



Media Kit 2023

Advertising Opportunities

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What is Doody's?

Since 1993, **Doody Enterprises** has been the most trusted source of comprehensive, timely, and expert information about newly published books, print and electronic, in the health sciences. We specialize in timely, targeted information update services for health sciences librarians that combine customized weekly literature update emails with content-rich websites.

To provide these unique information services, Doody Enterprises has forged successful relationships with more than 250 book publishers in the health sciences and established a network of more than 10,900 academic health sciences professionals as expert reviewers.

More than 5,900 librarians around the world rely on the comprehensive bibliographic and evaluative information in our all-inclusive database of health sciences books to help guide their collection development decisions. Further, because dozens of publishers and book intermediaries have purchased licenses to our content, Doody's reviews are consulted by tens of thousands of health professionals worldwide. Our product line of information resources, recognized worldwide by health sciences librarians, includes:

Doody's Review Service® (DRS), **Doody's Core Titles® (DCT)**, and **Doody's Collection Development Monthly (DCDM)**

With its vast network of participating publishers, expert reviewers, subscribing libraries, licensing partners, and advertisers, coupled with an efficient technical infrastructure, Doody Enterprises produces timely and accurate publications and is extraordinarily responsive to its customers and partners.

Comprehensive



210,000+

Titles with Information

Authoritative



> 44,500

Expert Reviews

Timely



50

Weekly Updates



5,980

Subscribing Librarians



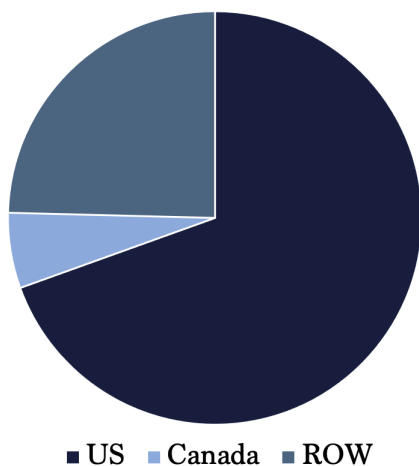
140

Health Science
Specialties

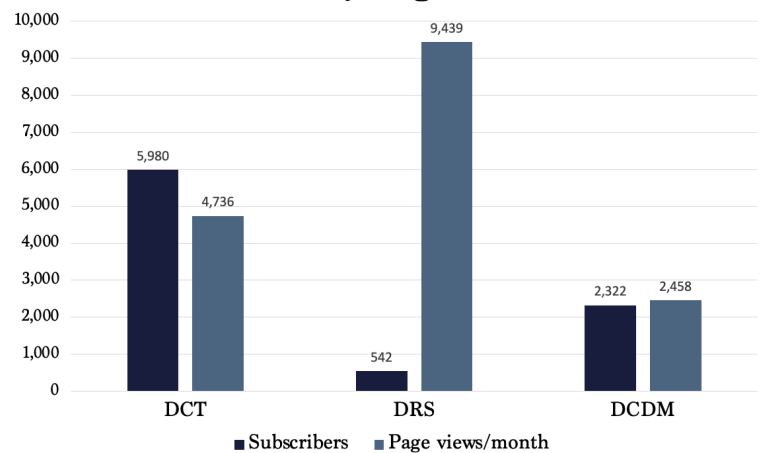
Why Advertise with Doody's?

As the premier publisher of expert reviews of newly-published books in the health sciences, Doody Enterprises connects health information providers with librarians around the world who control the health sciences collection development budgets of their libraries. Our email newsletters have open rates significantly higher than the industry norm and our websites generate and sustain traffic that demonstrate that **Doody's Review Service®** and **Doody's Core Titles®** are tools librarians depend upon and have integrated into their workflow.

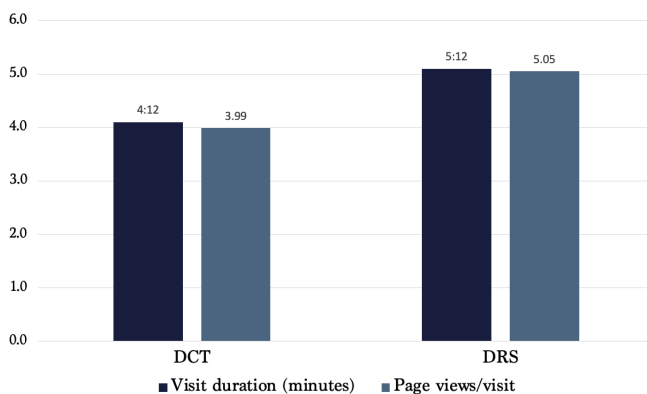
Subscribers = 5,980



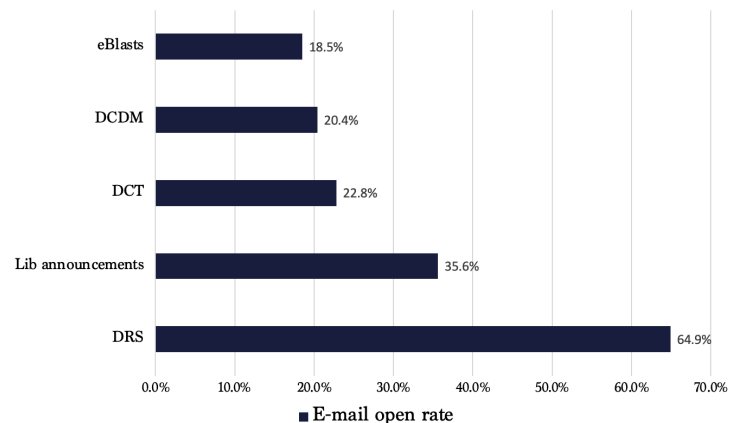
Monthly Page Views



Web Traffic



E-mail Open Rates



Doody's Review Service® (DRS)



Doody's flagship product, [DRS](#), premiered in 1993 as a bimonthly print journal, and converted to an online newsletter and website in 1995. DRS subscribers enjoy access to Doody's comprehensive database of bibliographic, descriptive, and evaluative information on 210,000 titles across 140 health sciences specialties, including expert reviews of more than 44,500 titles. Our most comprehensive product, DRS hosts 542 librarian subscribers. Most are responsible for collection development at a major academic medical center or teaching hospital. The DRS subscribers are our power users. DRS subscribers receive a weekly email newsletter

every Friday, customized to their information interests. Over the most recent 12-month period, subscribers opened that weekly email 64% of the time. Further, those 542 subscribers accounted for 9,439 page views/month on average over the last 12 months. Subscribers have clearly integrated DRS into their collection development duties. You can check out the public pages of DRS, along with the space ads and Publisher Spotlight ads, at www.doody.com/drs.

DRS by the Numbers

210,000

Titles in the health sciences

64%

Weekly e-mail open rate

> 44,500

Expert reviews

9,439

Page views per month

542

Librarian subscribers

5¼ minutes

Time spent on DRS per visit

Doody's Core Titles® (DCT)



The first edition of [DCT](#) was published in December 2004, and a new edition has been published every year since. Each edition of DCT features approximately 2,200 unique core titles in 121 specialties in the health sciences as determined by a volunteer group of some 80 content experts and 105 medical librarians. Published in both a Basic and Premium version, DCT's low price point has attracted 5,980 librarian subscribers responsible for collections in health sciences specialties. These librarians come from large academic medical centers, teaching hospitals, nursing schools, and community colleges with students in the

associated health professions. DCT is Doody's most widely-distributed product globally. The DCT designation on a title virtually ensures health sciences librarians will seriously consider purchasing it for their collections. DCT subscribers average 4,736 page views at the DCT website every month, with each visit lasting approximately 5 minutes. To view the website banner, footer, and sidebar ads, along with three Publisher Spotlights per month, go to www.doody.com/dct.

DCT by the Numbers

~2,200

Unique core titles each edition

~ 5 min

Time spent per visit on DCT

121

Specialties in the health sciences

4,736

Page views per month

5,980

Librarians with subscriptions

22.8%

Open rate of monthly newsletter

Doody's Collection Development Monthly (DCDM)



Debuting in 2014, [DCDM](http://www.doody.com/dcdm) is Doody's collection development blog with a monthly newsletter. DCDM features original expert reviews of major electronic databases, an original article detailing the successful marketing of a new product or service by a library, profiles of prominent medical librarians, brief bios of our Editorial Review Group chairs, short histories of participating publishers, and the publishing activity over the last 12 months in the various specialty areas we cover. With a newsletter published monthly to a circulation base of more than 2,300 librarians, DCDM has demonstrated its value with a 20.4% open rate and

impressive clicks on the banner, footer, sidebar, and Publisher Spotlight ads. To sample these advertising opportunities and review the current and previous months' articles, visit www.doody.com/dcdm.

DCDM by the Numbers

12

Newsletters per year

2,322

Newsletter circulation

20.4%

Open rate of monthly newsletter

2,458

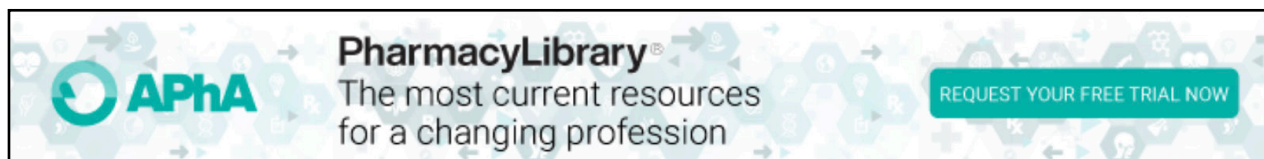
Page views per month

Advertising Opportunities

Space Ads

All space ads are sold by the quarter in the following increments – one quarter, two quarters, or all 12 months. Space ads are ideal for featuring journals, platforms, and series.

Banner Ads



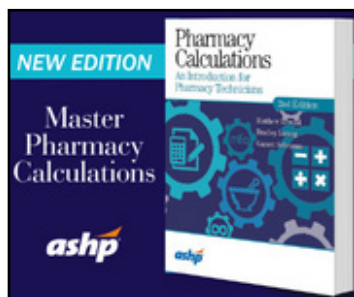
Advertisers can purchase an exclusive banner on the DRS, DCT, and DCDM newsletters and one of 3 rotating ads on all three websites.

Footer Ads



Advertisers can purchase an exclusive footer on the DRS, DCT, and DCDM newsletters and on the DCT and DCDM websites. Two rotating footers are available on the DRS website.

Sidebar Ads



Sidebar ads are sold on just the DCT and DCDM platforms and appear simultaneously on the newsletter and website. Up to 4 sidebar ads can appear at any given time on the DCT platform and up to 3 sidebars can appear on the DCDM platform.

Advertising Opportunities

Publisher Spotlights

Publisher Spotlights are sold on DRS, DCT, and DCDM, with the following provisions:

DRS

Up to 2 Publisher Spotlights are sold per week on the DRS newsletter and website. A third Publisher Spotlight can be included for an increased cost.



National Academies Press

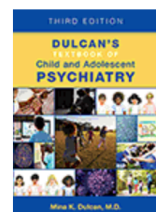
[Global Roadmap for Healthy Longevity](#)

Author: National Academy of Medicine

With unprecedented global aging, societies must undertake all-of-society efforts to maximize the benefits and minimize the burdens of aging populations. The Global Roadmap for Healthy Longevity (Global Roadmap) describes a realistic vision of healthy longevity that could be achieved by 2050. The vision includes full inclusion of people of all ...

[Read More...](#)

DCT



AMERICAN PSYCHIATRIC ASSOCIATION PUBLISHING

[DULCAN'S TEXTBOOK OF CHILD AND ADOLESCENT PSYCHIATRY, 3RD EDITION](#)

Author: Dulcan , Mina K.

Already a foundational resource in the field, *Dulcan's Textbook of Child and Adolescent Psychiatry* has been updated in the third edition, including the latest research and clinical advances. An expanded chapter on telehealth acknowledges the changes and challenges posed by ...

[View entire DCT record...](#)

The DCT newsletter and website feature up to three Publisher Spotlights per month. Ads are limited to book titles selected for the current edition of DCT.

DCDM



A Digital Hub for Health Care in Sport and Exercise

Human Kinetics Health Care in Sport and Exercise is a comprehensive digital collection of 33 ebooks and over 450 videos (approximately 11 hours). Digitally exclusive on an unlimited access basis, this product offers students, researchers, and instructors unrivaled access to Human Kinetics' market-leading physical therapy, athletic training, and sport-related health care content...

[Read More](#)

Up to 2 Publisher Spotlights are featured each month on the DCDM newsletter and website. Books, journals, platforms, or apps can be featured in a DCDM Publisher Spotlight; there are no restrictions on the types of products the advertiser can feature.

Advertising Opportunities

Librarian Announcements

NEW AND NOTEWORTHY

Nursing Education's Premier Journal

The Journal of Nursing Education is a monthly, peer-reviewed journal publishing original articles and new ideas for nurse educators in various types and levels of nursing programs for over 50 years. The Journal enhances the teaching-learning process, promotes curriculum development, and stimulates creative innovation and research in nursing education. 2020 Impact Factor 1.726. SLACK Journals offers COUNTER-compliant usage statistics, plus the options to purchase Backfiles and Perpetual Archive Add-ons. Subscribe to our nursing package and save 15%. Contact mstevenson@slackinc.com or your subscription agent for pricing and to order.

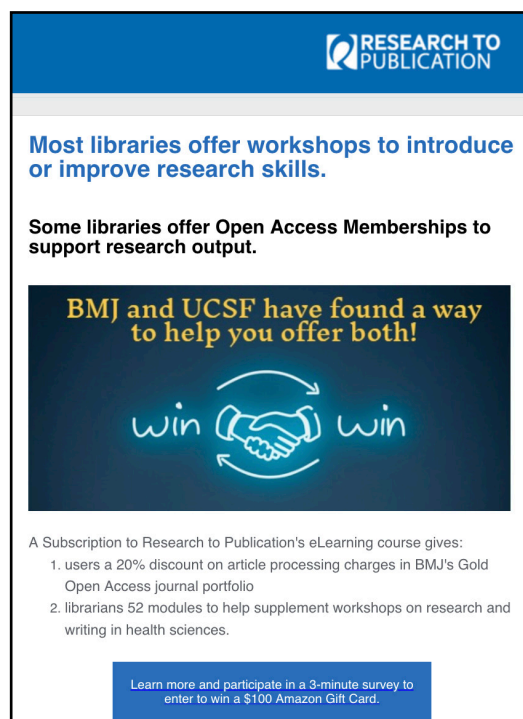
[Read More...](#)

Librarian Announcements are available by the month. Advertisers supply a headline, 150-200 words of copy, and a link to a landing page of their choice. The announcements appear “above the fold” in the DRS weekly email published every Friday of the month and in the DCT monthly email published the second Tuesday of the month. Circulation ranges from 7,526 to 8,563, depending on the number of Fridays in the month.

eBlasts

With the high open rates of all Doody's emails, advertisers often ask if they can rent our mailing list. We don't rent our mailing list in order to protect the open rates. But once every 3 weeks or so, we allow advertisers to provide us with their original html message which we mail to our 2,322 subscribers who have opted into these eBlasts.

The Librarian Announcements and eBlasts sell out very quickly every year. **Advertisers interested in reserving either a Librarian Announcement or an eBlast should do so in late August/early September in order to secure a spot for the following year.**



RESEARCH TO PUBLICATION

Most libraries offer workshops to introduce or improve research skills.

Some libraries offer Open Access Memberships to support research output.

BMJ and UCSF have found a way to help you offer both!

win (handshake) win

A Subscription to Research to Publication's eLearning course gives:

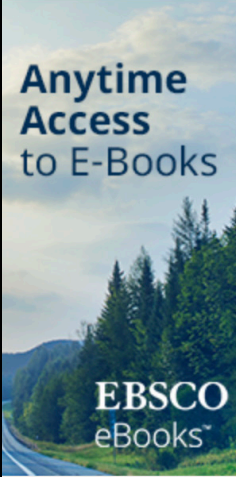
1. users a 20% discount on article processing charges in BMJ's Gold Open Access journal portfolio
2. librarians 52 modules to help supplement workshops on research and writing in health sciences.

Learn more and participate in a 3-minute survey to enter to win a \$100 Amazon Gift Card.

Advertising Opportunities

DCDM Product Showcase

Sponsored content



Anytime Access to E-Books

Large, Highly Curated Collections of Medical E-Books

When the demand for access to a large quantity of e-books across a wide range of healthcare topics is high, a perpetual *EBSCO eBooks* collection is a smart choice. These sizeable e-book collections are suitable for institutions looking to select from and own hundreds of e-book options in a variety of categories such as American Journal of Nursing Books of the Year, Health Informatics, Medical Marijuana, Complementary Medicine and more.

The EBSCO team of librarians expertly curates each collection to ensure that only high-quality, academic e-books are included. Purchase entire collections or title-by-title using *EBSCOhost Collection Manager* or view as Spotlight Lists in *GOBI®*.

[View](#) Our Interactive E-Brochure

Product Showcase is the newest promotional opportunity in the **Doody's Collection Development Monthly** blog and newsletter, featuring one Product Showcase per month. Advertisers provide a link to drive our readers to a landing page on the advertiser's website with original content describing a major publication or electronic resource with a headline, an image, and a full page of copy.

Advertisers should structure the content to answer this question: what problem does this product solve for the end user and for the librarian who will be providing it to the end user?

Pricing & Specifications

DEI 2023 Advertising Rates & Availability

Platform	Capacity	Space Ad Pricing			Specifications
		3 mo.	6 mo. (save 10%)	12 mo. (save 15%)	
DCT					
Newsletter banner	1	\$475	\$855	\$1,615	728 px wide x 90 px high; static only
Newsletter footer	1	\$400	\$720	\$1,360	728 px wide x 90 px high; static only
Sidebars - NL & WS	4	\$1,850	\$3,330	\$6,290	180 px wide x 150 px high; static only
Website banner	3	\$925	\$1,665	\$3,145	728 px wide x 90 px high; image or flash
Website footer	1	\$650	\$1,170	\$2,210	728 px wide x 90 px high; image or flash
Pub Spotlights (NL & WS)	3/mo.	\$595 per Spotlight			ISBN of title in the current DCT database
DRS					
Newsletter banner	1	\$475	\$855	\$1,615	728 px wide x 90 px high; static only
Newsletter footer	1	\$400	\$720	\$1,360	728 px wide x 90 px high; static only
Website banner	3	\$750	\$1,350	\$2,550	728 px wide x 90 px high; image or flash
Website footer	2	\$450	\$810	\$1,530	728 px wide x 90 px high; image or flash
Pub Spotlights (NL & WS)	2/wk.	\$195 per Spotlight*			ISBN of title in the DRS database
DCDM					
Newsletter banner	1	\$375	\$675	\$1,275	728 px wide x 90 px high; static only
Newsletter footer	1	\$195	\$350	\$665	728 px wide x 90 px high; static only
Sidebars - NL & WS	3	\$525	\$945	\$1,785	180 px wide x 150 px high; static only
Website banner	3	\$295	\$530	\$1,000	728 px wide x 90 px high; image or flash
Website footer	1	\$250	\$450	\$850	728 px wide x 90 px high; image or flash
Pub Spotlights (NL & WS)	2/mo.	\$275 per Spotlight			Headline, 100 words of copy, URL to landing page. Image 150 w x 300 h.
Librarian Announcements	1/mo.	Ranges from \$2,600 to \$3,225 depending on number of Fridays each month			Provide a Word file with a headline, 100-150 words of copy and a link to the landing page to drive our readers to your site.
eBlasts	18/yr.	\$3,150 per eBlast			Send us your message in HTML format and we'll do the rest
Product Showcase	1/mo.	\$975 per Showcase			Provide headline, statement of problem, descriptive copy of how the product solves the problem; URL to advertiser landing page. Image 150 w x 300 h.

*A 3rd DRS Pub Spotlight can be made available for \$295