponsorship opportunities around this issue.

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