



JOURNAL OF Invasive Cardiology

The Journal of Invasive Cardiology (JIC) was launched in 1988 to provide a focused, definitive source for cardiovascular specialists to stay up to date. Cited by Index Medicus/Pubmed, ISI Current Contents/Clinical Medicine, and SCIE, top-level researchers at major competitive institutions throughout the US and worldwide readily choose to submit original research and manuscripts to JIC.

This unique sub-specialty has been shown to be the most data-driven in medicine in terms of their efforts to seek clinical studies to help guide their practice patterns rather than relying on standard protocols. Our mission is to help these busy practitioners make sense of the clinical significance of research for immediate use in day-to-day patient care. JIC provides a direct conduit to the latest innovations in clinical research and practice, regular in-depth reviews, and expert commentaries.

Each month, readers rely on the journal to bring them practical, evidence-based clinical articles, concentrating on real-world outcomes concerning the use of therapeutic devices in cardiovascular and structural heart disease, drugs used in the cardiac catheterization laboratory and in post-PCI therapy, and comparisons of treatment modalities in small hospital settings as well as in large teaching institutions. The Journal of Invasive Cardiology is a leading interventional treatment journal because it offers clinicians current, practical information critical for effectively diagnosing, treating, and managing patients with cardiovascular and structural heart disease.

Editor-in-chief Deepak L. Bhatt, MD, MPH is the executive director of Interventional Cardiovascular Programs at Brigham and Women's Hospital (BWH). He is also a professor of medicine at Harvard Medical School (HMS) and editor-in-chief of the Harvard Heart Letter. Dr. Bhatt specializes in cardiovascular medicine and interventional cardiology.

He is the author of over 750 peer-reviewed publications and is listed as a Thomson Reuters Highly Cited Researcher. He is the editor of the textbook, *Cardiovascular Intervention: A Companion to Braunwald's Heart Disease*. Three projects he helped lead were listed in the 2014 American Heart Association/American Stroke Association Top Ten Advances in Heart Disease and Stroke Research. He is currently a trustee of the American College of Cardiology. He was selected by Brigham and Women's Hospital as the 2014 Eugene Braunwald Scholar.

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Monthly Page Views: 42,000

Online Subscribers: 19,332 emails (approximately)

Demographics:

Interventional Cardiologist	71%
RN	12%
RCIS/RT	4%
NP/PA/Student	3%
Industry/Other	10%



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Coverage & Market: Interventional/invasive cardiologists, clinical cardiologists with an interest in interventional cardiology, cath lab and office-based lab medical directors, and allied healthcare professionals.

eBlast Cost: \$6,000 per blast

eBlast Averages:

Opens	21%
Clicks	8%
Unique Opens	13%
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CTR	2%

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