ADC Review | Journal of Antibody-drug Conjugates Unveils New Website and Expanded Content

Launched today, the redesigned ADC Review | Journal of Antibody-drug Conjugates takes advantage of the latest in online web and mobile publishing features. In addition to original research and meeting coverage, clinical observations, the latest financial, regulatory and legal news, the updated journal offers new research tools, including a Clinical Trials database focusing on Antibody-drug Conjugates and an updated ADC Drug Map. New push notifications lets readers know when new content is published.

CHANDLER, Ariz. (PRWEB) April 30, 2019 -- Sunvalley Communication, LLC today unveiled a complete makeover of its flagship, peer reviewed, open access, online publication, ADC Review | Journal of Antibody-drug Conjugates.

The redesign brings a bold new personality to the journal which was first launched in 2013 and was the first of its kind covering antibody-drug conjugates (ADCs). The redesigned publication offers new features and enhanced navigation. A clear structure allows readers to easier navigate and explore the website. The redesign also guarantees that the journal remains among a selection of must-read scientific and medical journals focused on publishing the highest quality, most impactful and relevant, articles.

“The redesign of ADC Review demonstrates our commitment to our readers and the business community that supports our publication,” said Peter Hofland, Ph.D, Managing Partner of Sunvalley Communication and Executive Publisher of ADC Review.

"Over the last couple of months our readers may have noticed a number of small changes in the design of the online journal, but we’ve now unveiled the next chapter for our journal,” he said.

Major exercise
“The redesign was a major exercise, including months of market research involving focus groups in the United States and Europe as well as a reader panel to provide input on the different stages of the redesign. We’ve analyzed comments made by our editorial and creative staff, and by our editorial advisory board. Furthermore, as part of our research, we’ve asked our readers and advertisers about their expectations, their needs and their requirements,” Hofland added.

“Following our research, and listening to all the suggestions and recommendations, we engaged with a team of dedicated and experienced developers, led by our Associate Publisher,” Hofland noted. “I can truly say that I’m proud of their accomplishments,” he concluded.

Elevated content
“In addition to the redesign, we’ve strengthened our editorial team of freelance and staff writers and editors to make our content compelling and relevant for our readers,” noted Shaun Mehr, Associate Publisher of ADC Review.

Mehr added: “One of our main objectives was to position our content based on how our readers are actively searching for news, information and research related to ADCs - making information more accessible from the
bench to the boardroom. One example is our new section called The Review, where we engage Experts and Key Opinion Leaders to contribute answers to frequently asked questions on all aspects of ADCs.”

In addition, ADC Review is partnering with The Onco’Zine Brief, a public radio program and podcast focused on cancer treatment to create new series featuring timely interviews with Key Opinion Leaders and Experts on both the current state and future of ADCs.

“The new ADC Review celebrates our unique editorial voice with news reporting, meeting coverage, peer reviewed articles, features and original video series, bringing readers an elevated digital experience,” Mehr said.

“With the launch of our redesigned journal we’re bringing readers a vibrant and engaging journal and an elevated digital experience with a broadened, relevant and up-to-date content mix,” Mehr concluded.

- ADC Review is inviting authors to submit original research articles and manuscripts for peer review that fits the aims and scope of the journal;
- To learn more about the redesigned ADC Review | Journal of Antibody-drug Conjugates, please visit the journal's website.

Resources for editors:
Images, including new cover and screenshots available in web and print quality on request.

About ADC Review | Journal of Antibody-drug Conjugates:
ADC Review, Journal of Antibody-drug Conjugates (ISSN 2327-0152) is an international peer-reviewed publication designed to serve the needs of a diverse community of individuals including academia, life sciences, pharma, research, clinicians and physicians. Along with regulatory affairs, we also cover government authorities and representatives from payers to policy makers.

About Sunvalley Communication:
Sunvalley Communication, LLC is a full-service, high science marketing, medical education and marketing communications agency, specializing in brand building, creative, editorial and communication strategies and publication planning for medical, pharmaceutical and life science companies. In true partnership with the company’s clients, Sunvalley Communication facilitates the transfer of scientific and medical knowledge between all relevant stakeholders in oncology, hematology and cancer supportive care with goal to improve patient management and clinical outcomes.

In addition, Sunvalley Communication publishes OncoZine, ADC Review | Journal of Antibody-drug Conjugates, ADC Directory and The Oncology Directory. The company also produces of The OncoZine Brief, an interview and discussion radio program made for Public Radio (PRX) covering a broad range of topics and timely news updates with information from all oncology disciplines and sub-specialties from around the world.
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Online Web 2.0 Version
You can read the online version of this press release here.