Nature Clinical Practice and Pharmaceutical Media, Inc (PMI) expand partnership for US display advertising

Nature Clinical Practice, the medical series from Nature Publishing Group, is delighted to announce an expansion of their sales partnership with Pharmaceutical Media, Inc (PMI), whose sales team will work on selling display advertising in its monthly journal Nature Clinical Practice Urology in the US market.

PMI is one of the industry's most established and highly respected advertising rep firms. PMI have already established a relationship with Nature Clinical Practice for display advertising sales for Nature Clinical Practice Nephrology, an official publication of the International Society of Nephrology (ISN).

Launched in 2004, Nature Clinical Practice Urology has an international editorial advisory board made up of renowned experts in the field of urology, and headed by Editor-in-Chief Peter T Scardino, MD, Head of the Prostate Cancer Program at Memorial Sloan-Kettering Cancer Center (MSKCC) in New York and Professor of Urology at Weill Medical College, Cornell University.

“We are delighted to be expanding our relationship with PMI,” commented Peter Ashman, Publisher of the Nature Clinical Practice journals. “Their established presence in the US market will help to ensure that our journals get the visibility that they need to make an impact with the key medical media agencies in the pharmaceutical and biotech industry.”

About Pharmaceutical Media, Inc
Since 1971, PMI, a full service advertising rep firm, has helped medical societies and publishers meet and exceed their advertising sales revenues. PMI provides sales, full production, billing and collection for their various clients.

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. 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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Links:
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