



Readership

Today's Hospitalist's unique content means our readers are reading nearly every issue.

In a 2009 survey, our readers told us:

■ **More than 80% read all or most issues**

All issues	41.5%	82.7% combined
Most issues	41.2%	
Half the issues	11.8%	
Less than half	3.3%	
Few/none	2.3%	

■ **And they don't give other publications that kind of attention**

Publication	Don't read*
ACP Hospitalist	49.1%
Annals Int. Med.	55.0%
Hospitalist News	66.9%
Internal Med. News	75.1%
Jrnl. of Hospital Med.	69.0%
The Hospitalist (SHM)	40.2%

* Three out of four issues

■ **More than 85% say Today's Hospitalist is "valuable" or "extremely valuable"**

Extremely valuable	31.4%	85.4% combined
Valuable	54.0%	
Somewhat valuable	14.1%	
Not very valuable	0.5%	

■ **Today's Hospitalist is the opinion-maker**

	Most practical/usable coverage	Most likely to influence my views	Helps me make more informed decisions
Today's Hospitalist	55.1%	33.0%	36.9%
The Hospitalist (SHM)	23.8%	29.1%	22.8%
ACP Hospitalist	9.7%	17.1%	19.4%
Jrnl. of Hospital Med.	7.0%	16.8%	16.0%
Hospitalist News	4.4%	3.9%	4.9%

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Source: "The Productivity Of Hospitalists In The U.S. Healthcare System: 2009"

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