



Media Kit 2025

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.

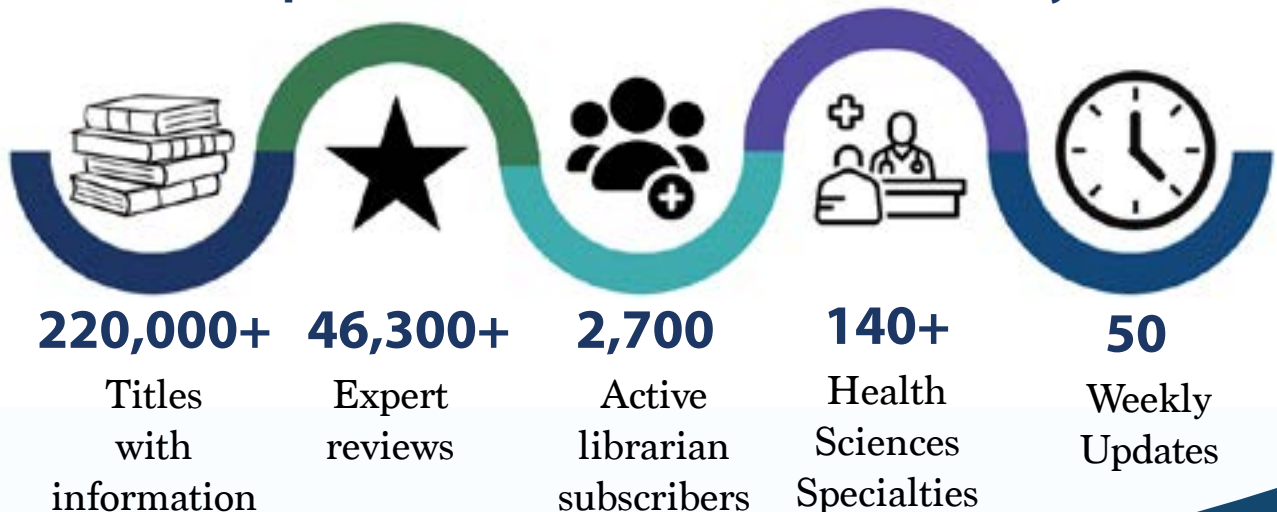
To provide these unique information services, Doody Enterprises has forged successful relationships with more than 100 book publishers in the health sciences and established a network of more than 11,000 academic health sciences professionals as expert reviewers.

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.

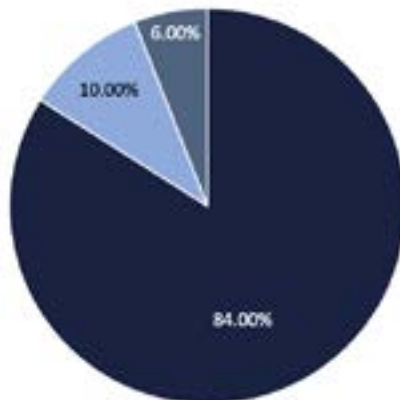
Comprehensive • Authoritative • Timely



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



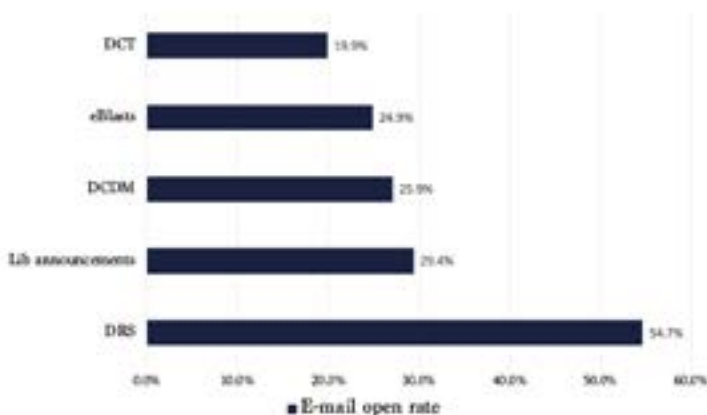
■ US ■ Canada ■ ROW

Subscriber Demographics

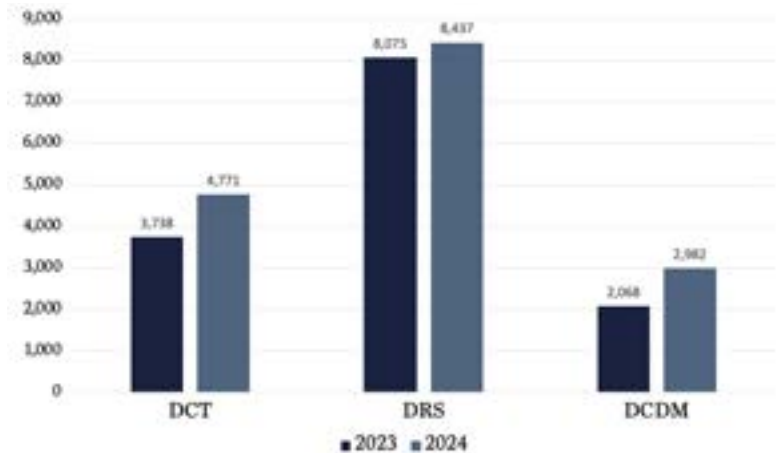


■ Academic health sciences librarians
 ■ Hospital/Health system librarians
 ■ Government librarians
 ■ Community college librarians
 ■ Other librarians (public, private, professional org.)

E-mail Open Rates



Monthly Page Views



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 220,000 titles across 140+ health sciences specialties, including expert reviews of more than 46,300 titles. Our most comprehensive product, DRS hosts 548 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 55% of the time. Further, those 548 subscribers accounted for 8,437 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 4,771 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](#) 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 27.1% 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



12

eNewsletters
per
year

27.1%

Monthly
newsletter
open
rate

2,982

Page
views
per
month

2,700

Active
librarian
subscribers

Advertising Opportunities

Space Ads

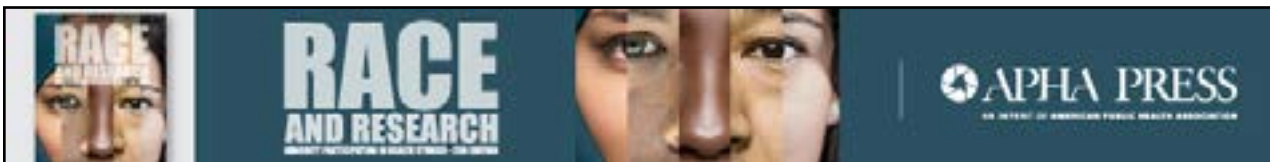
All space ads are sold by the quarter in the following increments: one quarter, two quarters, or all 12 months. Space ads are ideal for featuring journals, platforms, and series.

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.

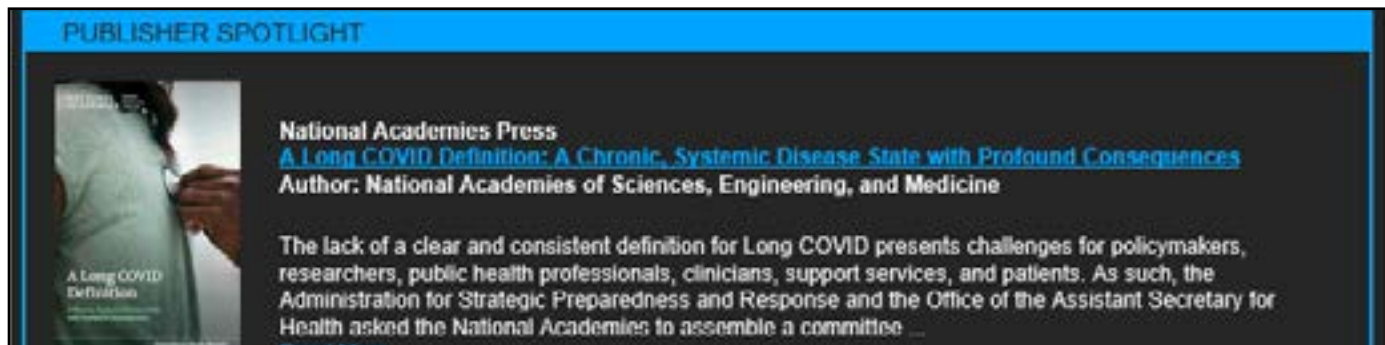
Advertising Opportunities

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

National Academies Press
[A Long COVID Definition: A Chronic, Systemic Disease State with Profound Consequences](#)
Author: National Academies of Sciences, Engineering, and Medicine

The lack of a clear and consistent definition for Long COVID presents challenges for policymakers, researchers, public health professionals, clinicians, support services, and patients. As such, the Administration for Strategic Preparedness and Response and the Office of the Assistant Secretary for Health asked the National Academies to assemble a committee ...

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

SPRINGER

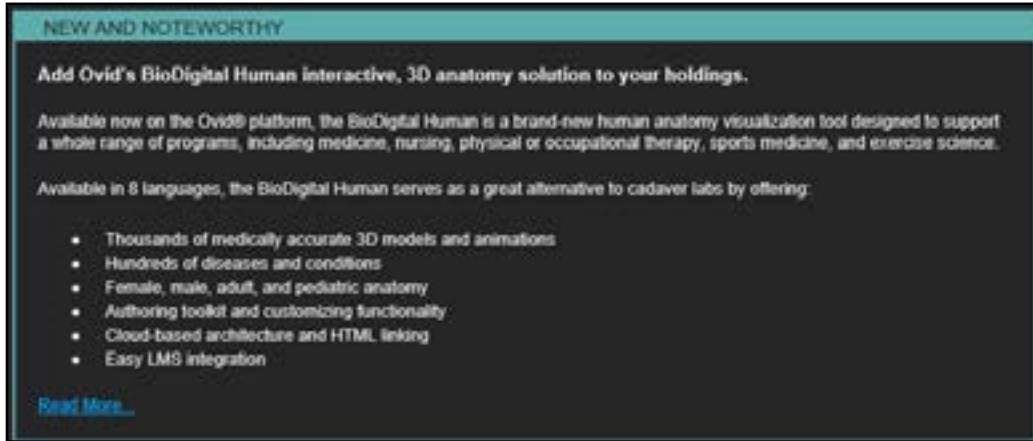
[ONCOPLASTIC FLAP SURGERY: BREAST RECONSTRUCTION](#)

Editor: Li, Zan

The aim of this book is to introduce the clinical applications of various flaps in oncoplastic surgery. After a brief introduction of the background and anatomical basis of breast reconstruction, the book shows surgical reconstruction procedures using different types of ...

Advertising Opportunities

Librarian Announcements



NEW AND NOTEWORTHY

Add Ovid's BioDigital Human interactive, 3D anatomy solution to your holdings.

Available now on the Ovid® platform, the BioDigital Human is a brand-new human anatomy visualization tool designed to support a whole range of programs, including medicine, nursing, physical or occupational therapy, sports medicine, and exercise science.

Available in 8 languages, the BioDigital Human serves as a great alternative to cadaver labs by offering:

- Thousands of medically accurate 3D models and animations
- Hundreds of diseases and conditions
- Female, male, adult, and pediatric anatomy
- Authoring toolkit and customizing functionality
- Cloud-based architecture and HTML linking
- Easy LMS integration

[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.**



Where AI meets medicine to advance patient care

Leading news from MDPI Group and QUIN AI is launched. This innovative journal regularly evaluates AI applications for clinical medicine, opening a new era for healthcare. Discover peer-reviewed AI research, gain leading-edge insights from experts, and listen to discussions with top AI leaders. [Request access](#).

We encourage you to ensure that your institution is part of this exciting journey in shaping the future of AI in medicine. Clinical evidence for AI applications in medicine. It's an invaluable resource for clinicians, researchers, and policymakers, offering original research, reviews, and policy insights.

[Click on the link below](#) and learn how developments in AI, informatics, and technology in medicine apply to clinical practice.

[Request access](#)

Advertising Opportunities

DCDM Product Showcase



Sponsored content

MedOne Education
Clinical Capsules
High Yield Clinical Medicine Modules

NEW

Discover the New Clinical Capsules on MedOne Education

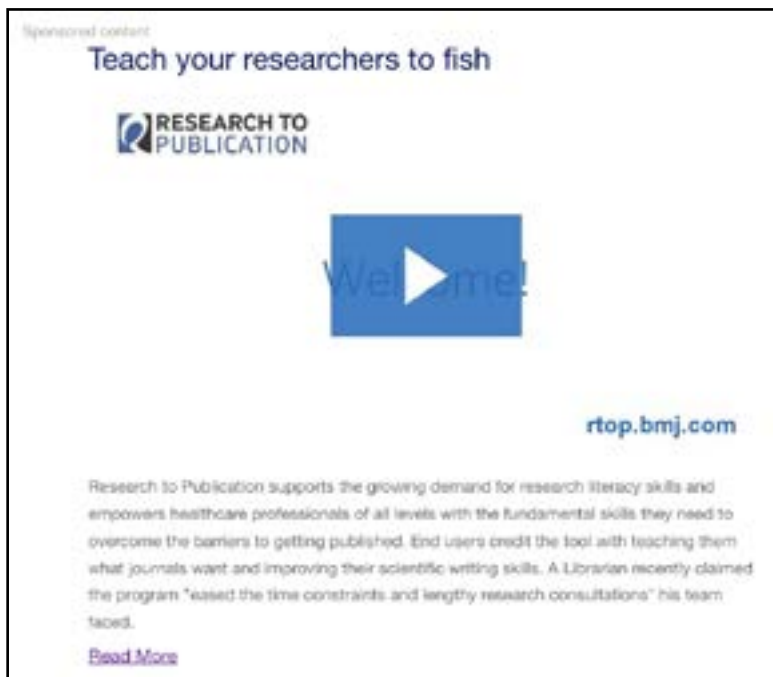
Clinical Capsules on MedOne Education is a new comprehensive series of clinical learning modules that cover individual diseases and disorders, which will be organized within 14 volumes, spanning across organ systems and specialties. Tailored specifically for students preparing for rotations and the Shelf and USMLE® exams, these modules offer templated structures encompassing Epidemiology, Pathogenesis, Signs and Symptoms, Diagnosis, and Treatment for a wide array of commonly tested diseases. Each volume is organized by organ system/specialty, regularly updated, and enriched with illustrations, diagrams, radiographic images, and tables, ensuring that students have access to the most up-to-date and comprehensive information.

[Read More](#)

Learn more

Thieme

Option 1: Image



Sponsored content

Teach your researchers to fish

RESEARCH TO PUBLICATION

Watch the video

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 2025 Advertising Rates & Availability

Platform	Capacity	Space Ad Pricing		
		3 mo.	6 mo. (save 10%)	12 mo. (save 15%)
DCT				
Newsletter banner	1	\$750	\$1,350	\$2,550
Newsletter footer	1	\$450	\$810	\$1,530
Sidebars - Newsletter + Web	3	\$1,350	\$2,430	\$4,590
Website banner	2	\$900	\$1,620	\$3,060
Website footer	1	\$600	\$1,080	\$2,040
Pub Spotlights (NL + WS)	2/mo.	\$495 per Spotlight*		
DRS				
Newsletter banner	1	\$750	\$1,350	\$2,550
Newsletter footer	1	\$450	\$810	\$1,350
Website banner	2	\$900	\$1,620	\$3,060
Website footer	1	\$600	\$1,080	\$2,040
Pub Spotlights (NL + WS)	2/wk.	\$195 per Spotlight**		
DCDM				
Newsletter banner	1	\$750	\$1,350	\$2,550
Newsletter footer	1	\$450	\$810	\$1,350
Sidebars - Newsletter + Web	3	\$1,000	\$1,800	\$3,400
Website banner	2	\$500	\$900	\$1,700
Website footer	1	\$300	\$540	\$1,020
Librarian Announcements	1/mo.	Ranges from \$2,850 to \$3,600 depending on number of Fridays each month		
eBlasts	18/yr.	\$3,800 per eBlast***		
DCDM Product Showcase	2/mo.	\$795 per Showcase		

Specifications

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

Save with Doody's Special Offers

★ Combo Incentive

Save 10% when you purchase the banner or footer on both the web and newsletter vehicle for any platform in a given quarter.

★ DCT Publisher Spotlight Package

Buy 2 or more DCT Pub Spotlights, get a complimentary DRS Pub Spotlight (\$195 value).

★ DRS Publisher Spotlight Package

Buy 4 or more DRS Pub Spotlights, get a complimentary DRS Pub Spotlight (\$195 value).

★ Enhanced Librarian Announcement

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

★ Enhanced eBlast

Purchase an eBlast and save an additional 10% on any space ad purchase.

Note: cannot be combined with Combo Incentive; cannot be stacked (i.e. 2 eBlasts ≠ 20% off).

*A 3rd DCT Pub Spotlight can be made available for \$595

**A 3rd DRS Pub Spotlight can be made available for \$295

*** Limit 4 eBlasts per customer per year