![Doody Enterprises, Inc.]

Media Kit 2024
Advertising 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.

More than 6,000 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 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)

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
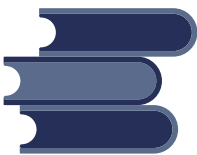
216,000+

Titles with Information

Authoritative

> 45,200

Expert Reviews

Timely

50

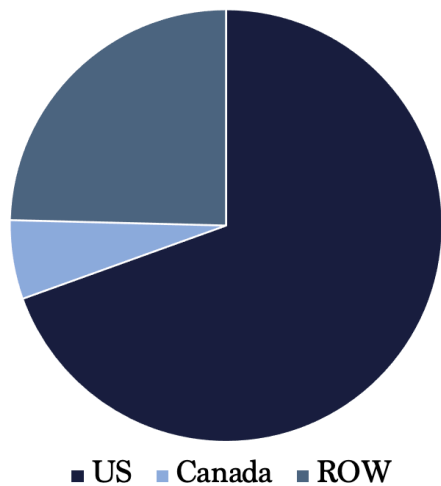Weekly Updates

6,002

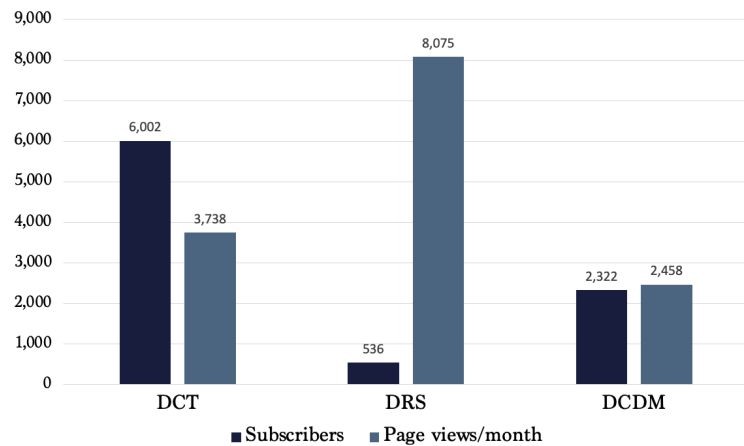Subscribing Librarians

140

Health Science Specialties

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.
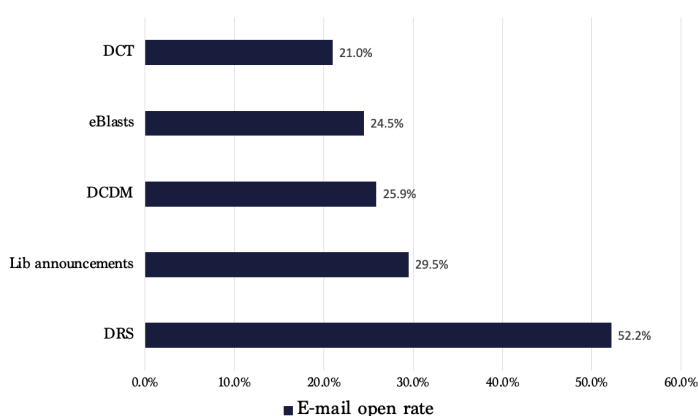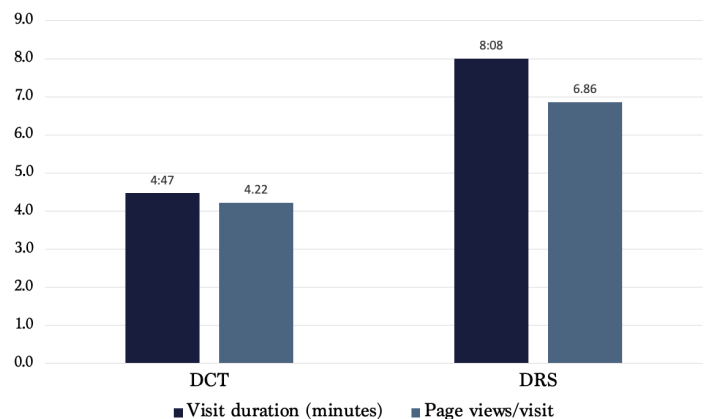
Subscribers = 6,002

- US
- Canada
- ROW

Monthly Page Views

	DCT	DRS	DCDM
Subscribers	6,002	536	2,322
Page views/month	3,738	8,075	2,458

E-mail Open Rates

	E-mail open rate
DCT	21.0%
eBlasts	24.5%
DCDM	25.9%
Lib announcements	29.5%
DRS	52.2%

Web Traffic

	DCT	DRS
Visit duration (minutes)	4:47	8:08
Page views/visit	4.22	6.86

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 216,000 titles across 140 health sciences specialties, including expert reviews of more than 45,200 titles. Our most comprehensive product, DRS hosts 536 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 52% of the time. Further, those 536 subscribers accounted for 8,075 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

216,000
Titles in the health sciences

52%
Weekly e-mail open rate

> 45,200
Expert reviews

8,075
Page views per month

536
Librarian subscribers

8+ minutes
Time spent on DRS per visit

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 121 specialties in the health sciences, as determined by a volunteer group of some 80 content experts and 116 medical librarians. Published in both a Basic and Premium version, DCT's low price point has attracted 6,002 librarian subscribers 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 3,738 page views at the DCT website every month, with each visit lasting approximately 5 minutes. 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

~2,400
Unique core titles each edition

~ 5 min
Time spent per visit on DCT

121
Specialties in the health sciences

3,738
Page views per month

6,002
Librarians with newsletter subscriptions

21.0%
Open rate of monthly newsletter

Doody's Collection Development Monthly (DCDM)

Debuting in 2014, 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, brief bios of our Editorial Review Group chairs, 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 2,449 librarians, DCDM has demonstrated its value with a 25.9% 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

12
Newsletters per year

2,449
Newsletter circulation

25.9%
Open rate of monthly newsletter

2,068
Page views per month

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
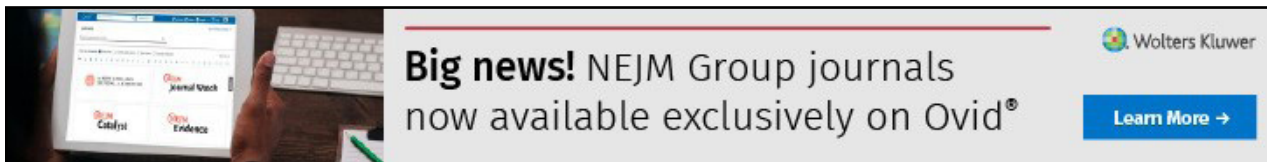
Advertisers can purchase an exclusive footer on the DRS, DCT, and DCDM newsletters and on the DCT and DCDM websites. Two rotating footers are available on the DRS website.

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.
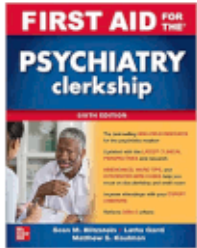
Advertising Opportunities

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.
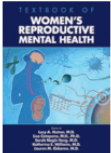
DCT

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

Advertising Opportunities

Librarian Announcements

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.**

Advertising Opportunities

DCDM Product Showcase

Option 1: Image

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 2024 Advertising Rates & Availability

Platform	Capacity	Space Ad Pricing			Specifications
		3 mo.	**6 mo.** (save 10%)	**12 mo.** (save 15%)	
DCT					
Newsletter banner	1	$500	$900	$1,695	728 px wide x 90 px high; static only
Newsletter footer	1	$410	$740	$1,395	728 px wide x 90 px high; static only
Sidebars - Newsletter + Web	4	$1,910	$3,440	$6,500	180 px wide x 150 px high; static only
Website banner	3	$965	$1,735	$3,275	728 px wide x 90 px high; image or flash
Website footer	1	$690	$1,245	$2,350	728 px wide x 90 px high; image or flash
Pub Spotlights (NL + WS)	3/mo.	$595 per Spotlight			ISBN, cover image, 200 words, URL
DRS					
Newsletter banner	1	$500	$900	$1,695	728 px wide x 90 px high; static only
Newsletter footer	1	$410	$740	$1,395	728 px wide x 90 px high; static only
Website banner	3	$810	$1,455	$2,750	728 px wide x 90 px high; image or flash
Website footer	2	$450	$810	$1,530	728 px wide x 90 px high; image or flash
Pub Spotlights (NL + WS)	2/wk.	$195 per Spotlight*			ISBN, cover image, 200 words, URL
DCDM					
Newsletter banner	1	$500	$900	$1,695	728 px wide x 90 px high; static only
Newsletter footer	1	$250	$450	$850	728 px wide x 90 px high; static only
Sidebars - Newsletter + Web	3	$585	$1,055	$1,995	180 px wide x 150 px high; static only
Website banner	3	$325	$580	$1,100	728 px wide x 90 px high; image or flash
Website footer	1	$250	$450	$850	728 px wide x 90 px high; image or flash
Librarian Announcements	1/mo.	Ranges from $2,750 to $3,500 depending on number of Fridays each month			Provide a Word file with a headline, 100-150 words of copy and a link to the landing page to drive our readers to your site.
eBlasts	18/yr.	$3,650 per eBlast			Send us your message in HTML format and we'll do the rest
DCDM Product Showcase	2/mo.	$995 per Showcase**			Provide headline, statement of problem, descriptive copy of how the product solves the problem; URL to advertiser landing page. Image 150 w x 300 h or video with 300 w x 200 h thumbnail.

*A 3rd DRS Pub Spotlight can be made available for $295
**A 3rd DCDM Pub Spotlight can be made available for $1,295