Nature Clinical Practice and Mrvica Associates establish new partnership for US advertising sales

Nature Clinical Practice, the medical publishing arm of Nature Publishing Group, is delighted to announce a new sales partnership with M.J. Mrvica Associates, whose sales team will work on selling advertising in its monthly journal Nature Clinical Practice Gastroenterology & Hepatology in the US market.

M.J. Mrvica Associates is one of the industry's most highly respected publishers' representative firms, with a proven record of increasing advertising revenues for independent publishers, societies and association-affiliated journals. Established in 1983, and starting with a background of pharmaceutical advertising sales, the company has grown organically, and has diversified into hospital administration, occupational safety, utility, life sciences and other industries.

Launched in 2004, Nature Clinical Practice Gastroenterology & Hepatology has an international editorial advisory board made up of renowned experts in the field of gastroenterology and hepatology. The journal has been adopted as an official publication of the American College of Gastroenterology (ACG), and as one of their member benefits, all full ACG members now receive a copy of Nature Clinical Practice Gastroenterology & Hepatology each month.

“We are delighted to have established this relationship with M.J. Mrvica Associates,” commented Peter Ashman, Publisher of the Nature Clinical Practice journals. “Their established presence in the US market will help to ensure that our journal gets the visibility that it needs to make an impact with the key medical media agencies in the pharmaceutical and biotech industry. We look forward to a long and fruitful partnership with them.”

About Nature Clinical Practice
The Nature Clinical Practice journals deliver timely, authoritative interpretations of key research developments in an easy-to-read format, translating the latest findings into clinical practice. Content includes editorial and opinion pieces, highlights from the current literature, commentaries on the application of recent research to practical patient care, thorough reviews, and in-depth case studies. There are eight journals in the series covering the disciplines of gastroenterology & hepatology, cardiovascular medicine, urology, oncology, neurology, nephrology, rheumatology and endocrinology & metabolism. www.nature.com/clinicalpractice

About NPG
Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, Nature, was first published in 1869. Other publications include Nature research journals, Nature Reviews, Nature Clinical Practice and a range of prestigious academic journals including society-owned publications. NPG also provides news content through news@nature.com and scientific career information through Naturejobs.

NPG is a global company with headquarters in London and offices in New York, San Francisco, Washington DC, Boston, Tokyo, Paris, Munich, Hong Kong, Melbourne, Delhi, Mexico City and Basingstoke. For more information, please go to www.nature.com.

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