

Cision's Health & Science Media Profiles



How can you target the most influential journalists at the most important outlets covering health and science? For superior results, you need up-to-date, critical insights into the media and opinion leaders who specialize in those industries.

Cision's Health & Science Premium Media Profiles deliver industry-specific media intelligence from and about leading journalists at top health and science magazines, websites, social media sites, daily newspapers, and broadcast programs, plus research firms and freelance writers who cover healthcare, pharmaceuticals, medicine, and hospitals.

Our database contains detailed information on thousands of health and science media outlets in the United States and Canada. It's updated daily by our skilled media research experts, who identify key journalists, media outlets, social media influencers and opinion leaders. And you'll have access to the most comprehensive database of freelance writers who specialize in industry developments and trends.

By providing circulation rates, broadcast viewership, Internet ratings, and aggregate client-usage data, it is the most effective editorial research resource for communications professionals working in medicine, healthcare, pharmaceuticals and science-related industries. And with access to exclusive social media metrics, you uncover the key health and science blogs and social networks to incorporate into your campaigns.

Sampling of Outlets



Detailed Contact Profiles

sample basic profile

Profile

Deardorff is a Personal Health and Fitness Reporter as well as a Nutrition Columnist. Her column is distributed by McClatchy Tribune Information Services. She also authors the blog, Julie's Health Club. She covers environmental health, nutrition, biotechnology, medicine, mental health, alternative health, yoga and exercise. Short and concise personalized pitches by e-mail are best. Do not send product announcements and do NOT call.

sample Cision premium profile

Premium Profile

Deardorff is a Personal Health and Fitness Reporter as well as a Nutrition Columnist. Her column is distributed by McClatchy Tribune Information Services. She also authors the blog, Julie's Health Club. She asks that PR professionals search Web site trends for hot topics and familiarize themselves with her column and blog. She covers environmental health, nutrition, biotechnology, medicine, mental health, alternative health, yoga and exercise. She is interested in things such as how to use food as medicine; exercise as an antidepressant; how the environment affects personal health; asthma, autism, diabetes and autoimmune disorders; how to lose weight; and chemical exposure affecting children. She wants local angles as well as broad, trend stories. She rarely writes on specific products. Tell her why your pitch is relevant to readers. She really hates seeing wasted packaging so don't send tiny little things in huge boxes with excess wrapping.

She asks PR professionals to always assume that she is on deadline when contacting her, as she is continuously working on articles. "Please understand that I am flooded with pitches when I don't respond," she says. "I cannot get back to everyone that contacts me with a story idea." She responds more quickly to pitches from people she knows or who are local to Chicago. She likes to receive pitches that list experts who are able to comment on the topic being sent. She is also looking for JPEGs to post to the blog. Short and concise personalized pitches by e-mail are best. Do not send product announcements and do NOT call. The best times to reach her are Mondays through Fridays, between 10am and 6pm. Twitter Handle: twitter.com/juliedeardorff

Deardorff started her current beat in 2003. She was a metro reporter with an emphasis on health and the environment from 1996 to 2001. She covered sports from 1991 to 1996. She joined the paper in 1991. She also worked for The National, the nation's first daily sports newspaper in New York City. She got her bachelor's degree in journalism and a master's degree in business administration from the University of Iowa.

Benefits of Cision's Media Profiles

Increase coverage. Boost your chances of getting coverage beyond traditional media by uncovering new influencers.

Be more effective. Target your pitches knowing the likes and dislikes, coverage histories, affiliations and areas of personal interest of journalists and analysts. Build rapport and relationships, so journalists think of you first.

Gain a competitive edge. Stay ahead of the news cycle by uncovering editorial opportunities quickly. Position your spokespeople as thought leaders by leveraging the trends and issues identified by media outlets.

Tap into social media. Using Cision's social media metrics, determine which sites are truly influential.

Learn valuable information about reporters' editorial needs, and how to create an effective pitch for them, so you gain an edge over your competition. Basic database profiles provide you with general contact information, but with premium profiles you'll have access to:

- Detailed overviews with quotes direct from the contact, biographical information, filing deadlines and audio interviews
- Preferences on how they like to be contacted, whether it's email, fax, phone, website or mail
- Pet peeves and detailed pitching tips
- Audio interviews to hear journalists' preferences in their own words
- Twitter handles where available

In-depth Outlet Information

Profile

sample basic profile

Provides the public with the latest information and guidance on how to manage more than two dozen health conditions and allows users to personalize the Web site according to their conditions and interests.

Premium Profile

sample Cision premium profile

Provides the public with the latest information and guidance on how to manage more than two dozen health conditions and allows users to personalize the Web site according to their conditions and interests. Allows consumers to manage their health conditions on a day-to-day basis by having access to highly customizable and credible information from renowned experts and institutions.

Features experts covering the areas of allergy and immunology, arthritis, cardiovascular health, diabetes, digestive health, general medicine, obesity, oncology, preventive medicine, psychology, senior health and women's health. These experts will also interact with consumers in a variety of ways, including answering questions on a weekly basis, blogging commentary and participating in live chats. Covers products including gadgets, fitness gear, skin care items and anti-aging products. In these ways and others, the physician/specialists will help consumers manage their health issues by addressing concerns that will assist with both short and long-term health planning.

Sections include: Health Centers; Specialists; Message Boards; Health News; Recipes; and Health Encyclopedia. Each day of the week brings focused coverage of a particular issue or section, including: Conditions; Dr. Holly; Nutrition; Home/Family; Women's Health; and Living. Regular features include: Manage Your Conditions; Featured Specialist; Active Discussions; Health Recipes; Latest News; and a Video Library.



Uncover the most influential outlets in the industry, and learn all the answers you need to know to target outlets effectively including:

- Print and web outlets, research firms, special sections, reports and supplements
- Leading newspapers with robust health and science beats
- Upcoming editorial opportunities
- National and top DMA radio and TV networks, stations and programs, including news and talk shows
- Outlet demographics, circulation and/or viewership numbers, and ad rates
- Article submission policies and deadlines
- Policies for NDA, artwork and graphics

Social Media Influencers and Social Media Measurement Data

sample Cision premium social media metrics

Social Media	Healthcare
Average Visitors/Month	1,000,086
Unique Monthly Sessions	1,625,011
Monthly Site Views	3,972,548
Average Time Spent	0:02:02
Inbound Links	27
Comments	301
Commenters	259
Engagement Level	1
Votes Count	1
On-Topic Inbound Links	357
On-Topic Posts	83
Thread Size (Forums)	0
On-Topic Replies	0
Media Views (Videos/Images)	0

You'll uncover key social media outlets with access to a variety of social and web audience metrics specific to health and science. Metrics on each social media outlet include:

- Number of unique site visitors each month to gauge impressions
- Average time users spend on the site
- Number of web pages viewed
- Number of people commenting and comments left
- Number of links from other sites
- Number of views of videos or images
- Total number of posts per thread on related forums
- An engagement-level ranking on a scale of 1-10 that helps determine which sites attract communities of active commenters

Health & Science Freelancers

sample Cision premium freelancer profile

Premium Profile

"Skip" Singer covers Healthcare, Pharmaceutical Policy, Personal Health, Health Care Cost Containment, Implications of Rising Costs, the Demographic Shift towards the Aging, Chronic Conditions, Outcomes Research, Disease Management (Population-based, Predictive Modeling), the Business of Health Care, Employee Benefits, Health Promotion and Disease Prevention, Infectious Diseases, Bioethics, Computers and Personal Technology, Reviews of Current Personal Productivity Software and Hardware, Innovations in Personal Computer Technology and Devices, Computer Hardware for Do-It-Yourselfers, Technology for the Family and Book Reviews.

Singer is willing to contribute Articles between 1,500 to 3,000 words, quick Synopses of Current/Breaking issues, Sidebars with statistics, Data, Graphics and Charts and Reviews of Books and Technology.

Singer says to PR professionals, "I write because I love to express myself. While I am a full-time Health Care Consultant and understand how to convey complex issues to defined audiences (e.g., medical professionals, benefits managers, the general public, decision and policy makers), my fun passion is thinking and writing about Technology and its impact on our daily lives." Send press releases and contact him directly via e-mail.

Singer has a master's in public health from the University of North Carolina School of Public Health and a bachelor's from the University of Massachusetts. He has over a dozen years of writing about personal technology, gadgets, small business and SOHO, medicine and healthcare, pharmaceuticals and biotechnology. His recent publishing honors include Business and Health, Men's Journal, The Washington Post, and ZD Media Empire.

Media Outlets Contributed To: Business and Health, Men's Journal, The Washington Post, ZD Media Empire.

As newsroom staff shrinks, freelancers have become critically important contacts for media placements, and they are often the most difficult to track down. With Premium Health & Science profiles, you'll have access to the most comprehensive database of freelance writers who specialize in industry developments and trends.