

# REACH PHYSICIANS

# ST. LOUIS METROPOLITAN MEDICINE



## ADVERTISE IN ST. LOUIS METROPOLITAN MEDICINE

**LEADERS** among their peers, *St. Louis Metropolitan Medicine* physician readers and Society members are active in organized medicine and in the health care business. *St. Louis Metropolitan Medicine* is circulated to 1,300 physicians six times a year. According to our recent Reader Survey:

**89%** read the magazine.

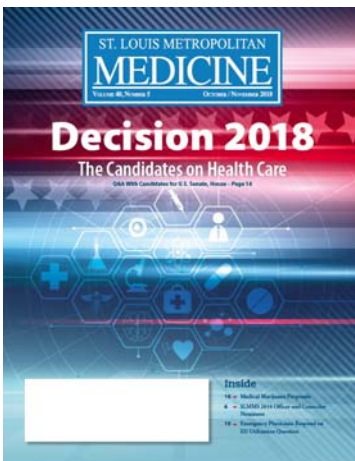
**43%** spend more than 30 minutes reading the magazine.

**33%** share their copies in the office.

**48%** save their copies.



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## OUR MEMBER PHYSICIANS

**83%** are specialists. They encompass all specialties, ranging from radiology and surgery to cardiology and psychiatry.

**17%** are in primary care (internal medicine, pediatrics and family practice).

**PRIVATE PRACTICE** physicians comprise a majority of our members.



*St. Louis Metropolitan Medicine* is the official publication of the St. Louis Metropolitan Medical Society, one of the oldest and most respected medical societies in the nation. The magazine has been in continuous publication since 1880.

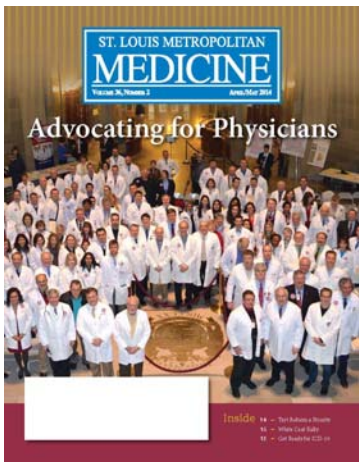
**St. Louis Metropolitan Medical Society**  
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## START REACHING PHYSICIANS TODAY

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# QUALITY EDITORIAL

# ST. LOUIS METROPOLITAN MEDICINE



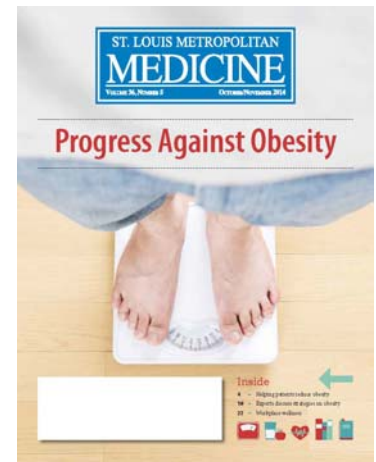
*St. Louis Metropolitan Medicine* provides a quality, graphically strong editorial product with timely, in-depth coverage of current issues facing physicians

## FEATURE AREAS

- Technology
- Physician practice
- Government programs
- Managed care
- Legal issues
- Advocacy/legislative
- Practice management
- Patient health issues
- Public health issues
- Community service
- Personal finance/retirement planning
- News of physician appointments, awards
- SCAM-Q: Irreverent commentary

## RECENT TOPICS

- Patient-centered medical home
- Telemedicine
- Physician leadership
- Online reviews
- Electronic health records
- Independence vs. employment
- Physician wellness & burnout
- Health disparities



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