



## Top 5 Benefits of Audience Targeting

# Lippincott Audience Targeting

Reach your ideal specialist across  
our network of trusted clinical content.

Wolters Kluwer, publisher of the Lippincott portfolio and a leading provider of healthcare information, couples industry-leading audience reach with targeted digital advertising solutions to help you increase brand recall, improve conversions, and raise brand awareness.

- 1 Improved alignment of your message to your target specialist
- 2 Ability to personalize creative
- 3 Capacity to test response to different segments
- 4 Deeper insights into how HCP segments engage with your campaign
- 5 Increased efficiency in your campaign spend



*Target HCPs while they are searching for clinical information.*

**93%**  
of physicians  
read medical  
journals\*

**59%**  
access online  
journal content  
at least once a  
week\*

HCPs value educational materials but have limited time to read them. That's why they turn to journals as their top media resource when making clinical decisions. HCPs access content across the Lippincott network on multiple devices, often on sites outside of their endemic specialty. In fact, **a subscriber connects with digital journals on average of 9x a month** to search for articles, read Publish Ahead of Print, browse the current issue's table of contents, and share content via email. These repeat visits create **multiple opportunities to build product recognition and trigger action.**

\* Source: Wolters Kluwer Content Consumption Survey – Physicians Data, September 2016 (n=3,059). Statistical significance  $\pm 1.7\%$  at 95% confidence interval.

# Your goals are unique.

# Your segmentation strategy should be too.

Predefined and custom segments include:



## Specialty Channel-Based

Choose a journal web site or channel of related specialty sites.



## Profession

Apply our deterministic and third-party data of validated specialty or profession.



## Behavioral

Reach HCPs based on their online behavior: topics they are reading, email engagement, and more.



## Geographic

Segment by country or region.



## Contextual

Place your ad only on pages covering specific topics or keywords.



## Identity-based

Match your own data to ours to pinpoint individual HCPs by NPI or email.

Leverage our deep audience insights, driven by deterministic and probabilistic data. Sources include:

- Website Registrants
- Quintiles/IMS 3rd Party Verified Data
- Society Members
- Conference Attendees
- State Licenses
- Journal Subscribers & Book Buyers

# The *Power* of the Lippincott Network

**300+**

Journals & Websites

**80+**

Society Partners

**1.7M**

Validated HCPs

**100+**

Specialties

Contact your Audience  
Solution Expert at  
[wkadcenter.com/contact](http://wkadcenter.com/contact)  
to learn more.

## Deliver your brand message across these key specialties:

- Addictions
- All PA/NP
- Athletics
- Audiology/Hearing
- Broad-Based Medicine
- Cardiology
- Critical & Intensive Care
- Dentistry
- Dermatology
- Ear, Nose & Throat
- Education
- Emergency Medicine
- Gastroenterology
- Hospital Administration
- Infectious Disease
- Life Sciences Research
- Neurology
- Neurosurgery
- Nurse Practitioners
- Nutrition
- Obstetrics/Gynecology
- Oncology/Hematology
- Ophthalmology/Optometry
- Orthopedics
- Pathology
- Pediatric
- Physical Therapy/Rehabilitation
- Physician Assistants
- Plastic Surgery
- Psychiatry
- Radiology
- Rheumatology
- Sports Medicine
- Surgery
- Transplantation
- Trauma
- Wound and Ostomy Care