Inside

Prescribing patterns
Diseases/conditions treated
Pharma rep interactions
Attitudes toward new drugs
Did you know ... 

Hospitalists are the point-person for the care of hospitalized patients.

Hospitalists address the urgency of inpatient care and coordinate inpatient care. On average, they:

- Work 15 shifts a month.
- Have 16 patient encounters per shift.
- Treat 5.3 diseases per patient.
- Prescribe 35 prescription drugs and 10 OTC drugs per shift.
- Rewrite scripts for one in three patients.
- Comanage patient care with specialists.
- Although they are physicians, hospitalists don’t have an office practice.
- 85% of hospitalists rarely or never see pharmaceutical reps.

Source: Custom study of hospitalist publications conducted by Accelara Publishing Research

To learn more, contact:

**Jeffrey Berman**
Be Media Partners LLC
866.695.3870, ext. 12
jberman@bemediapartners.com

**Robert Heiman**
RH Media LLC
856-673-4000
bob.rhmedia@comcast.net
Did you know ...

Today’s Hospitalist is where hospitalists form first impressions about new drugs.

Where hospitalists first become aware of new/improved pharmaceutical products:

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Today’s Hospitalist</td>
<td>43%</td>
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<td>SHM / The Hospitalist</td>
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</tr>
<tr>
<td>ACP Hospitalist</td>
<td>22%</td>
</tr>
<tr>
<td>Journal of Hospital Medicine</td>
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Where hospitalists form first impressions about specific pharmaceutical products:

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Where hospitalists learn the differences among pharmaceutical products:

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Did you know ...

Today’s Hospitalist boasts the largest list of practicing hospitalists.

Multi-channel reach=375,000 touchpoints a month

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<td>Web site page views</td>
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<td>Social media followers</td>
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Source: BPA statements and publisher’s data

Largest hospitalist reach

How many hospitalists do we reach?

| Physicians                                      | 33,148 |
| Third-year residents                            | 1,475  |
| Nonphysicians                                   | 1,786  |
| **Total circulation**                           | **36,409** |

Source: July 2017 BPA statement

One out of every three hospitalists does not receive competitor publications—and can only be reached through Today’s Hospitalist

Which membership societies do hospitalists belong to?

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Source: 2017 custom study of hospitalist publications conducted by Accelara Publishing Research

Circulation at a glance

Today’s Hospitalist has the largest total circulation of publications targeting hospitalists (36,409), and it goes to more hospitalists (33,148) than other publications. This figure includes only practicing hospitalists, not residents or nonphysicians.

Plus, more than 20,000 of our readers (20,374) have requested a subscription to Today’s Hospitalist Magazine, more than any competing publication.

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Most hospitalists treat every one of these 17 diseases/conditions:

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<th>Therapy</th>
<th>No. of drug orders per shift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes</td>
<td>7.8</td>
</tr>
<tr>
<td>Cardiac care</td>
<td>7.6</td>
</tr>
<tr>
<td>Pain management</td>
<td>7.5</td>
</tr>
<tr>
<td>Antimicrobials/antibiotics</td>
<td>7.1</td>
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<tr>
<td>Euvolemic hyponatremia</td>
<td>6.8</td>
</tr>
<tr>
<td>Anticoagulants/antiplatelets</td>
<td>6.7</td>
</tr>
<tr>
<td>GI care</td>
<td>6.5</td>
</tr>
<tr>
<td>COPD/asthma</td>
<td>5.9</td>
</tr>
<tr>
<td>Psychiatric agents</td>
<td>4.0</td>
</tr>
<tr>
<td>Neurologic agents</td>
<td>3.5</td>
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<tr>
<td>Addiction medicine</td>
<td>3.5</td>
</tr>
<tr>
<td>Stroke/t-PA</td>
<td>3.1</td>
</tr>
<tr>
<td>Critical care drugs</td>
<td>2.7</td>
</tr>
<tr>
<td>Osteoporosis agents</td>
<td>2.0</td>
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<tr>
<td>Rheumatoid arthritis</td>
<td>1.7</td>
</tr>
<tr>
<td>Estrogen products</td>
<td>1.4</td>
</tr>
<tr>
<td>Sexual dysfunction agents</td>
<td>1.3</td>
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Source: 2016-2017 custom study of adult hospitalists conducted by Accelara Publishing Research

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2018 product advertising rate sheet

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■ Print rates

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<tbody>
<tr>
<td>Full page</td>
<td>$3,745</td>
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<td>½ page</td>
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Half page: Horizontal 7 1/4” x 4 7/8”
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Color Charges
Two color: Additional $725
Four color: Additional $1,750

Position Charges
In addition to earned B/W rate: Cover 2 or Cover 4: additional 50%.
Opposite TOC: 25%.
Other guaranteed positions 10%.

High Impact Options
Outserts: $31,500 gross (up to 3 oz.)
Cover tips: $20,000 gross
Bellybands: $20,000 gross

Advertising Information
Agency discount: 15%
Earned rates: Based on total units per calendar year.
Inserts: Charged at earned B/W page rate X number of insert pages.

■ Specifications

Trim size: 8 1/8” x 10 7/8”
Paper stock: 60 pound, coated.
Binding: Saddle stitch.
Inserts: Saddle stitch.
Quantity: 44,000.
Insertion orders: Orders and ad material must be submitted by 5 PM ET on the specified date.
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Editorial mission

Today’s Hospitalist is the leading source of practical information for hospitalists, the fastest growing specialty in the U.S. Articles in Today’s Hospitalist are designed to help hospitalists face day-to-day issues that they see in their practice, from practice management to clinical medicine.

2018 Editorial calendar*

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<th>ISSUE</th>
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<th>MATERIALS DEADLINE</th>
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<tr>
<td>Planned clinical &amp; practice management topics</td>
<td></td>
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<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
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<tr>
<td>Neuro exam; ICU errors</td>
<td>Dec. 1</td>
<td>Dec. 8</td>
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<tr>
<td><strong>February</strong></td>
<td></td>
<td></td>
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<tr>
<td>Alcoholism/withdrawal; Gender gap</td>
<td>Jan. 2</td>
<td>Jan. 9</td>
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<tr>
<td><strong>March</strong></td>
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<td>Sepsis; Scribes</td>
<td>Feb. 1</td>
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<td><strong>April</strong></td>
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<td></td>
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<td>Opioids/pain management; Aging on the job</td>
<td>Mar. 1</td>
<td>Mar. 8</td>
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<td><strong>May</strong></td>
<td></td>
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<td>Infectious diseases; Leadership strategies</td>
<td>Apr. 2</td>
<td>Apr. 9</td>
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<td><strong>June</strong></td>
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<tr>
<td>Periop controversies; Value-based purchasing</td>
<td>May 1</td>
<td>May 8</td>
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<tr>
<td><strong>July</strong></td>
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<td></td>
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<tr>
<td>Post-acute care; Community outreach</td>
<td>Jun. 1</td>
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<td><strong>August</strong></td>
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<tr>
<td>Anticoagulation; Patient experience</td>
<td>Jul. 2</td>
<td>Jul. 9</td>
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<td><strong>September</strong></td>
<td></td>
<td></td>
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<tr>
<td>Super utilizers; Technology</td>
<td>Aug. 1</td>
<td>Aug. 8</td>
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<tr>
<td><strong>October</strong></td>
<td></td>
<td></td>
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<tr>
<td>Cardiac care; Building a better discharge</td>
<td>Aug. 31</td>
<td>Sep. 7</td>
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<tr>
<td><strong>November</strong></td>
<td></td>
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<tr>
<td>Antibiotic resistance; Bonuses and incentives</td>
<td>Oct. 1</td>
<td>Oct. 8</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Critical care; Communication techniques</td>
<td>Nov. 1</td>
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*May be subject to change.

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Alpesh Amin, MD, MBA
University of California, Irvine

Vineet Arora, MD, MPP
University of Chicago

Kimberly Bell, MD
Franciscan Health System

Robert Bessler, MD
Sound Physicians

Martin B. Buser, MPH
Hospitalist Management Resources LLC

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Northern Arizona Hospitalists

Dean Dallij, MD
Schumacher Clinical Partners

Erik DeLue, MD, MBA
Virtua Memorial Hospital

William T. Ford, Jr, MD
Abington Memorial Hospital

David Frenz, MD
Minneapolis, Minn.

Christopher Frost, MD
Ingenious Med

Martin C. Johns, MD
Gifford Medical Center

Ruben J. Nazario, MD
Inovalon

Cheryl W. O’Malley, MD
Banner Good Samaritan Medical Center

Vikas J. Parekh, MD
University of Michigan Health System

O’Neil J. Pyke, MD
Medicus Consulting LLC

Eric Rice, MD, MMM
Alegent Creighton Health

Sanddeep Sachdeva, MD, MBBS
Swedish Medical Center

Bradley A. Sharpe, MD
University of California, San Francisco

Amit Vashist, MD
Mountain States Health Alliance

David J. Yu, MD, MBA
Barnes Jewish Christian Medical Group
Feature your product in this eight-page special report

What it includes

■ Case studies
Eight-page report consisting of a 1,500-word overview on the topic and three case studies based on interviews with physicians who are experts in the field. Today’s Hospitalist does all research, interviews, writing, editing and design work to produce the report, with reviews from the client.

■ Print exposure
Choice of polybag outsert or bound into an issue sent to 36,000-plus practicing hospitalists and allied health professionals.

■ Web exposure
A link to the report will be included in a monthly e-mail newsletter sent to 26,000-plus hospitalists and allied health professionals. The article will also be featured on the Today’s Hospitalist home page for six months and archived on the Web site. Banner ads, Today’s Hospitalist search results and social media will drive traffic to the report.

To learn more, contact:

**Jeffrey Berman**  
Be Media Partners LLC  
866.695.3870, ext. 12  
jberman@bemediapartners.com

**Robert Heiman**  
RH Media LLC  
856-673-4000  
bob.rhmedia@comcast.net
Single-sponsor custom newsletters reach deeper into the hospitalist market

Build a relationship with hospitalists

Sponsor a quarterly custom newsletter and provide this important group of doctors with practical news to better manage their patients. Articles are written in a conversational style and contain original reporting in the following therapeutic areas: infection, diabetes management, and cardiology.

Because these newsletters are single-sponsored, your company is acknowledged as the sole sponsor. Depending on the size of the newsletter you sponsor, sponsorship could include advertising plus broad acknowledgement.

These clinical newsletters provide our readers with important tools ranging from guidelines and protocols to educational strategies that raise awareness of these key clinical issues. Content is created by Today’s Hospitalist editors based on your input and objectives.

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jberman@bemediapartners.com

Robert Heiman
RH Media LLC
856–673–4000
bob.rhmedia@comcast.net

Newsletter facts

<table>
<thead>
<tr>
<th>Medium:</th>
<th>Print, e-Mail, Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency:</td>
<td>Recommended quarterly.</td>
</tr>
<tr>
<td>Distribution:</td>
<td>Polybagged with an issue of Today’s Hospitalist reaching 36,000+ readers, and/or e-mail the newsletter to 26,000 hospitalists and allied health professionals.</td>
</tr>
<tr>
<td>Size:</td>
<td>Available in 4, 8 or 16-page configurations.</td>
</tr>
<tr>
<td>Investment:</td>
<td>Each custom single sponsored newsletter requires a custom quote.</td>
</tr>
</tbody>
</table>
Banner ad rates, positions and specifications

**Top of page**
1 position: $85 CPM

**Right hand ads**
2 positions
#1: $85 CPM
#2: $85 CPM

Web advertising:
Expand your reach through banner advertising, videos, podcasts, targeted content, Webinars and more!

Home pages and inside pages

**Page views:** 50,000 per month on average

**Unique visitors:** 29,000 per month on average

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**Robert Heiman**
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bob.rhmedia@comcast.net
### e-Newsletter advertising:
Reach thousands each week with banner ads and sponsored content

#### e-Newsletter statistics

<table>
<thead>
<tr>
<th>Opt in &amp; delivered:</th>
<th>26,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent unique opens:</td>
<td>18%</td>
</tr>
</tbody>
</table>

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#### e-Newsletter rates, positions & specifications

| Top of Page | 1 position  
Banner ad: $625 top;  
728 x 90 pixels |
|-------------|-------------|
| Side of Page | $500 per issue  
120 x 300 pixels |
| Between news items | $625 per issue  
430 x 120 pixels |

---

### NEWSLETTER FREQUENCY AUDIENCE PRICE SUBSCRIBERS CONTENT

| **Top Five** | Weekly | 26,000 | Banner ad: $625 top;  
$625 middle;  
$500 side | Physicians and allied health staff  
Review of articles from medical literature and the lay press |
|--------------|--------|--------|------------------------|------------------------------------------------------------------|
| **e-TOC** | Monthly | 26,000 | Banner ad: $625 top;  
$500 side; $625 middle | Physicians and allied health staff  
Headlines from the current issue of Today's Hospitalist |
| **Career Update** | Weekly | 26,000 | Banner ad: $625 top | Physicians and allied health staff  
Career opportunities for hospitalists |
| **Custom e-mails and newsletters** | Optional | 26,000 | Call for details | Physicians and allied health staff  
Custom content |

---

All prices are net.
House an online resource center on Todayshospitalist.com

What it includes:

- **We will build** a section of the Today's Hospitalist Web site and house it on the site for one year.

- **The site will consist of an article** covering a roundtable discussion put together by Today’s Hospitalist featuring a discussion of a disease or therapy that aligns with the messaging goals of the client. The roundtable discussion will be held via WebEx and written up by Today’s Hospitalist editorial staff.

- **Plus a collection** of related articles published by Today’s Hospitalist.

- **Plus a bibliography** of relevant journal articles.

- **And links** to relevant articles, tools, Web sites, studies, etc.

NOTE: The client has input on any/all content, with all posted content mutually agreed to by both parties.

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Value-added options: Enhance your brand with social media

We will share your message with nearly 10,000 followers on Google+, Twitter, Facebook, LinkedIn or Pinterest with a complimentary post.

- **On Google+, Twitter and Facebook,** we’ll post a news item about your practice to our followers. Posts must be of a news (not promotional) nature, such as: “The hospitalists at Mercy Hospital reduced readmissions by more than 40%!“ Our editorial staff will write a compelling news lead.

- **Use a LinkedIn post** to promote job opportunities to our LinkedIn followers, such as: “Hospital Staffings has two openings at their new Mercy Hospital Location!”

- **Highlight your workplace on Pinterest.** Send a picture and blurb about your hospital for our “Beautiful places to work” board. Posts may link to your Web site or Today’s Hospitalist job board. (Posts may not lead back to other job boards.)

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NEW!
Reach third-year residents
in six specialties

Today’s Resident Magazine is a bi-monthly publication for third-year residents. Ads in Today’s Hospitalist Magazine appear in Today’s Resident for a fraction of the cost.

- **PRINT CIRCULATION:** 20,000 third-year residents, program directors & coordinators
- **E-NEWSLETTER CIRCULATION:** 7,500+ third-year residents, program directors and coordinators.
- **FREQUENCY:** Today’s Resident Magazine is published bimonthly.

<table>
<thead>
<tr>
<th>Who do we reach?</th>
<th>PRINT</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Third-year residents</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>6,622</td>
<td>1,911</td>
</tr>
<tr>
<td>Family Medicine</td>
<td>4,101</td>
<td>990</td>
</tr>
<tr>
<td>Emergency Medicine</td>
<td>2,080</td>
<td>543</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>2,788</td>
<td>728</td>
</tr>
<tr>
<td>Psychiatry</td>
<td>1,287</td>
<td>413</td>
</tr>
<tr>
<td>Cardiology</td>
<td>833</td>
<td>350</td>
</tr>
<tr>
<td><strong>Residency Program Directors and coordinators</strong></td>
<td>1,935</td>
<td>2,759</td>
</tr>
</tbody>
</table>

(Circulation totals as of October 2017)

To learn more, contact:

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