

## **PCG announces new representation agreement with Japanese medical publisher Meteo**

Boston, April 28, 2015 – Sales, marketing and research consultancy Publishers Communication Group (PCG), a division of Publishing Technology plc, has signed a new sales representation deal with leading Japanese medical publisher, Meteo, to help expand the reach of its Medical Online-E information service into North and South America.

Hosting around 800 medical journals, over 1.3 million articles as well as references and abstracts, Medical Online-E is designed to deliver the very best Japanese medical content and expertise to English speaking audiences around the world. The site aggregates content in English from a diverse range of medical fields, including: general medicine, clinical surgery, dentistry, medical technology, nursing, nutrition, pharmaceutical sciences, public health, and many more.

PCG is a sales, marketing and research firm with a strong track record of providing medical publishers with global audience development strategies. As the sole vendor for Medical Online-E in North and South America, the company will execute sales and marketing programs, selling subscriptions to academic institutions and medical institutions across the region.

**Yuji Tahara, President of Meteo stated:** *“We launched our Medical Online-E service in 2008 and its original edition, Medical Online which started in 2001, now serves over 800,000 end users in Japan alone. Last year we developed a multi-language translation tool which is now built into the site so that medical professionals, stakeholders and researchers around the globe can enjoy access to our content. We are delighted to be working with PCG on spreading the word about Medical Online-E and look forward to welcoming new worldwide audiences to the platform as a result of its efforts.”*

**Melissanne Scheld, Managing Director of PCG commented:** *“We are very excited to have signed this deal with Meteo to help sell and market its Medical Online-E platform in the Americas. The site is incredibly rich and broad in scope, containing the most valuable medical content from across the medical communities in Japan, which make it a powerful resource for Western institutions. We are convinced that our proficiency and connections in the medical arena will help a great deal in extending the global appeal of this product.”*



A division of Publishing Technology

*PCG will be showcasing Meteo's Medical Online-E service at the Medical Libraries Association Annual Meeting and Exhibition, May 16-19 in Austin, TX at booth 734.*

-ENDS-

**Notes to editors:**

For media enquiries, please contact:

Michael Groth, Publishing Technology plc

Tel: +1 617 395 4089

Email: [michael.groth@publishingtechnology.com](mailto:michael.groth@publishingtechnology.com)

**About PCG:**

Publishers Communication Group, Inc., a division of Publishing Technology, is a full-service marketing and sales consulting firm with locations in Boston, Oxford, São Paulo, New Delhi and Beijing. Now in its 25<sup>th</sup> year, PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations based in the UK, US, Brazil, India and China, sales representation and strategic consulting.

Visit [pcgplus.com](http://pcgplus.com), the ContentForward blog at [publishingtechnology.com/blog](http://publishingtechnology.com/blog), or follow on Twitter [@pcgplus](https://twitter.com/pcgplus).