

Today's Hospitalist

MAGAZINE

2011 Product Advertising Rate Card

General Information

Publisher: Roman Press Inc.

Established: 2003

Frequency: 13 times a year (monthly with one special issue—The Today's Hospitalist Guide to Compensation & Careers—in mid-October).

Publication dates: Issues mail the last week of the month before issue date. (The July issue, for example, mails June 27.)

Editorial-to-advertising ratio: 50% to 50%.

Circulation

Total circulation: 27,521
(based on July 2010 issue)

Physician circulation: 25,157
[21,781 adult hospitalists, 2,310 pediatric hospitalists, 1,066 third-year IM residents interested in pursuing a career in hospital medicine]

Number of readers requesting publication: More than 15,500 of Today's Hospitalist readers have requested the publication. Non-requesters are physicians who have been identified as hospitalists through an independent research process.

Circulation verification: BPA

Bonus Distribution

May issue: Society of Hospital Medicine

Readership

In our latest readership survey, which was conducted by an independent research firm, 76% of hospitalists said they read all or most issues of Today's Hospitalist magazine. More details from this survey are available on request.

Space Charges

	1X	3X	6X	12X	24X	36X	48X
Full page	\$3,045	\$2,955	\$2,865	\$2,780	\$2,640	\$2,510	\$2,380
½ page	\$2,285	\$2,215	\$2,150	\$2,085	\$1,980	\$1,880	\$1,790
¼ page	\$1,375	\$1,330	\$1,290	\$1,255	\$1,190	\$1,130	\$1,075

Ad Sizes

- Full page: 8 3/8" x 11 1/8" with bleed [trim size is 8 1/8" x 10 7/8"]
- Half page: Horizontal 7 1/4" x 4 7/8"; Vertical 3 7/16" x 10"
- Quarter: Vertical only: 3 7/16" x 4 7/8"

Color Charges

Two color: \$625

Four color: \$1,450

Position Charges

In addition to earned B/W rate:

- Cover 2: 50%
- Cover 4: 50%

Advertising Information

Agency discount: 15%

Earned rates: Based on total units per calendar year.

Inserts: Charged at earned B/W page rate times the number of insert pages.

Other options: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

Discount Programs

(Programs cannot be combined. Ads must be same size for all insertions.)

- Launch a new product with an ad in four consecutive issues of Today's Hospitalist, and you'll get 50% off the space and color charges for the 4th insertion.
- Run an ad for the same product in six issues and get 50% off both space and color charges for the 7th insertion. To qualify for this program, ads don't have to run consecutively, but unit size must be the same for all seven insertions.
- Run an ad for the same product in 12 issues and get the 12th insertion free.

Advertising Rewards Program

To stretch your advertising dollars, Today's Hospitalist offers an innovative Rewards Program. Advertise in Today's Hospitalist magazine and you'll receive free banner advertising on our Web site, Webinars, Podcasts, e-mail blasts and more. More details are available on request.



Editorial

Today's Hospitalist is the leading source of practical information for hospital medicine, the fastest growing specialty in the U.S. The articles in Today's Hospitalist are designed to help hospitalists face day-to-day issues they see in their practice, from practice management to clinical medicine. Regular departments in the magazine include the following:

Q&A: spotlight on thought leaders.

Marketplace: new products and services.

Profile: interesting people in hospital medicine.

Practice trends: business of medicine topics for hospitalists, including compensation and productivity.

Conference coverage: clinical news specific to inpatient medicine.

What Works: success stories in the hospital.

Editorial Board

The Today's Hospitalist Editorial Board solicits feedback from 25 hospitalists and industry experts. A list of the Editorial Board is available on request.

Specifications

Trim size: 8 1/8" x 10 7/8"

Bleeds: Allow extra 1/4" for bleeds.

Paper stock: 60 pound, coated.

Binding: Saddle stitch.

Inserts: Include quantity and insertion date.

Quantity: 23,500.

Insertion orders: Orders and ad material must be submitted by 5 PM ET on the specified date. Cancellations/changes must be received in writing by 12 PM on closing date.

Editorial Calendar

Planned clinical and practice management topics for 2011:

January

Delirium

Group management

February

Dermatology

Working with the ED

March

MRSA

Patient satisfaction

April

Pain management

Bonuses and incentives

May

Glucose control

New services

June

Addiction medicine

Building a better discharge

July

Infectious diseases

Leadership strategies

August

Perioperative controversies

Handoffs

September

Comanagement

Contract issues

October

Influenza

Marketing

Special Issue

2011 Compensation & Career Guide

November

Antibiotic resistance

Referring physicians

December

Anticoagulation

Scheduling

CLOSING DATES

Issue	Closing Date	Materials Due
January	12/1/10	12/10/10
February	1/3/11	1/10/11
March	2/1/11	2/10/11
April	3/1/11	3/10/11
May	4/1/11	4/11/11
June	5/2/11	5/10/11
July	6/1/11	6/10/11
August	7/1/11	7/11/11
September	8/1/11	8/10/11
October	9/1/11	9/9/11
Special Issue	9/15/11	9/22/11
November	10/3/11	10/11/11
December	11/1/11	11/10/11

Contact Information

Product Advertising

Jeffrey S. Berman

866-695-3870, ext. 12

Fax: 215-249-4741

jberman@bemediapartners.com

Publisher

Edward Doyle

215-997-9650

edoyle@todayshospitalist.com