

## Advertising in the JSOM

The Journal of Special Operations Medicine (JSOM) is a quarterly peer-reviewed journal that is an official forum for professional discourse on global Special Operations medicine. JSOM transcends the boundary between military and civilian Special Operations medicine by bringing forth practical and sensible ideas and techniques. JSOM updates providers on current and new trends in the field of Special Operations tactical medical care and equipment.

With a growing global subscribership spanning more than 33 countries, advertising in the JSOM means your product will be seen all over the world!

## The Power of Medical Journal Advertising

A series of studies conducted by ACNielsen HCI, Yale, and Dartmouth on the effectiveness of medical publications demonstrate that:

- Professional, peer-reviewed medical journals like the JSOM are the #1 source of medical information
  - Physicians are exposed to medical journal advertising more than to any other information media in which physicians see your ads, recall your products, and associate the messages with the products
  - Peer-reviewed medical journals are a medium in which message association correlates with increased sales
- Medical journal advertising delivers the highest return on investment (ROI) among all four key marketing activities:
  1. Medical journal advertising
  2. Physicians' meetings and events
  3. Detailing
  4. Direct to customer

**Given the proven strength of medical journal advertising, the JSOM is the perfect choice to provide your product with more exposure to your intended audience!**

When you care enough to  
**BE the very BEST**  
...Advertise With The Very Best!

## Distribution of the JSOM

JSOM readers live all over the globe, making it one of the most widely distributed professional medical journals available. Our readership includes medical professionals from the Army, Navy, Air Force, and Marine Corps Special Operations Forces (SOF) and conventional military and civilian physicians, Advanced Tactical Practitioners (ATPs), paramedics, dentists, and veterinarians, as well as Department of Justice agencies with tactical medical assets and civilian EMS. In addition, the JSOM is distributed to university and military medical school and paramedic school libraries, putting your ad in front of the future decision makers and users of your product!

JSOM is the most practical and popular journal in tactical, operational, and clinical medicine. It provides readers with invaluable, current information that saves lives and is conveniently distributed in **print, digital, and tablet media** – significantly expanding your reach.

Don't miss this opportunity to be a part of it!



Breakaway Media, LLC, is a woman service-disabled veteran-owned small business (WOSB and SDVOSB) Registered with Central Contracting Office of the DoD. GSA Contract Number GS-02F-004DA.



## The JOURNAL DIFFERENCE: Not Just Another “Magazine”

The JSOM is not just another magazine that runs current news articles and features. Instead, it is an academic peer-reviewed journal that publishes the latest in forward-thinking science, battlefield and real-world medicine, as well as developmental and research studies that directly impact the community it serves. This brings a different breed of reader to our publication that no simple “magazine” can offer. The decision makers, thought leaders, and up-and-coming innovators are reading our pages – from cover to cover. Unlike a magazine, the journal is not thrown away after it is read; instead, it is shared among peers and/or saved as an academic resource for future reference. This optimally positions those advertisers with whom we choose to partner in front of a premium readership whom no other publication can connect with in the same way.

We take this responsibility seriously, and as a peer-reviewed journal, we must be, and are, selective of the products we choose to market. We know your advertising dollars are important and limited, so we have developed several marketing incentives that we know you will find unique and valuable. Each is designed to maximize your exposure in both our print and digital forums.

When we choose to partner with an advertiser, we work hard to ensure that the partnership is a successful one. For our Quarterly Advertisers, we offer a package that includes up to 8 complimentary ads in our biweekly digital eNewsletter, which has more than 13,000 subscribers and is growing daily. The eNewsletter promotes new-product launches and disseminates important information designed to strengthen your brand awareness. We will also leverage the JSOM’s very actively engaged social media platforms, which include FB, IG, Twitter, and LinkedIn, in which there has been a greater-than-500% growth in reach just this year.



[www.JSOMonline.org](http://www.JSOMonline.org)



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**Advertise in the JSOM**

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