

FOR IMMEDIATE RELEASE

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Association of Medical Media Announces Winners of 19th Annual Nexus Awards

NEW YORK, NY – The Association of Medical Media (AMM) is pleased to recognize David Horowitz of Harborside Press and Lew Wetzel of the *New England Journal of Medicine* as the winners of the 19th Annual AMM Nexus Sales Representatives of the Year Awards. The winners were announced on April 6, 2011 during the Nexus Awards in New York City. This year's event was presented at the Manhattan Club in a cocktail reception format.

The AMM Nexus Representatives of the Year Awards honor those who exemplify the qualities of outstanding sales professionals, including superior service, professionalism, and communication of ideas. By setting an industry standard and rewarding those who meet that standard, AMM hopes to inspire others and reinforce the value of journal advertising.

The AMM Nexus Awards honor two advertising sales representatives—one from a primary care or multi-specialty publication and one from a specialty publication—who this year have demonstrated an extraordinary ability to keep advertisers connected to all that's new in the industry, the market and the media. They are the *Nexus*, the vital link, between advertisers and their audience. Media directors were asked to nominate sales representatives who best exemplified the spirit of Nexus. The selection process looked at the nominees' representation of both print and online vehicles available through their publications.

This year's winner in the Specialty Publication category is David Horowitz. David represents Harborside Press's *JNCCN - The Journal of the National Comprehensive Cancer Network*. *JNCCN* is a peer-reviewed, indexed medical journal that provides the latest information about best clinical practices, oncology outcomes, and new research initiatives. More than 22,000 oncologists and other cancer care professionals across the United States read *JNCCN*. He also represents the *Journal of the Advanced Practitioner in Oncology (JADPRO)*: *JADPRO* is a clinical, peer-reviewed publication designed to specifically meet the needs of the nurse practitioner, physician assistant, clinical nurse specialist, and additional advanced practitioners in the field of oncology. Over 7,000 oncology advanced practitioners receive *JADPRO*.

The winner in the Multi-Specialty Publication category is Lew Wetzel of the *New England Journal of Medicine (NEJM)*. *NEJM* is a weekly multispecialty journal that is dedicated to bringing physicians the best research and key information at the intersection of biomedical science and clinical practice. More than 600,000 people in 177 countries read *NEJM* each week.

The AMM Nexus Awards were created by AMM to promote the awareness and effectiveness of journal advertising by applauding those who have demonstrated excellence, dedication and talent in their work.

About AMM

The Association of Medical Media (AMM) is dedicated to educating and promoting the value of the medical publishing and communications industry. AMM's name reflects its membership: medical publishing firms, content providers and associated companies in the medical communications field. The members of AMM share a commitment to editorial integrity, professional sales standards and the promotional value of medical advertising.

AMM is dedicated to fulfilling its clients' integrated needs through programs designed to show publishers and advertisers the synergies, efficiencies and strategies for print and online marketing. Through regular networking opportunities and our unique industry partnerships, AMM aims to be the leader in the future development of medical media.

For more information about AMM or the Nexus Awards, please visit www.ammonline.org.

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