

For immediate release: Thursday 19<sup>th</sup> December 2013

## Data Trace Publishing appoints Eurospan as its marketing, sales and distribution agent for EMEA, Asia-Pacific and Latin America

The catalogue of medical reference titles published by **Data Trace Publishing Company** of Baltimore, Maryland, USA, will soon be experiencing a heightened profile outside of the United States. As of the 1<sup>st</sup> of January, 2014, they will be marketed and exclusively distributed throughout Europe, the Middle East, Africa, Asia, Australasia and Latin America by Eurospan in London.

Data Trace Publishing Company will join Eurospan's Medical Division, led by Imogen Adams, under Marketing Director Stephen Lustig, and become part of a select group of medical publishers including Springer Medical, Demos Medical Publishing, Slack Inc., American Academy of Pediatrics and the American Academy of Orthopaedics.

Herb Fried, Principal and President, Scientific and Medical Publishing at Data Trace, commented: *"Eurospan has a strong reputation among the specialist medical publishers in the United States, and we are very pleased to now be a part of this fine, distinguished firm. Not only will this arrangement provide additional customer service capabilities and improved delivery options outside of the USA, it should also dramatically improve awareness of our publications to medical libraries and institutions throughout the international arena."*

Michael Geelan, Eurospan's Chairman and MD, commented: *"We are delighted to be working with Data Trace. Its publishing programme fills a gap in the market and, given our successful track record of selling American medical publishers' titles all over the world, I am confident that we will increase sales and exposure for these cutting-edge products."*

An international catalogue of Data Trace medical products— in print and electronic formats – will be available from Eurospan early in the New Year,

### About Data Trace Publishing Company

**Data Trace Publishing Company**, based in Baltimore, Maryland, USA, is a full-service publishing, marketing and information services company, with extensive experience in the legal, scientific, technical and medical arenas. Its library of products includes books, journals, electronic and web-based media, programs in continuing education, risk management and practice management; interactive training modules; professional seminars; and other complementary products and services. As a leader in scientific and medical publishing for over 25 years, the company has developed a corporate culture founded on responsive, hands-on, concierge style client service. This culture breeds strong relationships and promotes collaboration leading to new products, new services and new ideas.

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### About Eurospan Group

**Eurospan** provides a one-stop marketing, sales and fulfilment service in Europe, Middle East, Africa, Asia, Australasia and Latin America to publishers from North America, Africa, Asia and Australasia. There are seven specialist marketing divisions: Academic & Trade, University Presses, Reference, Medical, Intergovernmental Organisations, Scientific & Technical, and Education. Eurospan was established in 1964 and is a privately-held company.

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