

CONTEMPORARY UROLOGY

Practical | Clinical | Peer-reviewed



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BOTULINUM TOXIN THERAPY FOR COMPLEX VOIDING DYSFUNCTIONS

Clinical experience,
potential indications

Raymond R. Rackley, MD, Tara L. Frenkl, MD,
and Joseph B. Abokhmalak, MD

WILEY-LISS

- 10 Mixed UI: Effective evaluation and treatment
 - 21 Point and Counterpoint: Urine biomarkers vs cystoscopy for bladder cancer follow-up
 - 30 Emerging high-power KTP laser applications
 - 53 Controversies in testis cancer management (part 1 of 2)
- FREE CME ONLINE

EDITORIAL: "The clinician's crawl: A conveyor of contagion" by Calfrey C. Carson, MD

2006 Media Information

CONTEMPORARY UROLOGY®

Creating Excellence Page By Page

An editorial board composed of recognized leaders in the field of urology keeps our editorial fresh, relevant, and read.



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Chapel Hill, NC

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Peer-Reviewed, Reader-Focused

Evaluate:

After evaluating the current state of the art and reviewing reader feedback studies, the Editorial Board suggests topics and invites authors

Article Acquisition:

Leading authorities write articles

Review:

Editorial Board reviews and approves articles

Input:

Clinical Reactor feedback lends direction

Edit:

Professional staff edits manuscripts

Approve:

Authors review edited manuscripts and artwork

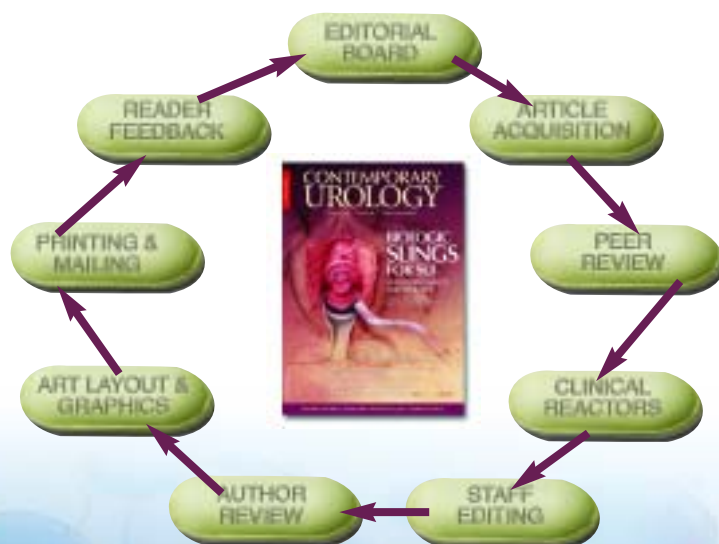
Publish:

Award-winning art, layout, and graphics are incorporated with copy into design

Feedback:

Readers provide feedback on content

Peer Review Benefits Readers and Advertisers



Paid Circulation Makes a Difference

Our vital 99.5%* paid circulation proves our content is appropriate and valuable for today's urologic professionals. They'll read it, refer to it, and trust it, which translates into high exposure and brand recognition for our advertisers. **Advertising in *Contemporary Urology* carries significant weight, credibility, and value, giving you an edge you will find in no other urologic journal.**

*Source: BPA Statement, July 2005

Articles Create And Sustain High Audience Interest

63% of readers read or look into each issue.*

Readers spend an average of **45** minutes with each issue.*

Of readers who pass on an issue, **72%** pass it to a urology colleague.*

Average article readership is **54%**.*

82% cite journal articles as the primary source of new medical information.*

*Source: *Contemporary Urology* Year-End Issue Feedback Summary, March 2004, Advanstar Medical Economics Research Services.

Advanstar's Urology Group Brings an Unparalleled Combination to Your Media Schedule through *Contemporary Urology* and *Urology Times*

Only Advanstar can offer you the opportunity to reach the urology community and all office-based urologists through the most well-read newsmagazine in the field and a highly respected, peer-reviewed, paid circulation, clinical journal. Call today to learn about combination frequency programs and how to put ***Contemporary Urology*** and ***Urology Times*** to work for your product in 2006.**



**Source: PERQ/HCI Focus Study, Table 1302, June 2005.

Marketing Services to Increase the Value of Your Investment

Value-Added Services

Contemporary Urology offers a variety of ways to enhance your advertising investment through value-added services and partnerships.

Bonus Distribution

AUA Annual Meeting • Atlanta, Georgia • May 20-23, 2006

Contemporary Urology April and May issues will be distributed at the American Urological Association's annual meeting – the largest meeting of urologists in the world. All advertisers in the April and May issues will gain additional exposure at this event.

Research

Contemporary Urology offers prescribing data and physician and patient demographic information to help you understand your market.

Sources include:

- Source Prescription Audit (SPA) from Verispan
- Physician Drug & Diagnosis Audit (PDDA) from Verispan

Customized Research

- **Customized Marketing Survey**—Advertisers in the January issue may submit confidential, closed-end question(s) for inclusion in a survey conducted by Advanstar Medical Economics Research Department.
- **Message Impact Study**—Advertisers in the August issue are eligible to participate in a message impact study conducted by Readex.

Customized Solutions For Today's Marketing Challenges

Our capabilities are comprehensive and include:

Print Media

- Supplements/Meeting Reporters
- Newsletters, Handbooks, Monographs
- Wall Charts/Patient Education Aids
- Convention Pocket Survival Guides

Electronic Media

- Online CME & Webcasts
- Interactive CD-ROMs

Live Events

- Annual Conferences & Regional CME Events
- Satellite Symposia
- Consensus Meetings
- Roundtables (live, teleconferenced, and webcast)

Market Research

- Quick Response E-mail Surveys
- Full Market Analysis/Focus Groups

Web Advertising on *contemporaryurology.com*

- Banner ads
- Button ads
- Skyscraper ads

E-Newsletters

- AUA daily highlights & news

Custom E-Newsletters

- Customized to your product message & needs



Valuable Interaction

Contemporary Urology offers increased interaction with your target audience—our readers—through custom projects and our web site, *contemporaryurology.com*.

For more information, contact the **Contemporary Urology** Sales Coordinator at 888-468-8145.

*Dates and offerings subject to change.

**CONTEMPORARY
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Visit our web site @ www.contemporaryurology.com
5 Paragon Drive • Montvale, NJ 07645-1742
Tel: 973-944-7777 or 888-581-8052 • Fax: 973-847-5350


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