



FOR IMMEDIATE RELEASE:

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**MeritDirect Expands CMPMedica's List Portfolio with the Addition of Five – New-to-Market Files!**

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has expanded its CMPMedica's portfolio to include the following: **Consultant, Consultant for Pediatricians, Infections In Medicine, Journal of Musculoskeletal Medicine** and **The Aids Reader**.

- [Consultant](#) | Universe: 175,000+ - **New-to-Market!**

Consultant has become the number 1 independent journal among office-based primary care physicians, physician assistants and nurse practitioners, according to syndicated research studies. It focuses on the "how-to" of diagnosis and treatment of common medical problems.

- [Consultant for Pediatricians](#) | Universe: 51,000+ - **New-to-Market!**

Consultant of Pediatricians reaches pediatricians, pediatric physician assistants, and pediatric nurse practitioners with short, quick-reading features that actively engage the reader with recognition of various genetic disorders, a quiz to help clinicians hone their skills in x-ray interpretation, a column on autistic spectrum disorders and much more.

- [Infections In Medicine](#) | Universe: 32,000+ - **New-to-Market!**

Infections in Medicine reaches physicians (the universe of infectious disease specialists, plus high-prescribing pulmonologists, urologists, gastroenterologists, primary care physicians, and pediatricians) with peer-reviewed articles and helpful columns on diagnosis, management, and prevention of common infections, plus up-to-date information on emerging infectious diseases, travel medicine, and bioterrorism threats.

- [Journal of Musculoskeletal Medicine](#) | Universe: 64,000+ - **New-to-Market!**

The Journal of Musculoskeletal Medicine reaches primary care and other physicians in a unique and efficient monthly update on the management of musculoskeletal disorders in daily practice.

- [The Aids Reader](#) | Universe: 20,000+ - **New-to-Market!**

The AIDS Reader is the best-read HIV-focused journal, according to AC Nielsen/HCI's syndicated readership audit Focus. It reaches a full range of physicians managing HIV-positive patients today, including ID specialists; primary care physicians, pediatricians, and ob/gyns who prescribe relevant products; medical oncologists and hematologists; and special audiences, such as medical directors of correctional institutions and physicians, NPs, and PAs in HIV/AIDS care centers.

For additional information from MeritDirect, please contact [Jeff Moriarty](#) at 914.368.1198.

**About MeritDirect:**

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

**About CMPMedica:**

CMPMedica is a global organization that delivers a balanced portfolio of digital, event and print journal brands that communicate to and educate a wide range of Healthcare Professionals.