

Your Physician Sourcing Partner

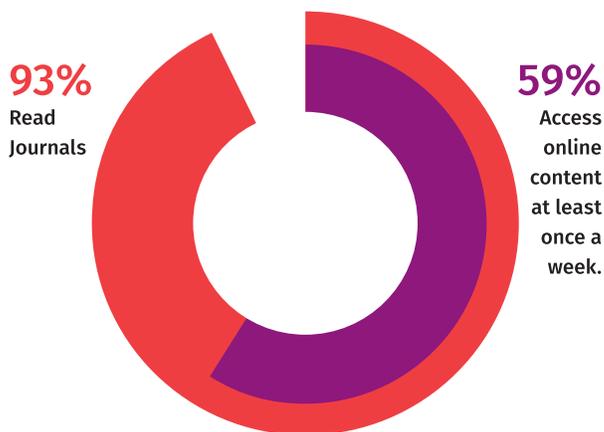


Wolters Kluwer knows physicians.

We publish the point-of-care tools and clinical content they rely on to provide excellent patient care and improve outcomes. This understanding of physicians as a profession means that we can craft recruitment solutions that align with the habits and expectations of your target specialist.

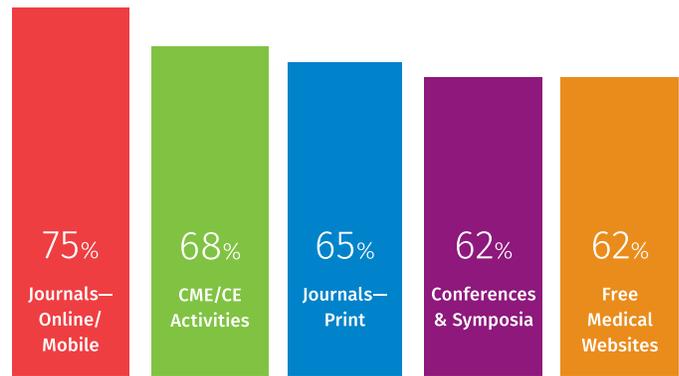
Journals Offer Deep Reach and Access.

Recent research revealed the content consumption habits of MDs. These usage statistics offer you an advantage to reach both active and passive job seekers.



Journals are Top Information Source.

When asked about the resources they use to stay up-to-date, both print and online journal formats ranked in the top 3. Make an impact by posting your jobs in print and online.



Source: Wolters Kluwer Content Consumption Survey—USA Data, 2016 (n=3,059). Statistical significance ± 1.7% at 95%.

Give Journals a Fresh Look.

Recruiters like you have a lot more on your plate than sourcing. Why not leverage the reach, access, and engagement offered by medical journals? Place your job ads within a trusted learning environment and interested and qualified candidates will find you!

Not sure where to start?

It's as simple as 1-2-3.

- ① Craft a compelling job posting.
- ② Identify your target audience.
- ③ Place your message where physicians spend the most time—in medical journals!

Let's get started! ▼

All Access Recruitment Bundle



Deliver your message across our multichannel network to reach both passive and active job seekers.

Features include:

- Bundled multi-media rates
- Online job postings
- Direct response advertising
- Targeting by profession, specialty and geographic area

Leverage our Reach, Engagement, and Access



More than 300 print journals and websites, anchored by leading publications.



Deep reach and readership in:

- anesthesiology
- neurology
- hematology/oncology
- emergency medicine
- orthopaedic surgery
- ob/gyn
- plastic surgery



60+ Society partnerships and associations



Opt-in email database across all specialties

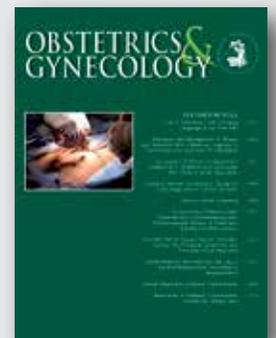


4+ million monthly visits to our websites.



#1 journals in impact factor in anesthesiology, orthopaedics, and surgery.

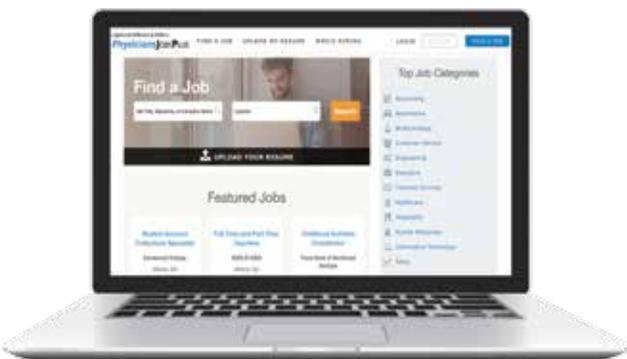
Just a sample of our available journals...



PhysiciansJobsPlus.com



Job board posting solutions to fit every budget, whether you have one crucial position to fill or hundreds!



Standard Posting

Reach physicians looking for jobs now in every specialty. Choose 30, 60, or 90 day Postings.

Premium Job Posting

Power up with visibility on all Wolters Kluwer medical journals. Premium ads typically receive a 6 time higher response rate. Upgrades include:

- Prime positioning in our “Featured Job Widget,” positioned on the journal home page
- Maximum visibility and targeting by appearing as top Spotlight search results
- This 1-2 punch of search + home page exposure will drive more leads to help reduce your hiring time

Multiple Job Postings

Both Standard and Premium Postings are scalable to **Job Packs** of 5 or 10 postings.

Need even more exposure?

Job Wraps and **Job Feeds** are available with a 1-year agreement.

Premium Exposure

Get Social!

Upgrade to our **Social Media Expansion Pack** and distribute your job through our multiple social media channels.

Hit the Inbox

Upgrade to include a **Job Alert Email**.

Live and on-Demand Premium Engagement

Do you need to reach physicians with a complex message? **Webcasts** offer unparalleled engagement at the convenience of your target specialist.

**Ready to find the right candidate?
Contact one of our Recruitment Advertising Specialists today!
wkadcenter.com/contact**

Sell Your Job



Top physicians can work anywhere...for them it's always a job seeker's market. You need a message that stands out in the crowd with a compelling headline. What's unique about the organization or location? What would entice a potential candidate to take a closer look?

For additional guidelines on designing your ad, please contact your Recruitment Advertising Specialist.

All Access Recruitment Ads Run in Print + Online + Email

Maximize your impact by taking advantage of the features of each ad types. Here are some things to keep in mind as you prepare your ad.

Room to Expand

You can provide extended copy and a logo for the online version of a shorter print ad.

Be Bold

Always include a strong headline, the job's location, and position's title.

Break Out Multiple Positions

Featuring several positions in a full page ad? Remember to separate the ad copy for each job to include on the PhysiciansJobsPlus.com job board.

Clear Call-to-Action

Contact information should be prominent and complete.

Make it Clickable

Hyperlinks for URLs, email addresses, and phone numbers should be easy to identify and interact with online.

Here's an example of a preferred treatment for contact information

John Smith
University of Medicine
123 Main Street
Hometown, NY, USA 12345
John.Smith@UofMed.edu