

***FOR IMMEDIATE RELEASE***

## Texere Publishing Fully Commits to Humanity’s Fight Against Infectious Diseases with the Launch of ID Transmission

*ID Transmission – the first fully digital hub for infectious diseases – focuses on telling the human stories behind the emerging science and technologies within the field.*

**New York, US, January 30, 2023** – Texere Publishing today announces the launch of ID Transmission – a media brand dedicated to exploring humanity’s ongoing battle against infectious diseases.

Focusing on four key areas – understanding, testing, treating, and preventing – ID Transmission will bring the latest updates to healthcare and life science professionals working across the clinical, industrial, and academic spaces.

Since 2012, Texere has prided itself in bringing a unique approach to scientific and healthcare media. Today, Texere further extends its reach with a brand that offers a creative yet authoritative perspective on the field of infectious diseases.

As the world emerges from the COVID-19 pandemic, healthcare professionals, organizations, governments, and the general public are realizing that the next threat is likely just around the corner. ID Transmission explores the emerging science of infectious diseases, the technologies, and the people behind them.

Frank Stoll, Publisher of ID Transmission, said, “ID Transmission truly sets the bar as a reactive, authentic, and innovative source of information. Our aim is to be *the* central hub – unifying and connecting everyone working in the field of infectious diseases around the world.”

Liv Gaskill, Editor of ID Transmission, commented, "It's an exciting time to be covering infectious diseases. There seems to have been a light cast upon the field by COVID-19, which isn't going to dim anytime soon – and we'll be there reporting on it at every turn."

Andy Davies, CEO at Texere, added, “Hot on the heels of our December 2022 launch of The New Optometrist, we are delighted to announce another exciting brand – one that straddles our Healthcare, Pharmaceutical, and Science sectors. ID Transmission ramps up our coverage of infectious diseases – inarguably, a highly important field. With Frank Stoll and Editor Liv Gaskill at the helm, I expect great things!”

You can find out more about ID Transmission by visiting the [Texere Publishing website](#) where you can also watch a short video providing more detail about the new brand.

You can also visit the newly launched ID Transmission website [here](#) and register to the weekly newsletter [here](#).

**ENDS**

**About Texere Publishing**



At Texere Publishing, we deliver fearless, compelling, behind the scenes stories that matter in the life sciences and medicine. Our unrivaled access to key opinion leaders, influencers, scientists, and doctors who are making a difference, means that our readers are connected to the pulse of their fields. Founded in 2012, we have expanded our editorial beat to the world with our presence in the US, Canada, and the UK. Visionary. Innovative. Fearless.

Publishers of The Analytical Scientist, The Cannabis Scientist, The Medicine Maker, The New Optometrist, The Ophthalmologist, The Pathologist, The Translational Scientist, and ID Transmission.

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