

WARFIELD'S WEEKLY UPDATE

REACH

3,850

DERMATOLOGY SKINCARE SPECIALISTS

EVERY WEEK

MEDIA KIT



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AART, Inc. offers a complete line of products to suit your aesthetic surgery needs.

WARFIELD WEEKLY UPDATE

PCI Journal

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**PRODUCT SHOWCASES**

**Skin color gives clues to health**  
 Science Daily | Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | RSS | Print | Email | Embed | Embed This Article in Your Website

Researchers from the universities of Bristol and St. Andrews in the U.K. have found that the color of a person's skin affects how healthy and therefore attractive they appear, and have found that diet may be crucial to achieving the most desirable complexion. The work will be published in the December issue of *Springer's International Journal of Primatology*. [MORE](#)

**HairMax LaserComb**

CLINICALLY PROVEN TO TREAT HAIRLOSS AND PROMOTE HAIR GROWTH

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**Latest anti-aging craze 'Dracula Therapy' involves injecting your face with your own blood**  
 the New York Daily News | Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | RSS | Print | Email | Embed | Embed This Article in Your Website

The fountain of youth may already be running through your veins. The latest anti-aging craze involves injecting your face with your own blood. The *UK Daily Mail* reports that "Dracula Therapy", introduced in London by French cosmetic doctor Daniel Sliiter, promises to restore dull and wrinkled skin with a shot of someone's own blood. [MORE](#)

**HPA advice on the use of sunbeds**  
 Medical News Today | Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | RSS | Print | Email | Embed | Embed This Article in Your Website

Sunbeds should be off limits to the under 18s and should not be used for cosmetic tanning - say scientists at the Health Protection Agency. The issue of sunbed use has come back into the public eye following the publication of cancer research UK research in the *British Medical Journal* which shows worrying levels of sunbed use by under-18s. [MORE](#)

**ChopSaver**  
 For Muscles with Lips.

ChopSaver lip care is now doctor recommended. Originally made for musicians, nothing works better for chronic chapped lips. Learn more [here](#) or Call 317-259-1447 for free samples. [MORE](#)

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**New breast-growing technique, Neopac, may offer alternative to implants**  
 the New York Daily News | Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | RSS | Print | Email | Embed | Embed This Article in Your Website

Women looking to increase their bust may soon have an option besides artificial implants. A revolutionary new breast-growing technique, Neopac, will be available to some breast cancer survivors in trials starting in January, according to the *Daily Mail*. And within a decade, cosmetic surgeons may open up the treatment to all women who want to amplify their cleavage, the paper reports. [MORE](#)

**Is dark skin more apt to scar?**  
 the Miami Herald | Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | RSS | Print | Email | Embed | Embed This Article in Your Website

Scars can result from a patient's propensity to form them but they can also form from poor surgical technique such as undue tension in an incision site or poor placement of incisions. [MORE](#)

**RapidLash Eyelash Renewal Serum**

Yes, it really works! RapidLash promotes the appearance of natural lash and brow growth in just 4-6 weeks!

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**CUTERA**

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**Fat-dissolving procedure carries infection risks**  
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French researchers are calling into question the safety of a cosmetic procedure that offers to melt away fat without surgery, exercise or pills. The doctors, writing in the *Journal Clinical Infectious Diseases*, warn that the procedure, known as mesotherapy, can also leave patients with particularly hard-to-treat and potentially disfiguring bacterial infections. [MORE](#)

**Plea for age limits on hair transplant surgery**  
 Medical News Today | Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | RSS | Print | Email | Embed | Embed This Article in Your Website

One of the U.K.'s leading cosmetic surgeons is calling for age restrictions on hair transplant surgery, after seeing an alarming rise in the number of teenage boys wanting to go under the knife. [MORE](#)

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**PRODUCT SHOWCASES**

**AdvancedMD Medical Billing Software for Dermatology**

Average practices experience 30% claims rejection. 10,000 providers use automated and updated Web-based software with the latest payer changes to reduce rejections to 5%, earning them more than \$150,000 in additional profits. Demo AdvancedMD software and receive the new MGMA billing guide: "12 Potholes to Getting Paid."

**Pelleve® iL&C Skin Tightening System**

The Pelleve® iL&C system heats the deep layers of the skin, causing collagen to contract and tighten. After treatment, the skin begins to produce new collagen, improving skin firmness and resulting in a naturally refreshed appearance. To learn more please click here. Please visit us at ASDS / ASDCS Booth #718

**Environ Skin Care**

The Environ® Advanced Vitamin Skin Therapy (AVST) range assists skin to mobilize its innate ability to repair and maintain itself. The range consists of five increasing strengths of vitamins A and C, and contains antioxidants (Retenol®), flavonoids and peptides (Matrixyl®). No fragrance or preservatives are added during manufacture.

**HairMax LaserComb® ACTUALLY WORKS!**

Physicians worldwide effectively treat genetic hair loss with the HairMax LaserComb as monotherapy, concomitant or adjunctive therapy. HairMax is clinically proven with published efficacy studies to promote hair growth in males. [www.hairmax.com/pro](http://www.hairmax.com/pro)

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**Warfield Weekly Update**

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# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 3,850 dermatology skincare specialists (one 90 day cycle)

SDSS Member Price

Nonmember Price

Additional 10% discount for SDSS Corporate Members



Leaderboard  
\$2300  
\$2500

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
\$1750/\$1500  
\$1750/\$1500

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
\$1880/\$900  
\$2000/\$1000

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
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dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Product Showcase  
\$1200  
\$1250

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
\$1000  
\$1000

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
\$500  
\$500

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

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WARFIELD'S WEEKLY UPDATE, POWERED BY MULTIBRIEFS,  
PROVIDES NEWS AND INFORMATION TO LEADERS IN THE  
DERMATOLOGICAL INDUSTRY.

As a joint publication of the Society of Dermatology SkinCare Specialists and the PCI Journal, the news tackles today's most relevant, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of dermatologists and other skin care professionals, Warfield's Weekly Update keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decisionmakers and influencers with purchasing power – the top-tier professionals in the dermatology industry.

WARFIELD'S WEEKLY UPDATE  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN WARFIELD'S WEEKLY UPDATE:



## CREDIBLE SOURCE

For 130 years, our members have turned to the association as the informational authority of the industry. Advertising in Warfield's Weekly Update solidifies your place among weekly information provided to our members.



## TARGETED DISTRIBUTION

Advertising in Warfield's Weekly Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Warfield's Weekly Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Warfield's Weekly Update ensures your ad will be every week by our 3,850 subscribers.



## AFFORDABLE

Advertising in Warfield's Weekly Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Warfield's Weekly Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Warfield's Weekly Update.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.