



The Indian Practitioner

A Monthly Journal Devoted to Medicine, Surgery and Public Health

Introduction

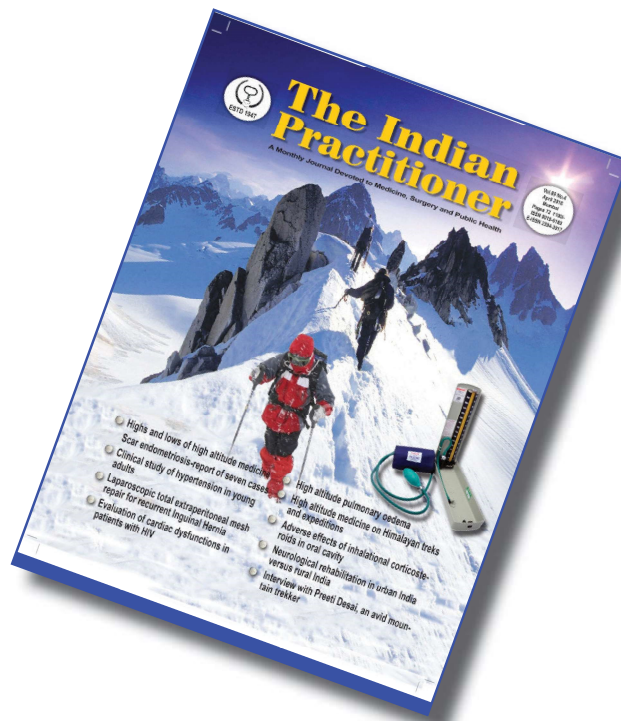
The Indian Practitioner is a monthly journal dedicated to Medicine, Surgery and Public Health, which was established in 1947. The Indian Practitioner has on its editorial board highly experienced doctors in various aspects of medicine which ensure qualitative medical articles and features. The journal covers the entire spectrum of medicine and medical establishments which include private & government hospitals and clinics, private practitioners, physicians & surgeons, medical directors of pharma companies and medical institutes/universities.

The Indian Practitioner, is a registered publication with the Registrar of Newspapers, New Delhi under the Ministry of Information, Government of India.

The Journal

The Indian Practitioner with its contemporary content, reader-friendly language, innovative layout and pleasing get-up is a pioneer in introducing first hand medical journalism, designed to inform and update practicing doctors in the medical and health-care industries. Over six decades, it has widened its lead, and today, is in the forefront of Indian medical journalism.

The journal under new management since 2011, published by BLOCKDALE MEDIA LLP now comes fully revised, revamped and rejuvenated - infact an entirely New Look - to meet the dynamic information needs of today's busy practitioner.



The Indian Practitioner now regularly presents:

- News in addition to original medical articles
- Features on medical devices,
- Profiles on new drugs & medicines
- Medical developments
- Doctor and hospital profiles
- Interviews,
- Complementary and alternative medicine,
- Specific case reports and more.

Articles in the realm of allopathy are primarily featured which are peer reviewed and include original clinical studies, trials and case reports.

Given the growing importance of alternative medicine, the journal now covers the following vital areas of therapeutics in addition to allopathy:

- Ayurveda
- Homeopathy
- Wellness
- Mind- body medicine
- Herbal medicine
- Nutraceuticals
- Cosmeceuticals and
- Other new areas of therapy are covered in this New Look Indian Practitioner.

Circulation

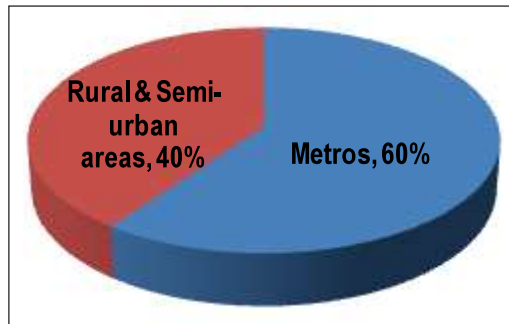
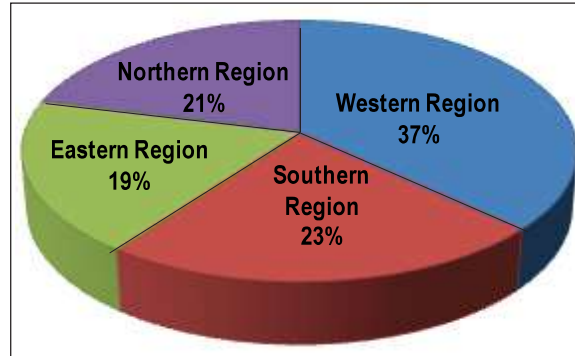
The Indian Practitioner is read by practicing doctors and various professionals in the field of medical science. Over 70,000 copies of The Indian Practitioner are bought to be read and preserved by practicing doctors and pharma companies in the medical and healthcare industries, as the contents of the journal are of lasting interest with tremendous retentive value.

Due to significant circulation to hospitals, clinics and diagnostic centres each copy of The Indian Practitioner is read on an average by 3 doctors in the fields of general medicine, public health and surgery thus ensuring an undiluted captive readership of about 2,00,000.

The Indian Practitioner is read by professionals in various medical segments: general medicine, public health, surgery as well as non practicing professionals of pharma companies, Medical devices companies, public and private hospitals as well as medical industry associations.

Circulation breakdown on Geographical Basis

Western region (Maharashtra & Gujarat)	: 37%
Southern Region (Tamil Nadu, Karnataka, Andhra Pradesh & Kerala)	: 23%
Eastern Region (West Bengal, Orissa, Assam etc)	: 19%
Northern Region (UP, Bihar, Delhi, Himachal Pradesh, Rajasthan etc)	: 21%



'The Indian Practitioner' subscribers include:

1. General physicians
2. Surgeons and specialists in various fields of medicine
3. Hospitals, Clinics and diagnostic centres in public as well as private sectors
4. Medical directors of pharma companies
5. Medical devices manufacturers
6. Medical Associations

Advertisers

Over the years, advertisements in The Indian Practitioner have helped pharma companies, medical establishments and medical devices manufacturers consolidate their marketing efforts and increase their businesses significantly. These advertisements have also been instrumental in facilitating marketing arrangements, technical tie-ups and collaborations.

Your Advertising - An Investment

Your advertisements and promotion in the The Indian Practitioner gives you excellent marketing and sales returns:

- The Indian Practitioner with its undiluted target audience of the entire medical profession, provides qualitative and effective exposure to your product/service messages appearing in excellent editorial environment!
- The journal's long shelf-life ensures greater mileage, reaping rich dividends for your investment!
- Obtain additional mileage due to re-exposure of your advertisements!