

Primary Care Cardiovascular Journal

PCCJ

A major new development in cardiovascular publishing in the UK

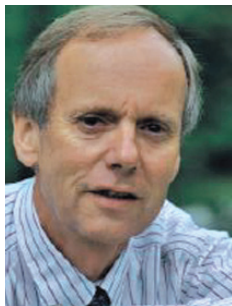


- The only peer-reviewed journal specifically developed for GPs treating cardiovascular disease and associated conditions such as type 2 diabetes
- Edited by GPs for GPs
- UK edition reaching 15,000 specifically targeted GPs
- Sections will include authoritative reviews of clinically important topics, original research, news and features

Publication dates 2009:
January/February/March; April/May/June;
July/August September; October/November/December

Editor-in-Chief

Professor Michael Kirby



Visiting Professor,
Faculty of Health and
Human Services
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Professor Kirby is
Director of HertNet
(The Hertfordshire
Primary Care
Research Network)

and has published more than 200 clinical papers and 20 books. Professor Kirby has lectured widely on various aspects of cardiovascular disease and diabetes and he has participated in numerous primary care training programmes.

Managing Editor

Susan Mayor



Susan is one of the
UK's most widely
known and
authoritative
healthcare journalists
and has written
extensively for
numerous titles.

She was News Editor
of the *British Medical*

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Sue is also Managing Editor of the *British Journal
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and Diabetes*.

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Creating a unique circulation: Delivering the journal direct to the high prescribers

A unique and comprehensive circulation

GPsWi's special interest in diabetes or cardiology	3,265
Lead GPs in diabetes clinics	4,470
GPs in practices with highest treated populations of CHD and diabetes (NHS QOF data 2008)	7,265
PCO disease co-ordinators	
- CHD	85
- Diabetes	132
Pharmaceutical advisors	248
Prescribing advisors	180
Total	15,645

So, the circulation of *Primary Care Cardiovascular Journal* is not just controlled, it delivers the prescribers you need.

Supplements to *PCCJ*

We have an unprecedented demand for supplements to the new journal from sponsors recognising its importance. If you would like to learn more or you would like to reserve a supplement slot, please contact Alex Greathead at agreathead@sherbornegibbs.co.uk

Advertising

Special packages combining with the *British Journal of Primary Care Nursing - Cardiovascular Disease and Diabetes* are available. This package delivers >24,000 targeted healthcare professionals in primary care. For further information, contact Alex Greathead at agreathead@sherbornegibbs.co.uk or Claire Coppen at ccoppen@sherbornegibbs.co.uk.

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