The Choice for Marketing to Atlanta Physicians

*ATLANTA Medicine* is the journal of the Medical Association of Atlanta. The journal mails to 4,000 physicians in the metro Atlanta area. The editorial is predominantly contributed by leading Atlanta-based physicians following a traditional medical journal style. *ATLANTA Medicine* and sister web site, MDatl.com, are an effective way to reach and market to physicians in the metro Atlanta area.

**Circulation: 4,000**

*Atlanta Medicine* mails to members of the Medical Association of Atlanta. Additional physician subscribers are qualified through web site requests, targeted lists and market research.

**Reader Demographics**

- physicians serving the 14 county, metro Atlanta area
- physician readership represents more than 80 medical specialties. Of those, the top specialties include: Internal Medicine, Family Practice, Ob/Gyn, Pediatrics, Emergency Medicine, General Surgery, Orthopaedic Surgery, Cardiology, and Dermatology.
Atlanta Medicine’s editorial content is guided by an esteemed Editorial Board. They decide issue topics, recruit issue editors and review issues prior to printing the journal.

Editor in Chief
Ceana Nezhat, MD, is the Fellowship Director at Atlanta Center for Minimally Invasive Surgery and Reproductive Medicine and Director of Medical Education at Northside Hospital. He is past president of American Association of Gynecologic Laparoscopy and Society of Reproductive Surgeons.

Editorial Board
Lisa C. Perry-Gilkes, MD FACS, is a private practice Otolaryngologist, who is on the board of the Medical Association of Atlanta, Atlanta Medical Association, Medical Associations of Georgia and the American Academy of Otolaryngology.

Rob Schreiner, MD, FACP, FCCP, is president of WellStar Medical Group. He is a pulmonary and critical care physician and a past president of the Medical Association of Atlanta.

Barry Silverman, MD, practiced cardiology in Sandy Springs for 36 years and was on staff with Northside Cardiology.

Lance Stein, MD, practices transplant hepatology at the Piedmont Transplant Institute. He serves on national committees for the American Association for the Study of Liver Diseases, American College of Gastroenterology and the American Society of Transplantation.

Charles Wilmer, MD, FACC, FSCAI, is a Piedmont Healthcare physician specializing in cardiology and interventional cardiology. He is a past president of the Medical Association of Atlanta and a founding member of the Piedmont Heart Institute.

W. Hayes Wilson, MD, is a physician with Piedmont Rheumatology Consultants, PC. He is a MAA Board member and served as Chair of the Medical & Scientific Committee of the Arthritis Foundation and Chair of the Division of Rheumatology at Piedmont Hospital.
Each issue of *Atlanta Medicine* includes multiple articles written by respected physicians in the healthcare community. Below is a list of 2019-2020 contributing writers:

Nikita Amin, MD
H. Michael Baddour Jr., MD
Michael Bakheet, MD
Kunal Bhatt, MD
Bruce W. Bode, MD
Ioana Bonta, MD
Kristina Bowen, MD
John A. Brennan, MD
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Shannon White, PharmD
Shannon White, PharmD
Hanna K. Wenger, MD
W. Hayes Wilson, MD
Lori M. Wood, MBA
Lisa M. Woolard, PharmD
## 2021 Editorial Calendar

Each issue of *Atlanta Medicine* includes multiple articles on a featured topic contributed by physician experts. The journal also includes articles on a variety of healthcare topics important to physicians in Atlanta, along with news and information regarding the Medical Association of Atlanta.

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<th>Issue</th>
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<td>Feb/Mar</td>
<td>Renal Diseases</td>
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<tr>
<td>Apr/May</td>
<td>Allergies</td>
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<td>Jun/Jul</td>
<td>Pulmonary Diseases</td>
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<tr>
<td>Dec/Jan</td>
<td>Psychiatry</td>
<td>Nov 12</td>
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*Articles Contributed By:*
- Charles Wimer, MD, FACC, FSCAI
- Kunal Bhatt, MD
- Sushee C. Gadde, MD
- Brian Howard, MD
- Tara Hrobowski-Blackman, MD
- Chad Everett Miller, MD
- Andrew L. Smith, MD
- David Snipelisky, MD

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*HEART FAILURE*

Living in the Vaping Epidemic
Clinician Patient Communication

*GASTROENTEROLOGY*

Spotlight: Tickborne Disease

*OPIOIDS*

Spotlight: Teenage Anxiety
## JOURNAL AD RATES & SPECS

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Preferred File Format: 300 DPI PDF, No Spot Colors, CMYK Output

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- **2 Page Spread (Bleed):** 16.5” x 11”
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- **Full (Non-Bleed):** 7.25” x 9.825”

- **1/3 Square:** 4.775” x 4.775”
- **1/2 Horizontal:** 7.25” x 4.8125”
- **1/2 Vertical:** 3.55” x 9.825”
- **1/3 Vertical:** 2.3” x 9.825”
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Target physicians online by taking advantage of cost-effective banner advertising. Advertisers benefit from the large format “half page” banner ads, providing more impact and more space for their promotional message. Banners run throughout the site on an equal rotation basis with other banner advertisers.

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Distributed to nearly 2,500 subscribers including Medical Association of Atlanta members. Enews sponsors benefit from delivering their promotional message right to physician and healthcare professionals’ inboxes.

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Appears in magazine. Includes 600 words per page, 2 images per page, logo, contact information.

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<th>6 Months</th>
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Appears online and promoted in Enews. Includes 600-word article, 5-word headline, up to 3 images, website link.

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• Events - 8 guests for each function, introduction at event, onsite signage, event program logo and description.
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• MAA-assn.org - logo and 50 word company description appearing on web site’s sponsor page.

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• MAA-assn.org - company listing with web site link

For more information, please contact John Sawyer, Publisher at 719.599.7220 or JSAWYER@SAWYERDIRECT.COM