



YOUR PRACTICE / BUSINESS

Survey of Profession Linked to Launch of New AOM Publication

Editorial Staff

Acupuncture Today will launch a publication and Web site in early 2010 that are dedicated to providing practice advice, unbiased "how to" articles and timely product information for the acupuncture profession.

One feature of the new *Acupuncture Today Practice Insights* magazine and Web site, will be a national survey of the profession, the result of which will be made public. The survey is intended to be an annual benchmark of the current state of the acupuncture community and its continuing evolution. The survey is scheduled for dissemination toward the end of September. Practitioners who would like to participate may request to be added to the dissemination list online at www.acupuncturetoday.com/annual.

The inaugural issue of *Acupuncture Today Practice Insights* will be published in February 2010 to coincide with the Chinese New Year. The new magazine will be printed annually, while the Web site will be available to readers and advertisers all year.

"With *Acupuncture Today Practice Insights* we have developed differentiated print and online editorial products that are designed to give hands-on, and most importantly, unbiased information that practitioners can use immediately to make smart buying and marketing decisions," said MPA Media Editor-in-Chief, Ramon G. McLeod. "This is unusual for publications of this type, but we believe that it is vitally important for our readers to be given information that they can trust and depend on."

According to Don Petersen, President of MPA Media and publisher of *Acupuncture Today*, the new publication will directly address the unique business needs of the profession.

"Of all the professions we serve, acupuncture and Oriental medicine is the fastest growing. Our readers are predominantly small business owners. Now more than ever, they need information to help them make business and buying decisions. *Acupuncture Today Practice Insights* was created to do just that; support these practitioners and help them grow their businesses and better serve their patients," Petersen said.

The new publication will be anchored by "how to" articles intended to help practitioners make informed decisions on the products they need to successfully operate their business and better serve their patients.

"The editorial content will be produced by MPA Media editors and will adhere to strict guidelines to assure that it is unbiased, neutral, and most of all dependable information they can use to avoid costly mistakes when shopping for supplies, equipment and services, " McLeod said.

The *Practice Insights* Web site will be available year round and will be updated regularly with fresh articles and information. Here are some Fast Facts about *Acupuncture Today Practice Insights*:

- It will be published once per year in print with distribution coinciding with the Chinese New Year
- The launch of the first issue will be in February of 2010
- The online version will be available to advertisers and readers year round
- There will be an ongoing marketing campaign for both the print and online products in *Acupuncture Today*
- Each of the more the 20,000 practitioners nationally will receive the print edition

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