

Media Kit

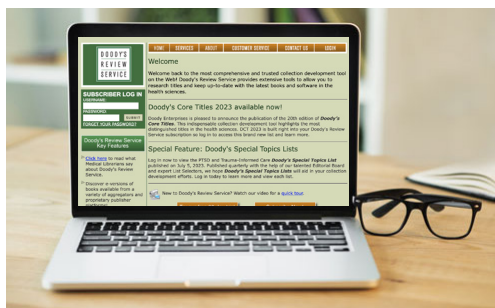
2026

Promotional 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 e-mails with content-rich websites.

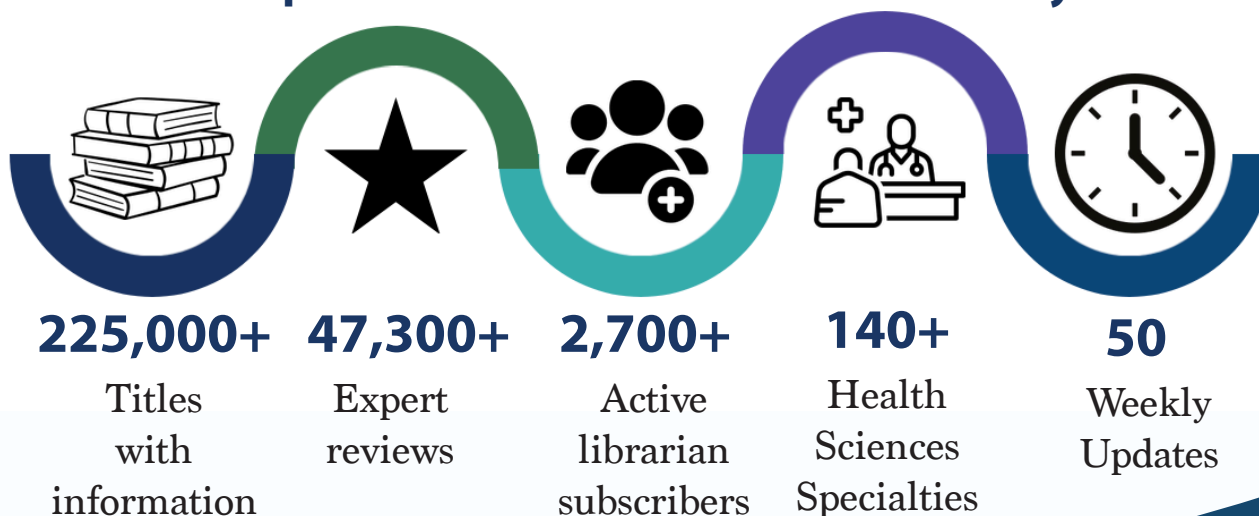
To provide these unique information services, Doody Enterprises has forged successful relationships with more than 100 book publishers in the health sciences and established a network of more than 11,000 academic health sciences professionals as expert reviewers.

Thousands of 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 license our content, Doody's reviews are consulted by tens of thousands of health and information 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)**, **Doody's Special Topics Lists (DSTL)**

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.

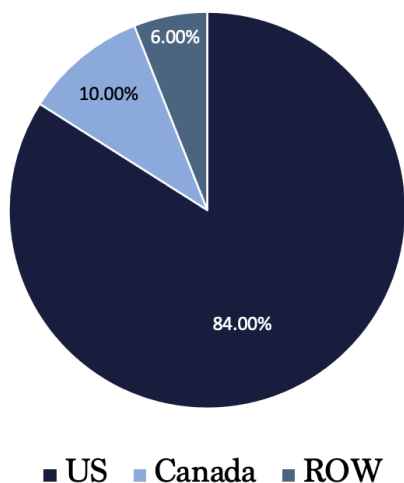
Comprehensive • Authoritative • Timely



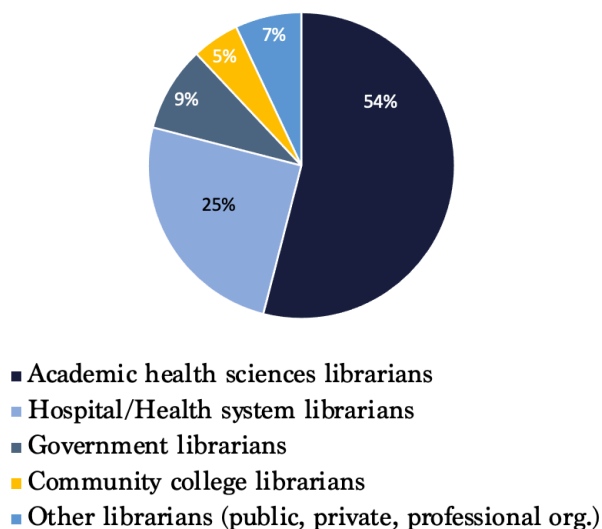
Why Promote with Doody's?

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 e-mail newsletters have open rates significantly higher than the industry norm and our websites generate and sustain traffic demonstrating that **Doody's Review Service®** and **Doody's Core Titles®** are tools librarians depend upon and have integrated into their workflow.

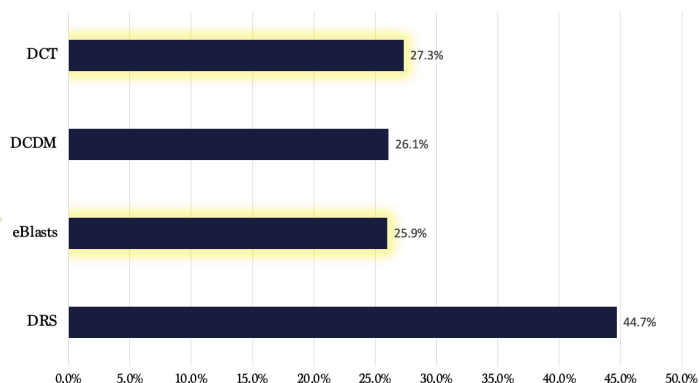
Subscriber Demographics



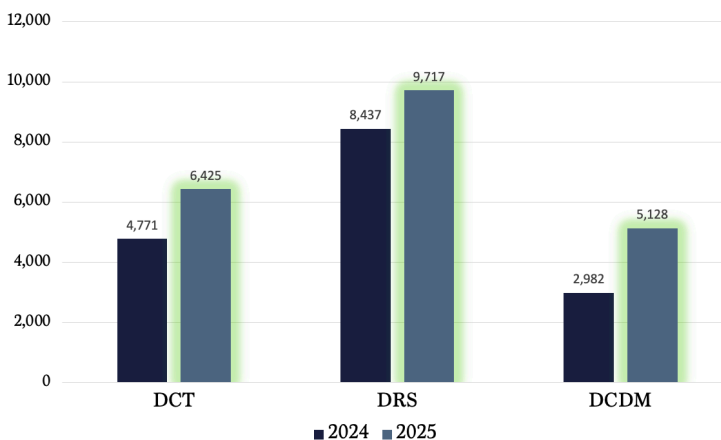
Subscriber Demographics



E-mail Open Rates



Monthly Page Views



DCT newsletter open rate up 37.3% and eBlasts up 4.3%

Website page views on all platforms are up: DCT up 34.7%, DCDM up 72%, DRS up 15.2%

Doody's Review Service® (DRS)



Doody's flagship product, [DRS](#), premiered in 1993 as a bimonthly print journal, and was converted into an online newsletter and website in 1995. DRS subscribers enjoy access to Doody's comprehensive database of bibliographic, descriptive, and evaluative information on 225,000 titles across 140+ health sciences specialties, including expert reviews of more than 47,300 titles. Our most comprehensive product, DRS hosts 546 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 e-mail newsletter every Friday, customized to their information interests. Over the most recent 12-month period, subscribers opened that weekly e-mail 44.7% of the time. Further, those 546 subscribers accounted for 9,717 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



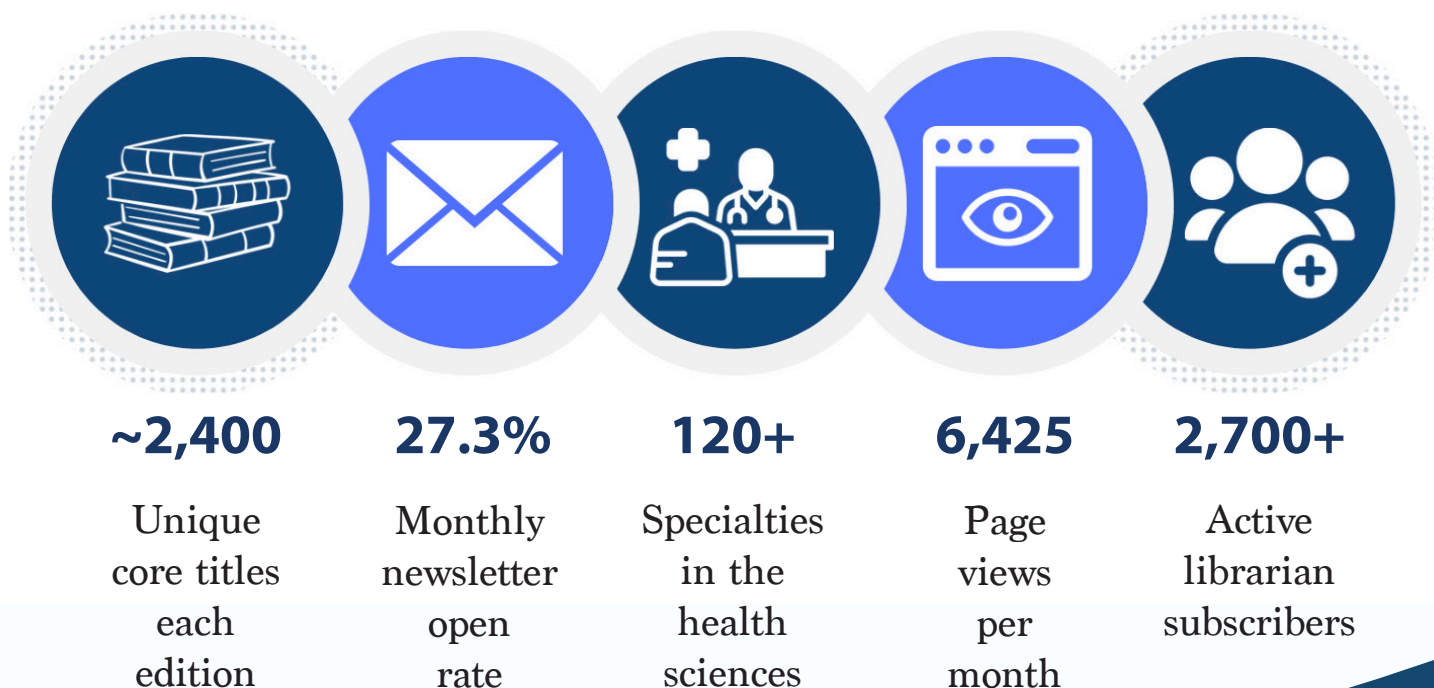
Doody's Core Titles® (DCT)



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 2,400 unique core titles in 120+ specialties in the health sciences, as determined by a volunteer group of 200+ content experts and medical librarians. Published in both a Basic and Premium version, DCT's low price point has attracted librarian subscribers from around the world who are 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 6,425 page views at the DCT website every month. 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



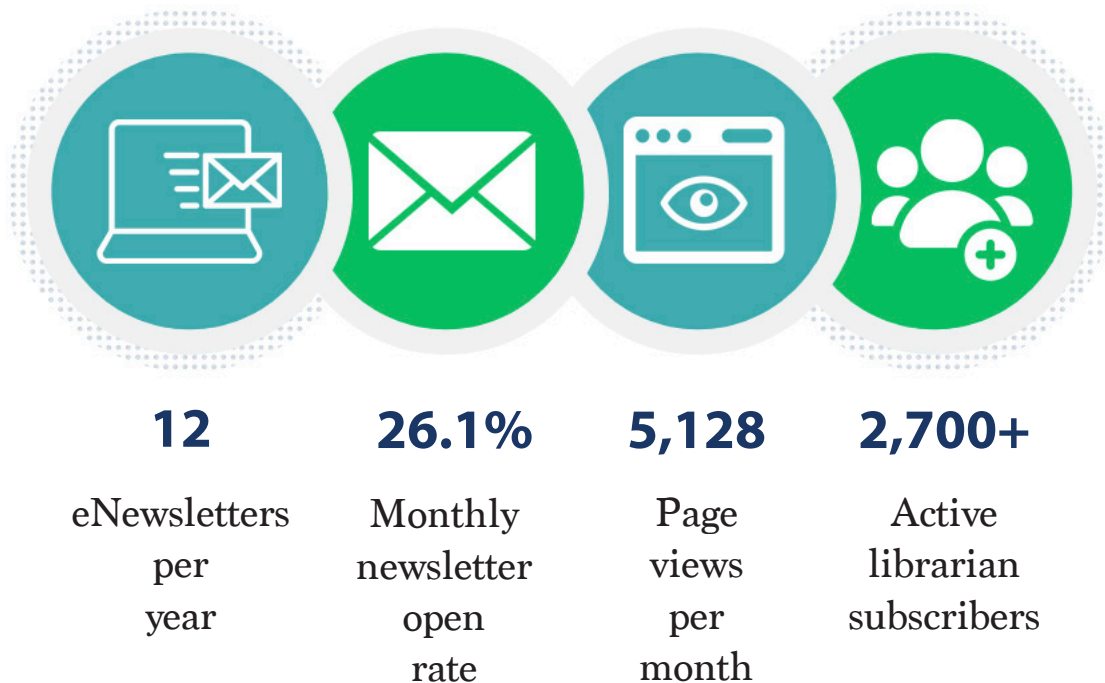
Doody's Collection Development Monthly (DCDM)



Debuted 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 digital databases, profiles of prominent medical librarians, profiles of our Editorial Review Group Chairs and expert reviewers, 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 2,700+ active librarians, DCDM has demonstrated its value with a 26.1% 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

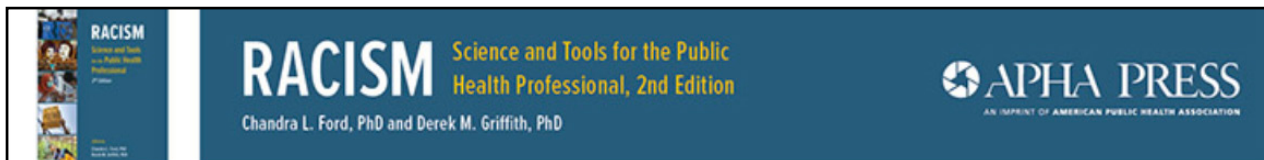


Advertising Opportunities

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 and DCT with the following provisions:

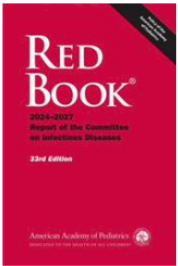
DRS

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.

PUBLISHER SPOTLIGHT	
	McGraw Hill Fetal and Neonatal Surgery and Medicine Author: Crombleholme, Timothy M., MD; Lim, Foong-Yen, MD; Peiro, Jose L., MD, PhD; Simpson, Lynn, MD; Rintoul, Natalie E., MD <i>Fetal and Neonatal Surgery and Medicine</i> is a comprehensive resource for all clinicians who care for fetal and neonatal patients. Focusing on the continuum of care from prenatal diagnosis through the neonatal period and beyond, the text guides specialists who deliver care to patients before and after delivery and offers ... Read More...

DCT

The DCT newsletter and website feature up to three Publisher Spotlights per month. DCT Publisher Spotlights may feature ANY book title regardless of its selection for DCT.

THIS MONTH'S FEATURED CORE TITLES	
	AMERICAN ACADEMY OF PEDIATRICS RED BOOK®: 2024-2027 REPORT OF THE COMMITTEE ON INFECTIOUS DISEASES, 33RD EDITION Editor: Kimberlin , David W. For more than 85 years, health care professionals have "referred to the <i>Red Book</i>® " for trustworthy guidance on pediatric infectious disease prevention, management, and control. The new 33rd edition continues this tradition of distinction with the latest ... View entire DCT record...

Advertising Opportunities

Librarian Announcements

NEW AND NOTEWORTHY

Springer Nature offers an extensive range of medical titles, catering to a wide array of specialties and interests within the medical field.

Our latest Winter 24/25 catalog features a curated selection of cutting-edge research, practical guides, and comprehensive references designed to support medical professionals, researchers, and students. Whether you're looking to stay updated with the latest advancements or seeking authoritative resources, our catalog has something for everyone. Explore our Winter 24/25 catalog today and enhance your collection with the most relevant and impactful medical literature available.

[Explore our catalog here](#)

[Read More...](#)

Librarian Announcements are available by the month. Advertisers supply a headline, 100 words of copy, and a link to a landing page of their choice. The announcements appear “above the fold” in the DRS weekly e-mail published every Friday of the month and in the DCT monthly e-mail published the second Tuesday of the month. Circulation ranges from 7,523 to 8,617, depending on the number of Fridays in the month.

eBlasts

With the high open rates of all Doody's e-mails, 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 2,424 subscribers who have opted into these eBlasts.

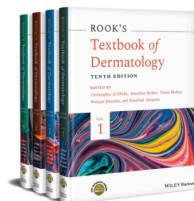
The Librarian Announcements and eBlasts sell out very quickly every year. **Advertisers interested in reserving either a Librarian Announcement or an eBlast should do so in August in order to secure a spot for the following year.**

WILEY

The gold standard in dermatology reference, fully updated

Empower your medical library with the 10th edition of Rook's Textbook of Dermatology—the definitive resource in the field and a must-have for advancing dermatology teaching and research.

This renowned four-volume set offers:



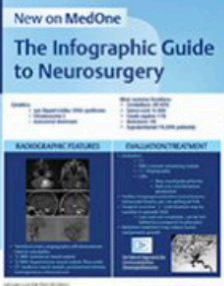
- **The leading global reference in dermatology**—essential for students, faculty, and practicing clinicians.
- **Comprehensive content** organized into a templated structure for quick and easy reference to all dermatological disorders.
- **Treatment ladders** outlining first- and second-line therapies.
- **Over 5,000 high-resolution images**, showcasing variations across location, skin type, and severity.
- Coverage of **medical, surgical, and aesthetic dermatology**, paired with foundational science.

Advertising Opportunities

DCDM Product Showcase

Sponsored content

New on MedOne
The Infographic Guide to Neurosurgery



High-impact medical infographics, beloved by students, are now available in neurosurgery. The most common disorders and diseases of the brain, spine, and peripheral nerve have been distilled into high-impact visuals that allow trainees to learn vital information in a snapshot. These new neurosurgery infographics, available only on MedOne, are peer-reviewed and tailored to residents, medical students, and APPs, with the level of learning carefully considered by the editors. Learn more about the Infographics, and all of MedOne Neurosurgery's solutions for trainees.

[Read More](#)

Peer-reviewed visual abstracts for learning neurosurgical concepts

Thieme

Option 1: Image

Sponsored content

Teach your researchers to fish



rtop.bmj.com

Research to Publication supports the growing demand for research literacy skills and empowers healthcare professionals of all levels with the fundamental skills they need to overcome the barriers to getting published. End users credit the tool with teaching them what journals want and improving their scientific writing skills. A Librarian recently claimed the program "eased the time constraints and lengthy research consultations" his team faced.

[Read More](#)

Option 2: Video

Product Showcase is the latest promotional opportunity in the **Doody's Collection Development Monthly** blog and newsletter, featuring two Product Showcases 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 digital resource with a headline, an image, and a full page of copy. Alternatively, advertisers may embed a video for which the thumbnail serves as the image.

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 2026 Advertising Rates & Availability

Platform	Capacity	Space Ad Pricing		
		3 mo.	6 mo. (save 10%)	12 mo. (save 15%)
DCT				
Newsletter banner	1	\$800	\$1,440	\$2,720
Newsletter footer	1	\$475	\$855	\$1,615
Sidebars - Newsletter + Web	3	\$1,425	\$2,565	\$4,845
Website banner	2	\$950	\$1,710	\$3,230
Website footer	1	\$625	\$1,125	\$2,125
Pub Spotlights (NL + WS)	up to 3/mo.	\$495 per Spotlight*		
DRS				
Newsletter banner	1	\$800	\$1,440	\$2,720
Newsletter footer	1	\$475	\$855	\$1,615
Website banner	2	\$950	\$1,710	\$3,230
Website footer	1	\$625	\$1,125	\$2,125
Pub Spotlights (NL + WS)	up to 3/wk.	\$195 per Spotlight**		
DCDM				
Newsletter banner	1	\$800	\$1,440	\$2,720
Newsletter footer	1	\$475	\$855	\$1,615
Sidebars - Newsletter + Web	3	\$1,050	\$1,890	\$3,570
Website banner	2	\$525	\$945	\$1,785
Website footer	1	\$325	\$585	\$1,105
Librarian Announcements	1/mo.	\$3,500 per month		
eBlasts	16/yr.	\$3,950 per eBlast*		
DCDM Product Showcase	up to 3/mo.	\$795 per Showcase		

* Limit 4 eBlasts per customer per year

For Special Packages and Discounts, see the next page!

Specifications

For advertising specs, please click [HERE](#) for more information.

Packages and Discounts

Packages

Doody's Core Partner Package: \$19,495 (save \$1,300 on below prices)

2 eBlasts: \$7,900
2 DCT Sidebars (2 quarters): \$2,565
2 DCDM Sidebars (2 quarters): \$1,890
2 DRS Newsletter Banners (2 quarters): \$1,440
2 Librarian Announcements: \$7,000

★ Ideal for partners who want a cross-platform, multi-dimensional promotional experience with the ability to spread promotions out across the year.

Content Launch Accelerator Package: \$9,745 (save \$875 on below prices)

1 eBlast: \$3,950
1 Librarian Announcement: \$3,500
1 DCT Sidebar (1 quarter): \$1,425
1 DRS Website Banner (1 quarter): \$950
1 DCDM Product Showcase: \$795

★ Ideal for partners who want to saturate a specific message over a set period of time. Great for product launches or updates, new editions, and conference attendance.

Book Publisher Growth Package: \$4,995 (save \$315 on below prices)

6 DCT Publisher Spotlights: \$2,970 + 12 DRS Publisher Spotlights: \$2,340

★ Ideal for partners who enjoy promoting single titles as they are published or as they receive Doody's reviews.

Web Visibility Package: \$2,026 (save \$399 on below prices)

1 DCT Website Banner (1 quarter): \$950
1 DRS Website Banner (1 quarter): \$950
1 DCDM Website Banner (1 quarter): \$525

★ Ideal for partners who want to foster strong brand awareness with the greatest flexibility for message penetration.

A La Carte Incentives + Add Ons (includes Packages)

Level Up: Buy a Newsletter or Website Banner on any platform, get a Footer in that same vehicle for 50% off. (They do not need to be in the same quarter.)

Enhance: Add a DCDM Product Showcase to your Lib Ann for just \$495 (typically \$795) in the month it runs.

Maximize: Purchase an eBlast and save an additional 10% on any space ad purchase that isn't already part of a Combo/Package. Can be stacked (e.g. 2 eBlasts = 20% off; maximum 20% discount) and can be combined with other Add Ons and Combos/Packages.

Snooze Button: : Automatically save 10% when you purchase a space ad for two quarters or 15% when you buy it for the full year (already included in Combo/Package pricing).