

# JMCP.ORG ENGAGEMENT

PUBLISHED SINCE 1995, JMCP IS  
THE OFFICIAL JOURNAL OF THE  
ACADEMY OF MANAGED CARE  
PHARMACY (AMCP).



## JMCP.ORG AT A GLANCE

Readers of the *Journal of Managed Care + Specialty Pharmacy (JMCP)* include health care decision-makers in various settings, including health plans, pharmacy benefit management companies (PBMs), integrated delivery networks (IDNs), and hospitals. These individuals include Pharmacy and Therapeutics Committee members, medical directors, pharmacists who manage specialty therapeutics, clinical pharmacists, researchers who evaluate drug effectiveness, and other professionals engaged in improving health at the population level.

#1

### RANKING

For projected average readers per issue and average page exposures compared to other managed care media.

Source: Kantar 2024  
Managed Care Study

2.3

### IMPACT FACTOR

*JMCP* has a strong influence with an average of 2.3 articles published, being cited in the past two years.

50%

### PUBLISHED

Our 50% acceptance rate ensures only high-quality, relevant research is published, keeping your brand in front of a trusted, credible audience.

330,000

### SESSIONS A YEAR

*JMCP.org* averages more than 240,000 visitors and 330,000 sessions a year.

30,000

### ROS IMPRESSIONS

*JMCP.org* offers digital placements across the full website with average of 40,000 impressions for Run of Site (ROS) display banners.

30,000

### SUBSCRIBERS

Trusted by 30,000 subscribers—delivered in print for lasting impact and online for instant access to rigorously reviewed, high-quality research.

8%

### EMAIL CLICK RATE

The eTOC (electronic table of contents) email goes out immediately when each issue is published and has double the click-through rate benchmark for association journals.

15,000

### SUPPLEMENT VIEWS

*JMCP* supplements spotlight your research with in a dedicated way and garner an average of 15,000 views online and in print.