

Wiley Corporate Solutions

Case Study: Extending Clinical Studies to Dermatologists

Background

Pierre Fabre is the 2nd largest dermo-cosmetics laboratory in the world and the 2nd largest private French pharmaceutical group. Pierre Fabre Dermo-Cosmétique R&D wanted to publish their clinical trials on the fragility of the epidermis in older adults and symptom control to targeted therapy. They were looking to maximize their engagement of this publication with dermatologists.

The Challenge



Reach their target audience of **dermatologists**



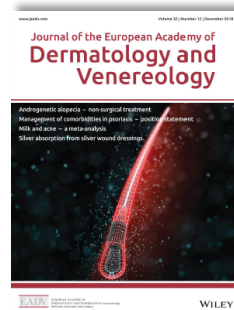
Ability to **distribute this information on the field** by medical reps

The Solution

2x sponsored supplements



Available in print and online
20 and 36 pages



Circulation of **1,591**
Peer-reviewed
Impact factor **4.287**
Seen by all members of the **EADV**

Results



Run-on copies
23,100



52 Countries worldwide

Viewed by
24,691
Dermatologists



Testimonial

“The cosmetic products Pierre Fabre produce have a high-level medical background : their clinical studies are designed as studies with medical drugs. This is the reason why the PFDC clinical studies in various dermatological pathologies are accepted and published in JEADV. We are happy with collaboration with JEADV and Wiley; our collaboration is always constructive and in the best timelines.”

—Marketa Saint Aroman, Pierre Fabre, Global Medical Director, A-DERMA DERMATOLOGICAL LABORATOIRES