Journal supplements
Features, benefits, and trends

What are journal supplements?
- Powerful, concise packages of information that offer the benefits of traditional journal publishing.
- Special issues focused on a specific topic, published apart from a journal’s regular issues.
- An effective platform to help address unmet needs in medical research.
- An avenue for sponsors to talk about specific treatment methods.

What benefits do supplements offer pharma companies?
- An effective alternative to traditional journal publication.
- All the benefits of peer reviewed publishing with the added flexibility of publishing a series/collection of content around a theme, disease area, or therapy class.
- Comparative ease and speed of publication.
- Are considered part of scholarly literature.
- HCPs are becoming increasingly digital native.

Supplements in today’s digital age
- HCPs are becoming increasingly digital native today.
- 63% of HCPs use desktops, smartphones, and tablets.
- 70% of HCPs look for information online.

Choose supplements to boost your reputation
- Choose the right journal brand to augment the impact of your publications among your target readership.
- Publish content in alternative formats in supplements to make a lasting impression.
- Use social media effectively to boost visibility, outreach, and engagement.

Sources:
Physicians still rely on medical journals but turn to the web when they have only 10 minutes: http://bit.ly/2FU9RRr