



Medscape® 2021 MEDIA KIT



WHO WE ARE

ESSENTIAL TO PHYSICIANS. ESSENTIAL TO MARKETERS.

THE LEADING DIGITAL PLATFORM FOR PHYSICIANS AND ALLIED HCP's WORLDWIDE*

Medscape provides award-winning editorial programs designed to provide their network of over 6 million physicians with local and global news, clinical information, and education across 30+ specialties, with in-language editions in English, French, German, Spanish, Portuguese, and more.

TRUSTED AND ESSENTIAL EDITORIAL

Robust content, resources and tools for hot topics based on peer reviewed medical literature.

PRECISION HCP TARGETING AND SEGMENTATION AT MEANINGFUL SCALE

Advanced A.I.-driven audience data and analytics.

MAXIMIZE REACH, FREQUENCY, AND ENGAGEMENT OF YOUR BRAND

Integrate your brand or educational message throughout HCPs' clinical journey across all of their devices.

BOTTOM-LINE IMPACT

Deliver proven business impact with guaranteed engagement which drives behavior change.



MEDSCAPE NETWORK

US

/alert®

QxMD

FRONTLINE
MEDICAL COMMUNICATIONS

MDedge™

GLOBAL

univadis®

QxMD



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medi@quality
from Medscape

- Trusted, credible editorial content across specialties and condition areas.
- Integrated digital multichannel solutions.
- Robust product portfolio including display, short-form reinforcement messaging and deep engagement products, designed to drive brand objectives from awareness through behavior change.
- Intelligent HCP targeting and segmentation.
- HCP-level data reporting (*applicable to US only*).
- KOL-driven, and comprehensive conference coverage.



CONTACT

For more information on how Medscape can help support your brand objectives, please contact:

For US: USMedscapecsales@webmd.net

For GLOBAL: MedscapeGlobalSales@webmd.net