



2014 Media Kit

THE TRIOLOGICAL SOCIETY

Upholding the Noble Legacy

WILEY



<http://www.triological.org/>

Solutions

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 *ENTtoday*. The Society encourages research by providing research grants and awards. For more information about the Triological Society, please visit www.triological.org.

About Wiley

Wiley, the scientific, technical, medical, and scholarly business of John Wiley & Sons, Inc., publishes over 1,400 journals as well as over 1,500 new books annually in print and online. Wiley partners with over 700 societies representing over 1,000,000 members globally, including the American Cancer Society, the Cochrane Collection, and the Triological Society.

Triological Society Publications

For more than 100 years, otolaryngologists, clinicians, and researchers around the world have been reading *The Laryngoscope* 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; it annually receives the highest number of citations in the otolaryngology category. With an Impact Factor in the top 15% 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 *ENTtoday*, 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. Both publications offer 12 print issues per year.

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Michael R. Perlowitz

Display Advertising Sales

P 212.904.0374

E Mperlowitz@pminy.com

Dave Surdel

Reprint Sales Director

P 781.388.8343

E dsurdel@wiley.com

Kurt Polesky

Senior Account Manager

P 781.388.8560

E kpolesky@wiley.com





The Reader

Readership Highlights

The Laryngoscope

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."**

ENTtoday

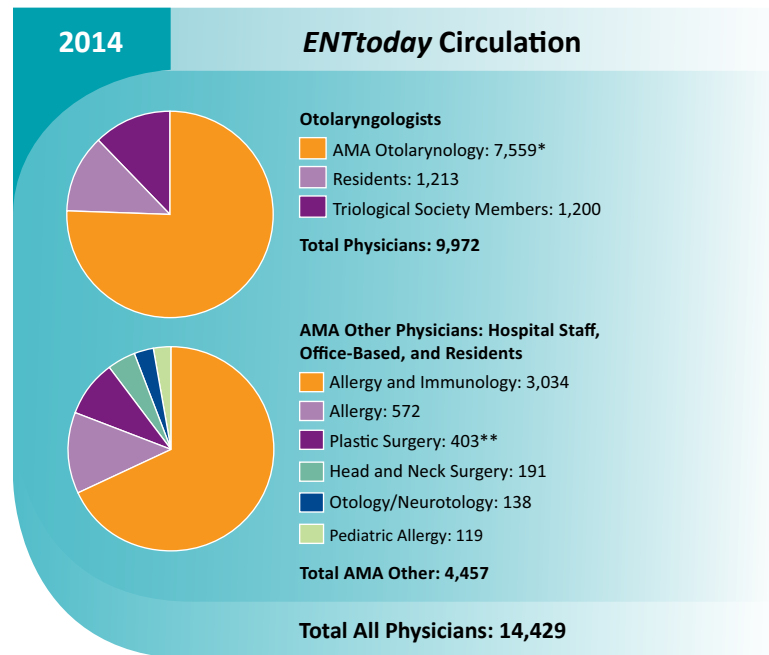
Overall, nearly 70% of respondents read every issue of *ENTtoday*. **77% of readers rank the content in *ENTtoday* as very good or good.**

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

Source: *The Laryngoscope* and *ENTtoday* readership surveys

Portfolio Readership

The Laryngoscope and *ENTtoday* 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 print subscribers, including all of the otolaryngology residents in the U.S. and Triological members around the world.



*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.

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In Print



ENTtoday

ENTtoday, the monthly newsmagazine and official publication of the Triological Society, reports on breaking news, issues, and trends in the field of otolaryngology—head and neck surgery. 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

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, sleep disorders, thyroid/parathyroid conditions, and speech and hearing defects. The journal includes papers presented at the annual and section meetings of the Triological Society, papers presented at the annual meeting of the American Laryngological Association, and independently submitted papers.

Every issue of the Journal contains important information for physicians, including the popular “Triological Society Best Practices,” which provide concise answers to pertinent clinical questions. “How I Do It” articles provide step-by-step guidelines for treatment and procedures

Sales opportunities

Premium Positions

In addition to premium positions within the Journal and the Newsmagazine, Wiley offers a variety of Power Positions. Examples are listed below.



For product launches and conferences, capture the readers’ attention with these power positions:

- 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

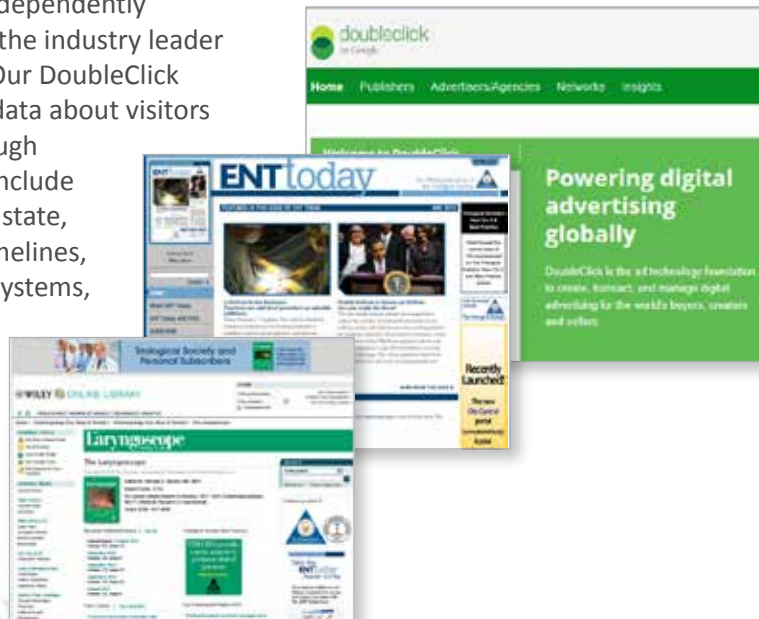
In addition to traditional print options, there are also a range of online advertising opportunities. High traffic and page impressions guarantee access to our otolaryngology audience and allow you to deliver a targeted message with vast exposure. *The Laryngoscope* is in the top 3% of accessed journals in Wiley's health publications receiving 150,000 visits per month.



Purchase impressions across the otolaryngology portfolio to extend reach and maximize value.

Metrics

Advertising metrics are independently reported by **DoubleClick**, the industry leader in web ad management. Our DoubleClick reports provide valuable data about visitors who saw and clicked through advertisements. Metrics include geographic data (country, state, and region), activity by timelines, domain types, operating systems, and web browsers.



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.

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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 ENTtoday eTOCs (combined) ENTupdate

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.

ENTupdate is a monthly combined eTOC that features highlighted articles from both *The Laryngoscope* and *ENTtoday*. This combined eTOC is received by an audience of over 10,000 otolaryngologists, including all members of the Triological Society.

Exclusively target subscribers through banner advertising on the electronic *ENTupdate* sent via e-mail on the upload of the current issues (Frequency: 12x per year). Prime advertising positions are available on *ENTupdate*.

Positions Available

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



Target your message to physicians and healthcare professionals based on their geographic region or subscription profile.

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 educational or other packages either in print or online.

The Triological Society's intellectual products are published by Wiley in accordance with its Publication Ethics guidelines.

Webinars

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

Podcast and Audio Downloads

Podcasts are a series of downloadable audio and/or video files that are distributed through our systems (including web sites and email alerts) and via RSS feeds (commonly through iTunes). Also available are audio downloads, which generally consist of a single audio and/or video file. Alerts to listen and how to listen are managed through our systems.

Enhanced Articles

An Enhanced Article is a dedicated, article-specific micro site created for any article, or group of articles published by Wiley. Enhanced Articles extend the reach of a clinical study to regular readers as well as difficult-to-reach clinical audiences.

Patient Tear Pads

Targeted to patients, tear pads feature information on features, benefits, and risks on specific topics. A tear pad is also a convenient visual aid for physicians to deliver patient information.

Supplements

The publication of articles on a single topic or theme, supplements could be based on proceedings from roundtable discussions, symposia, or a collection of review articles. All supplements must be approved in concept by the Editors prior to submission. All supplements are subject to peer-review and are not guaranteed acceptance. No single drug supplements will be considered.

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.

Wall Charts

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

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