

The Goals:

- Establish market credibility for the inaugural issue of CMP Healthcare Media's newest publication
- Highlight an editorial and marketing void in targeting neurologists and related primary care physicians
- Promote the magazine as a practical medical journal that helps improve patient outcomes for physicians treating neurological conditions

The Deal:

CMP Healthcare Media requested a public relations launch, focused on the healthcare marketing community, to support its advertising, direct mail and related marketing efforts. PReturn staff leveraged a tight budget to support a five-month industry launch, pursuing coverage within a targeted list of trade publications and news services.

The Outcome:

PReturn staff successfully elevated brand awareness and visibility of this publication within the industry. News coverage consistently emphasized the publication's competitive advantages and the current industry void it sought to fill. By generating a consistent stream of news, the team helped solidify the value propositions of this publication among healthcare marketers. The program clearly demonstrated the success of the publication's launch by highlighting the impressive roster of tier one advertisers that supported the inaugural issue.



The Tools:

- News releases
- Proactive media relations
- Compelling visuals and photos
- Automated news postings and distribution
- Editorial calendars
- Persistence!

The Results:

Ample results on a thrifty budget – More than 20 pieces of news coverage were achieved before the inaugural issue was launched. Media coverage included some high profile pieces of coverage and such compelling visuals as *Applied Neurology* cover art, as well as publisher, editor and sales staff photos. Coverage was tracked and leveraged in support of ongoing advertising sales efforts. Media coverage goals were exceeded, and messages were communicated consistently throughout the industry press.

Select Media Placements:



BOTTOM LINE MARKETING.

preturn.com