

PHYSICIANS PRACTICE provides straightforward practice-management advice to physicians and their staff in a comprehensive, multi-media platform:

- ▶ **PHYSICIANS PRACTICE®**, our flagship publication, circulated to more than 250,000 physicians nationwide through partnerships with 50 medical centers, including academic, community, faith-based, and specialty hospitals
- ▶ **BUYERS GUIDE**, a multi-media resource published in December, reaching more than 400,000 healthcare providers and practice managers
- ▶ **TECHNOLOGY GUIDE**, our annual compilation of technology-related content, published with the June issue and distributed to our entire circulation
- ▶ **PHYSICIANS PRACTICE.COM**, our content-rich website, which received more than 372,000 visits in 2009
- ▶ Specialty e-newsletters, sent to more than 25,000 opt-in subscribers on a variety of practice-management topics
- ▶ Custom projects and live events, written and led by our award-winning editorial staff.

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OUR BRAND PROMISE

PHYSICIANS PRACTICE responds to the growing challenges facing today's medical practices. Physicians know we're experts in practice management, and they count on us to bring new ideas and fresh approaches to help them build successful practices.

As an industry leader, we combine practical solutions, innovative ideas, and expertise from credible sources our customers can trust. We take our promise to physicians and their staff seriously, and they appreciate us for it.



Owned by UBM Medica, a division of United Business Media, Physicians Practice has more than 20 years of experience forging successful partnerships between businesses and healthcare professionals.

“Physicians Practice offers its readership a compelling and contemporary publication that achieves the rare goal of being both informative and entertaining.”

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EDITORIAL | RESEARCH | DESIGN

PHYSICIANS PRACTICE has a long-standing reputation for quality editorial, design, and research recognized by leading industry awards. In 2009, Physicians Practice received seventeen prestigious editorial, design, and online awards.

In 2009, *Physicians Practice* received seventeen prestigious awards for editorial and design.

TRADE, ASSOCIATION, AND BUSINESS PUBLICATIONS INTERNATIONAL

Gold Award, Front Cover, Special Edition: Buyers Guide 2009, by Bill Ellis

Bronze Award, Front Cover, Illustration: October 2008, by Bill Ellis

Honorable Mention, Feature Article: "Voting for Change," July/August 2008, by Physicians Practice Staff

Honorable Mention, Editor's Column: Editor's Note: Healthcare's Quiet Tragedy, by Bob Keaveney

Honorable Mention, Regular Column: The Bigger Picture, Pamela Moore

AMERICAN SOCIETY OF HEALTHCARE PUBLICATION EDITORS

Gold Award, Best Single Issue: July/August 2008, "Voting for Change"

Gold Award, Best "How-To" Article: "Conquering Time," February 2008, written by Pamela Moore

Gold Award, Best Overall Graphics: January 2008, "Survival Kit," by Bill Ellis,

Silver Award, Best Original Research: "Survival Kit," by Shirley Grace

Silver Award, Best Legislative/Government Article: "Uncle Sam's Exam," September 2008, by Shirley Grace

Bronze Award, Best Overall Web Publication: PhysiciansPractice.com

AMERICAN SOCIETY OF BUSINESS PUBLICATION EDITORS**NATIONAL AWARDS**

Gold Award, Editorial/Editor's Letter: Editor's Note, May, July/August, 2008, by Bob Keaveney

Silver Award, Original Research: January 2008, "Survival Kit," by Shirley Grace

Bronze Award, Regular Column, Staff Written: February, June 2008, "The Bigger Picture," by Pamela Moore

Bronze Award, Special Supplement: June 2008, "Technology Guide 2008/2009," Physicians Practice Staff

Bronze Award, Contents Page(s): June 2008, Bill Ellis

REGIONAL AWARDS

Silver Award, How-To Article: February 2008, "Conquering Time," Pam Moore



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