2008 PRODUCT ADVERTISING RATE SHEET

<table>
<thead>
<tr>
<th>ADVERTISING RATES</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>36X</th>
<th>48X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter-page (3 7/16&quot; x 4 7/8&quot;)</td>
<td>$1,890</td>
<td>$1,700</td>
<td>$1,605</td>
<td>$1,510</td>
<td>$1,415</td>
<td>$1,320</td>
</tr>
<tr>
<td>Half-page (7 1/4&quot; x 4 7/8&quot;)</td>
<td>$3,150</td>
<td>$2,835</td>
<td>$2,645</td>
<td>$2,520</td>
<td>$2,370</td>
<td>$2,205</td>
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<tr>
<td>Full-page (8 3/8&quot; x 11 1/8&quot;)*</td>
<td>$4,200</td>
<td>$3,780</td>
<td>$3,570</td>
<td>$3,360</td>
<td>$3,150</td>
<td>$2,940</td>
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</tbody>
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*With bleed

General information
Established: 2003
Frequency: Monthly
Publication dates: Issues mail last week of the month before issue date.
Editorial-to-advertising ratio: 50% to 50%

Circulation
Distributed monthly to more than 14,000 hospitalists and 700 internal medicine residents interested in hospital medicine.
Bonus distributions
March: Office-based IM physicians
April: SHM Annual Meeting
May: ACP Annual Meeting
October: Office-based internal medicine physicians

Advertising rates
Agency discount: 15%
Bleed: No charge
BRCs: Charged at 1x the earned B/W page rate.
Color charges: $450
Earned rates: Rates are based on total units used per calendar year (for example, 12 full pages and 12 half pages earn the 24x rate)
Inserts: Charged at earned B/W page rate.

Premium positions
In addition to earned B/W rates, guaranteed positions carry extra charges:
IFC & P3: 50% premium (must run as spread) at earned B/W page rate.
Covers 3 & 4: 50% earned B/W rate.
Facing 1st Editorial: 10% earned B/W.
Other guaranteed positions: 10% of earned B/W rate.

Specifications
Trim size: 8 1/8" x 10 7/8"
Bleeds: Allow extra 1/4" for bleeds. (Full-page ad is 8 3/8" x 11 1/8").
Paper Stock: 60 pound, coated
Binding: Saddle stitch
Inserts: Include quantity and insertion date.
Quantity: 16,000

Closing dates
Insertion orders and ad material must be submitted by 5 PM EST on the specified date. Cancellations/chang- es must be received in writing by 12 PM closing date.

For More Information
Jeffrey S. Berman, Be Media Partners LLC
866.695.3870, ext. 12; (fax) 215.249.4741
jberman@bemediapartners.com

Online Advertising
Home page: $500
Other pages: $250
Duration: one month
Specifications:
Horizontal: 468 x 60 pixels
(Home page only)
Vertical: 120 x 300 pixels

2008 CLOSING DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Closing Date</th>
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<tbody>
<tr>
<td>January</td>
<td>December 3, 2007</td>
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<tr>
<td>February</td>
<td>January 2, 2008</td>
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<tr>
<td>March</td>
<td>February 1, 2008</td>
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<tr>
<td>April</td>
<td>March 3, 2008</td>
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<td>May</td>
<td>April 1, 2008</td>
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<td>June</td>
<td>May 1, 2008</td>
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<td>July</td>
<td>June 2, 2008</td>
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<td>August</td>
<td>July 1, 2008</td>
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<td>September</td>
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<td>October</td>
<td>September 1, 2008</td>
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<tr>
<td>November</td>
<td>October 1, 2008</td>
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<tr>
<td>December</td>
<td>November 3, 2008</td>
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A look at the **fastest growing** U.S. medical specialty

Why are hospitalists such a hot commodity in the U.S. health care system? The answer is simple: They not only help boost the bottom line of the hospitals where they work, but they improve the quality of patient care.

Hospitalists are often able to reduce length of stay by one day and save as much as $1,000 per patient. For hospitals facing stagnant reimbursements and patients with little to no health care coverage, that’s a significant savings.

Because hospitalists spend all of their time in the hospital, they are an ideal group to tackle quality improvement projects and patient safety initiatives. Perhaps more than anyone, hospitalists see what needs to be fixed in the hospital—and they have time to fix it.

**Projected hospitalist growth**

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<tbody>
<tr>
<td>Count</td>
<td>5000</td>
<td>6000</td>
<td>7000</td>
<td>8000</td>
<td>9000</td>
<td>30,000</td>
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**The challenge**

Because hospitalists work in hospitals and often don’t have an office to visit patients, they’re difficult to connect with. And because there’s no certification process for hospitalists—for now, at least—there’s no comprehensive list of hospitalists that you can purchase to contact these physicians.

That’s where **Today’s Hospitalist** comes in. We reach 14,000 hospitalists every month with a publication that is the best-read in the field. By advertising in our magazine, you’re taking advantage of our maximum market coverage.

**Hospitalist demographics**

- **Average age:** 37
- **Gender:** 62% male/38% female
- **Average years as a hospitalist:** 3
- **Training:**
  - 75% Internal medicine
  - 4% Internal medicine subspecialty
  - 3% Family medicine
  - 11% Pediatrics
- **Mean annual pay:** $168,000

**Source:** 2005-06 Society of Hospital Medicine survey
How Today’s Hospitalist connects you with hospitalists

While other publications say they target hospitalists, they don’t have the same reach as Today’s Hospitalist. They may say they go to more physicians, but many of those physicians are hospital-based internists and not hospitalists.

What’s the difference? Many “hospital-based internists” spend only a fraction of their time involved in clinical care. They may work on the wards for two months a year, but they spend the rest of their time teaching or doing research.

The bottom line is that these internists do not work full-time as hospitalists, and are probably not the hospital-based internists you’re trying to reach.

Through an exhaustive research process, Today’s Hospitalist identifies hospitalists, not just internists who happen to work in the hospital. We don’t use rented lists of hospital-based internists, and we don’t limit our circulation to the members of a medical society.

**Circulation**
Distributed monthly.

**2008 Circulation includes:**
- 14,000 hospitalists, including 1,850 pediatric hospitalists
- 700 internal medicine residents

**Bonus distribution includes:**
- More than 700 nurses, NPs, PAs & administrators
- Distribution at national & regional hospital medicine meetings
- Semi-annual distribution to office-based IM physicians

**Frequency**
Issues mailed the last week of the month before the issue date. (For example, the February issue mails January 26.)
Covering hospital medicine

Today’s Hospitalist Editorial Profile
Every month, Today’s Hospitalist brings U. S. hospitalists articles on the following topics:

**Coding:** Practical tips to make sure that readers thoroughly document their services to maximize their reimbursement.

**Practice management:** Nuts-and-bolts practice issues of hospital medicine, such as how to improve the discharge process, ensure the right staffing levels, and use incentives and bonuses.

**Clinical coverage:** Clinical topics that hospitalists encounter in their day-to-day practice, including diabetes management, deep-vein thrombosis, coronary syndromes, hospital-acquired infections, sepsis and surgical co-management issues.

**The job market:** From salary information to national employment trends and contracting tips, Today’s Hospitalist gives readers the information they need to navigate the changing job market.

**Q&A:** We interview newsmakers of interest for an in-depth look at clinical controversies and the latest in therapeutic strategies.

**Analysis:** Exploring the day-to-day practice of hospital medicine, such as hand-offs in the hospital and end-of-life care considerations.

**What works:** Practical, relatively easy-to-implement solutions that readers can use at the hospitals where they work.

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**Planned clinical topics for 2008**

- **January:** Perioperative controversies
- **February:** Ventilator strategies
- **March:** Acute heart failure
- **April:** Inpatient diabetes management
- **May:** Managing hip fractures
- **June:** Hypertension
- **July:** Nephrology for hospitalists
- **August:** Antibiotic resistance
- **September:** Infectious diseases
- **October:** Intracerebral hemorrhage
- **November:** Delirium
- **December:** Addiction medicine

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**Editorial Board**

- **Alpesh Amin, MD, MBA**
  University of California, Irvine
- **Vineet Arora, MD, MA**
  University of Chicago
- **Robert Bessler, MD**
  Sound Inpatient Physicians, Seattle
- **Martin B. Buser, MPH**
  Hospitalist Management Resources LLC, San Diego
- **Jeffrey A. Hay, MD**
  Monarch HealthCare Inc., Irvine
- **Stacy W. Goldsholl, MD**
  TeamHealth/Hospital Medicine Div., Knoxville
- **Ronald Greeno, MD**
  Cogent Healthcare Inc., Irvine
- **Stephen L. Houff, MD**
  Hospitalists Management Group, Canton, Ohio
- **Sylvia C.W. McKean, MD**
  Brigham and Women’s Hospital, Boston
- **Steven A. Nahm, MBA**
  The Camden Group, El Segundo
- **Vikas I. Parekh, MD**
  University of Michigan Health System
- **Bradley A. Sharpe, MD**
  University of California, San Francisco
- **Adam Singer, MD**
  IPC-The Hospitalist Company, North Hollywood
- **Alan L. Wang, MD**
  Emory University School of Medicine, Atlanta
Today’s Hospitalist is the leading publication for hospitalists

Promote your company with a publication that gets results!
Reaching the right audience can have long-term effects on your recruitment advertising efforts. As the best-read publication for hospitalists, Today’s Hospitalist will make sure your message reaches this influential group. A readership study conducted in April 2007 by PERQ/HCI identified Today’s Hospitalist as No. 1 in 4 of 4 issues read, cover-to-cover (reading patterns), projected average issue readers and projected average issue ad exposure.

Survey Methodology
This custom survey included Annals of Internal Medicine; The Hospitalist; Internal Medicine News; New England Journal of Medicine; Journal of Hospital Medicine; and Today’s Hospitalist. It was mailed to 800 Today’s Hospitalist subscribers and contained a $5 incentive. A total of 109 hospitalists (14.4%) responded.

For More Information
Jeffrey S. Berman, Be Media Partners LLC
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e-mail jberman@bemediapartners.com

“I just finished reading Today’s Hospitalist cover to cover. As a busy hospitalist, I found every article very relevant to my practice. I look forward to continuing to receive this excellent journal.”
Increase your visibility

Supplements
Run of book, polybagged or stand-alone supplements on clinical topics, medical computing, and more.

E-mail alerts
Reaching hospitalists with breaking news, clinical updates, CME, monthly alerts and more.

Newsletters
Quarterly print and electronic newsletters, each one focusing on one clinical topic.

Interactive Web site
Online surveys; structured questions asking physicians to weigh in with their opinions; archived articles, collections and more.

Educational CME
In the fast-paced field of hospital medicine, educational conferences are an especially important resource for hospitalists. Today’s Hospitalist, in cooperation with Hospitalist Conferences USA, offers educational programs through multiple media outlets including Webinars; live meetings; and online, print and DVD resources.

For more information
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