Inside
Prescribing patterns
Diseases/conditions treated
Pharma rep interactions
Attitudes toward new drugs

PRODUCT ADVERTISING
2018 MEDIA KIT

Today's Hospitalist
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>Awareness Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today’s Hospitalist</td>
<td>43%</td>
</tr>
<tr>
<td>SHM / The Hospitalist</td>
<td>14%</td>
</tr>
<tr>
<td>ACP Hospitalist</td>
<td>22%</td>
</tr>
<tr>
<td>Journal of Hospital Medicine</td>
<td>15%</td>
</tr>
</tbody>
</table>

Where hospitalists form first impressions about specific pharmaceutical products:

<table>
<thead>
<tr>
<th>Source</th>
<th>Awareness Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today’s Hospitalist</td>
<td>43%</td>
</tr>
<tr>
<td>SHM / The Hospitalist</td>
<td>18%</td>
</tr>
<tr>
<td>ACP Hospitalist</td>
<td>16%</td>
</tr>
<tr>
<td>Journal of Hospital Medicine</td>
<td>12%</td>
</tr>
</tbody>
</table>

Where hospitalists learn the differences among pharmaceutical products:

<table>
<thead>
<tr>
<th>Source</th>
<th>Awareness Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today’s Hospitalist</td>
<td>42%</td>
</tr>
<tr>
<td>SHM / The Hospitalist</td>
<td>16%</td>
</tr>
<tr>
<td>ACP Hospitalist</td>
<td>18%</td>
</tr>
<tr>
<td>Journal of Hospital Medicine</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Custom study of hospitalist prescribing patterns conducted by Accelara Publishing Research

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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.

To learn how Today’s Hospitalist can connect you with hospitalists, contact:

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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 boasts the largest list of practicing hospitalists.

Multi-channel reach=425,000 touchpoints a month

Today’s Hospitalists’ unmatched multi-channel audience

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total print circulation</td>
<td>36,409</td>
</tr>
<tr>
<td>e-Newsletters</td>
<td>330,000</td>
</tr>
<tr>
<td>Web site page views</td>
<td>55,000</td>
</tr>
<tr>
<td>Social media followers</td>
<td>9,750</td>
</tr>
</tbody>
</table>

Source: BPA statements and publisher’s data

Largest hospitalist reach

How many hospitalists do we reach?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>33,148</td>
</tr>
<tr>
<td>Third-year residents</td>
<td>1,475</td>
</tr>
<tr>
<td>Nonphysicians</td>
<td>1,786</td>
</tr>
<tr>
<td>Total circulation</td>
<td>36,409</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Membership Society</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society of Hospital Medicine</td>
<td>66%</td>
</tr>
<tr>
<td>American College of Physicians</td>
<td>64%</td>
</tr>
<tr>
<td>American Academy of Family Physicians</td>
<td>9%</td>
</tr>
<tr>
<td>American Academy of Pediatrics</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Custom study of hospitalist publications conducted by Accelara Publishing Research
### No. of drug orders per shift by therapy

<table>
<thead>
<tr>
<th>Therapy</th>
<th>No. of Orders</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>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>Rheumatoid arthritis</td>
<td>1.7</td>
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<tr>
<td>Estrogen products</td>
<td>1.4</td>
</tr>
<tr>
<td>Sexual dysfunction agents</td>
<td>1.3</td>
</tr>
</tbody>
</table>

**Source:** Custom study of adult hospitalists conducted by Accelara Publishing Research

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**Did you know ...**

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

---

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2018 product advertising rate sheet

**BPA-audited circulation**

**Total Circulation:** 36,409 (July 2017 BPA statement)

**Requestor Circulation:** 20,374 (July 2017 BPA statement)

**Bonus Distribution:** March: SHM meeting; April: ACP meeting; May: third-year hospital medicine residents.

**Publisher:** Roman Press Inc. Established 2003.

**Frequency:** 12 times a year.

**Publication Dates:** Issues mail the first of the month.

**Print rates**

<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>36X</th>
<th>48X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,745</td>
<td>$3,635</td>
<td>$3,525</td>
<td>$3,420</td>
<td>$3,245</td>
<td>$3,095</td>
<td>$2,930</td>
</tr>
<tr>
<td>½ page</td>
<td>$2,805</td>
<td>$2,730</td>
<td>$2,635</td>
<td>$2,570</td>
<td>$2,435</td>
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**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”

Half page: Vertical 3 7/16” x 10”

Quarter: Vertical only: 3 7/16” x 4 7/8”

**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:** Include quantity and insertion date.

**Quantity:** 44,000.

**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.

**Advertising contacts**

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2018 product advertising rate sheet

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*

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

*May be subject to change.

Product advertising contacts

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Editorial board

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John Muir Medical Group

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

Albert Cacavale, DO  
Northern Arizona Hospitalists

Dean Dalili, MD  
Schumacher Clinical Partners

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Virtua Memorial Hospital

William T. Ford, Jr, MD  
Abington Memorial Hospital

David Frenz, MD  
Minneapolis, Minn.

Christopher Frost, MD  
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Gifford Medical Center

Ruben J. Nazario, MD  
Inovalon

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

Vikas I. Parekh, MD  
University of Michigan Health System

O'Neil J. Pyke, MD  
Medicus Consulting LLC

Eric Rice, MD, MMM  
Alegent Creighton Health

Sandeep 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 33,000-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:

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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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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 33,000 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>
Web advertising:
Expand your reach through banner advertising, videos, podcasts, targeted content, Webinars and more!

Home pages and inside pages

Page views: 55,000 per month on average
Unique visitors: 40,000 per month on average

Banner ad rates, positions and specifications

Top of page
1 position: $85 CPM

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

To learn more, contact:

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RH Media LLC
856-673-4000
bob.rhmedia@comcast.net
e-Newsletter banner advertising

**e-Newsletter statistics**

| Opt in & delivered: | 33,000+ |
| Percent unique opens: | 18% |

**A highly engaged audience**

Reach our unparalleled audience of 33,000 hospitalists and allied health professionals eager to receive information relevant to them.

**Pricing and specifications**

$625 each. Purchase multiple newsletters for greater value and exposure.

**e-TOC**

Top of page: 520 x 120
Side of page: 250 x 300
Between articles: 520 x 120

**Top Five**

Top of page: 700 x 90
Between news items: 520 x 120

**Career Update**

Top of page: 600 x 100

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**Banner advertising rates**

<table>
<thead>
<tr>
<th>NEWSLETTER*</th>
<th>FREQUENCY</th>
<th>AUDIENCE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Five</td>
<td>Weekly</td>
<td>33,000</td>
<td>Top, Middle: $625</td>
</tr>
<tr>
<td>TOC (Table of Contents)</td>
<td>Monthly</td>
<td>33000</td>
<td>Top, Middle: $625</td>
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<tr>
<td>NEW! Career Update</td>
<td>Weekly</td>
<td>33,000</td>
<td>Top: $625</td>
</tr>
<tr>
<td>Custom e-mails</td>
<td>Optional</td>
<td>33,000</td>
<td>Call for details</td>
</tr>
</tbody>
</table>
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 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 3rd-year residents and early career physicians in six specialties

Today’s Physician Magazine is a bi-monthly publication for third-year residents and fellows and early career physicians. Each issue provides information on how to navigate their careers.

WHAT WE OFFER
Practical advice for early career physicians

WHO WE REACH

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