



FOR IMMEDIATE RELEASE

CONTACT:
Mary Kay Jezzini
SAGE Publicist
212-352-1404
publicity@sagepub.com

**SAGE PARTNERS WITH E-HEALTHCARE SOLUTIONS
FOR MEDICAL JOURNAL ADVERTISING SALES**

Los Angeles, London, New Delhi, Singapore and Washington DC (January 21, 2009) – SAGE announced today that it has signed an agreement with e-Healthcare Solutions (e-HS) to sell, deliver and manage all online advertising sales for its specialty medical journals.

Through the agreement, e-HS will sell online advertising space to pharmaceutical and device advertisers as well as advertising agencies for more than 45 of SAGE's medical specialty journals with one easy media buy. Titles include: *The Diabetes Educator, Trauma, Angiology, Journal of Pharmacy Practice* and many more.

"e-Healthcare Solutions is highly knowledgeable in the online advertising space, particularly in the healthcare professional markets," said Bob Vrooman, Commercial Sales Director, of SAGE. "They truly align themselves with their partners' interests and provide complimentary services for traditional medical publishers embracing the web. SAGE is looking forward to working with the e-Healthcare Solutions team in what is expected to be a prosperous partnership."

"We're very excited to offer this unique opportunity to clients with ad delivery starting in Q1 2009," said Ray Thibodeau, Vice President of Publishing Partnerships, e-Healthcare Solutions. "More and more of our advertising clients are moving toward very distinct vertical targeting and the SAGE publishing program provides us with a number of world-class options that will offer our clients a high degree of granularity for cost-effective reach in several high growth areas of medicine."

###

SAGE is a leading international publisher of journals, books and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. SAGE has principal offices in Los Angeles, London, New Delhi, Singapore and Washington DC. www.sagepublications.com

e-Healthcare Solutions is a premier pharmaceutical and healthcare services Internet advertising network. Founded in 1999, the company exclusively represents high quality medical online outlets and provides a highly targeted audience reach that includes physicians, healthcare professionals, patients and caregivers. Publishing partners include the American Medical Association, American Academy of Family Physicians, Reed Elsevier, the American College of Physicians, and the American College of Surgeons. e-HS also provides publishers with unique revenue generating tools and services. For more information, go to www.e-healthcaresolutions.com