



Medscape[®]
2024 **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.

1.1MM+

US physicians

540K

NPs/ PAs

2.4MM

Nurses

360K+

Pharmacists

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.

COMPLETE OMNI-CHANNEL APPROACH CAPABILITIES

Medscape's End-to-End HCP marketing solution using proprietary insights and advanced machine learnings to orchestrate and personalize HCP engagement and drive brand conversion.

EDITORIAL EXCELLENCE AND BRAND VALUE

Proven brand impact with guaranteed engagement which drives behavior change and ROI.



MEDSCAPE NETWORK

US

/alert® QxMD

FRONTLINE MEDICAL COMMUNICATIONS MDedge™

GLOBAL

univadis® QxMD

coliquio 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.
- Robust Program Impact Metrics, Insights & Reporting.
- KOL-driven, and comprehensive conference coverage.

CONTACT

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

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