

McMahon Group Publications

Owner: The McMahon Group, a family-owned medical publishing company. McMahon publishes 10 newsmagazines: *Anesthesiology News*, *Clinical Oncology News*, *Gastroenterology and Endoscopy News*, *General Surgery News*, *Pain Medicine News*, *Infectious Disease Special Edition*, *OR Management News*, *Pharmacy Practice News*, *Pharmacy Technology Report*, and *Specialty Pharmacy Continuum*.

Fees: 50 to 75 cents per word, depending on length and number of interviews/sources.

Submit to:

AN & ORM: Paul Bufano, pbufano@mcmahonmed.com

GEN. Oncology: Sarah Tilyou, SMTilyou@McMahonmed.com

Pharmacy publications: David Bronstein, Davidb@mcmahonmed.com

GSN Kevin Horty, khorty@mcmahonmed.com

IDSE: Marie Rosenthal, mrosenthal@mcmahonmed.com

PMN: Don Pizzi, DonaldP@mcmahonmed.com

Readership demographics, frequency of publications: see company [site](#).

What our editors look for in a pitch: Freelancers most likely will succeed by pitching a feature story on hot clinical and practice management/policy topics. Stay away from major meeting coverage and leading journal articles, since editors track those closely. Spend time reading the publication to get a sense of what has already been featured and its writing style.

A strong pitch would explain why the story is relevant and important to a publication's readers. A bonus would be to suggest 1-2 "how-to" sidebars or boxes, when relevant. (Yes, clinicians appreciate service journalism!) The pitch should also include the types of sources the freelancer plans on using.

Articles include: Articles range from 500 to 750 words; features range from 900 to 1,200 words. Include headline (and deck if needed) suggestion. If citing data, include supporting citation, such as journal article, in main text (AMA style). Include website URLs when citing online content. Provide slide decks, posters, PDF of journal articles and any other supporting material that editor may need for editing/fact-checking.

What we look for in writers: Resourceful, independent writers who don't need a lot of hand-holding. For example, be able and ready to find your own sources if the ones an editor supplies doesn't pan out. Be open to feedback and queries on content from editors.

Most common mistake we see with pitches: Not reading the publication and understanding the audience.

Lead time for pitching: Four to six weeks for features. We also have several freelancers who are

contracted to provide web briefs at regular intervals.

Best way to break into our newsmagazines: Pitch stories based on lesser-known (perhaps regional) meetings and second-tier but well-regarded journals that editors may not track regularly; suggest profiles of interesting/innovative practitioners in the field.

Note: Freelancers new to the publication should include links to a few clips and also a resume or link to their professional website.