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PMA PUBLISHING
Medical, Health Care Administration,
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PMA Publishing specialized in publishing medical and health books sponsored by health care, pharmaceutical and medical equipment companies. After the initial sponsored distribution of books, PMA Publishing then direct-marketed books to the rest of the medical market segment that was applicable.

For these projects, they assembled a house database of medical and health care influentials for book distribution. This database comprises physicians, nurses, psychologists and therapists, hospital staff, and medical administration professionals. Selects are offered by title or function.

1	PHYSICIAN OFFICE MANAGERS	15,358
2	NURSE SUPERVISORS	4,612
3	HOSPITAL DEPARTMENT CHIEFS	8,531
4	OBGYNS	3,977
5	NEUROLOGISTS	1,039
6	INTERNAL MEDICINE MDS	4,800
7	CARDIOLOGISTS	3,999
8	OPHTHALMOLOGISTS	2,850
9	UROLOGISTS	1,711
10	GENERAL SURGEONS	2,890
11	ORTHOPEDIC SURGEONS	4,827
12	DERMATOLOGISTS	5,033
13	FAMILY PRACTICE PHYSICIANS	5,366
14	PEDIATRICIANS	3,379
15	WOMEN'S HEALTH, PREGNANCY/CHILDBIRTH PROS	4,204
16	MEDICAL RECORDS PROFESSIONALS/OFFICES	4,600
17	PSYCHOLOGISTS	2,726
18	PSYCHIATRISTS	1,468

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price:	\$110/M	3-Months:	\$15/M
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