We have the attention of hospitalists

Today’s Hospitalist print & digital media platforms are reaching more hospitalists than anyone else.

That’s why we’re the number one resource for engaging with hospitalists.
Where do hospitalists form first impressions about new drugs? In Today’s Hospitalist Magazine

We have the attention of hospitalists

That’s why Today’s Hospitalist is your best resource for connecting with hospitalists. We’ll work with you to customize a multi-media program that meets your needs and budget.

- Today’s Hospitalist Magazine reaches 33,000-plus practicing hospitalists every month, giving it the largest circulation of any publication targeting hospitalists. (This number includes only hospitalist physicians. It does not include residents or nonphysicians.)

- Today’s Hospitalist Web site connects you with our highly engaged audience with banner ads for $85 CPM.

- E-Newsletters put your message in the inbox of 33,000+ hospitalists and allied health professionals each week.

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

<table>
<thead>
<tr>
<th>Publication</th>
<th>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>Publication</th>
<th>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 about different pharmaceutical products:

<table>
<thead>
<tr>
<th>Publication</th>
<th>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

For advertising rates and deadlines, contact:

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

Robert Heiman, RH Media LLC
856-673-4000
bob.rhmedia@comcast.net
Hospitalists at a Glance

Hospitalists are the point-person for patient care in the hospital.

Diseases/conditions hospitalists treat on a regular basis:

<table>
<thead>
<tr>
<th>No. of drug orders per shift by therapy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes</td>
</tr>
<tr>
<td>Cardiac care</td>
</tr>
<tr>
<td>Pain management</td>
</tr>
<tr>
<td>Antimicrobials/antibiotics</td>
</tr>
<tr>
<td>Euvolemic hyponatremia</td>
</tr>
<tr>
<td>Anticoagulants/antiplatelets</td>
</tr>
<tr>
<td>GI care</td>
</tr>
<tr>
<td>COPD/asthma</td>
</tr>
<tr>
<td>Psychiatric agents</td>
</tr>
<tr>
<td>Neurologic agents</td>
</tr>
<tr>
<td>Addiction medicine</td>
</tr>
<tr>
<td>Stroke/t-PA</td>
</tr>
<tr>
<td>Critical care drugs</td>
</tr>
<tr>
<td>Osteoporosis agents</td>
</tr>
<tr>
<td>Rheumatoid arthritis</td>
</tr>
<tr>
<td>Estrogen products</td>
</tr>
<tr>
<td>Sexual dysfunction agents</td>
</tr>
</tbody>
</table>

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

5 facts to know about hospitalists

HOSPITALISTS coordinate and address the urgency of inpatient care. Remarkably, on average, hospitalists:

- TREAT 5.3 diseases per patient.
- AVERAGE 16 patient encounters per shift.
- PRESCRIBE 35 prescription drugs and 10 OTC drugs per shift and REWRITE scripts for one in three patients.
- COMANAGE hospitalized patients care with specialists.
- RARELY OR NEVER see pharma reps since 85% of hospitalists do not have an office practice.

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
Today’s Hospitalist boasts the largest list of practicing hospitalists

400,000+ touchpoints a month

Unmatched multi-channel audience

<table>
<thead>
<tr>
<th>Total print circulation</th>
<th>36,440 (monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Newsletters</td>
<td>300,000+ (monthly)</td>
</tr>
<tr>
<td>Web site page views</td>
<td>55,000+ (monthly)</td>
</tr>
<tr>
<td>Social media followers</td>
<td>10,000+ (ongoing)</td>
</tr>
</tbody>
</table>

Source: BPA statements and publisher’s data

Largest hospitalist reach

How many hospitalists do we reach?

<table>
<thead>
<tr>
<th>Physicians</th>
<th>33,253</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third-year residents</td>
<td>841</td>
</tr>
<tr>
<td>Nonphysicians</td>
<td>2,346</td>
</tr>
<tr>
<td>Total circulation</td>
<td>36,440</td>
</tr>
</tbody>
</table>

Source: July 2018 BPA statement

One out of three hospitalists don’t receive competitor publications—and can only be reached through Today’s Hospitalist

Membership societies hospitalists belong to

<table>
<thead>
<tr>
<th>Society of Hospital Medicine</th>
<th>66%</th>
</tr>
</thead>
<tbody>
<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

TODAY’S HOSPITALIST has the largest total circulation of publications targeting hospitalists (36,440), and it goes to more hospitalists (33,253) than other publications. This figure includes only practicing hospitalists, not residents or nonphysicians.

Plus, the majority of our readers 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:

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
2019 PRODUCT ADVERTISING RATES

BPA-audited circulation

Total circulation: 36,440 (July 2018 BPA statement) including more hospitalists (33,253) than other publication. This number includes only practicing hospitalists, not residents or nonphysicians.

Publisher: Roman Press Inc. Established 2003

Frequency: 12 times a year

Publication dates: Issues mail the first of the month

Bonus distribution: March SHM meeting, April ACP meeting

High impact options

Outserts: $33,500 gross (up to 3 oz.)
Cover tips: $21,500 gross
Bellybands: $21,500 gross

Print rates

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<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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<th>48X</th>
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<tr>
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<td></td>
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<td></td>
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<td>White</td>
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<tr>
<td>Full page</td>
<td>$3,855</td>
<td>$3,745</td>
<td>$3,630</td>
<td>$3,520</td>
<td>$3,340</td>
<td>$3,185</td>
<td>$3,015</td>
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<tr>
<td>½ page</td>
<td>$2,890</td>
<td>$2,810</td>
<td>$2,715</td>
<td>$2,650</td>
<td>$2,510</td>
<td>$2,385</td>
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</tr>
<tr>
<td>¼ page</td>
<td>$1,745</td>
<td>$1,685</td>
<td>$1,630</td>
<td>$1,590</td>
<td>$1,500</td>
<td>$1,430</td>
<td>$1,370</td>
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</table>

Specifications

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.

Paper stock: 60 pound, coated

Binding: Saddle stitch

Inserts: Include quantity and insertion date

Quantity: 44,000

Ad and trim sizes: Trim size is 8 1/8" x 10 7/8"

Charges & discounts

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

Color charges
Two color: Additional $725
Four color: Additional $1,820

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

Advertising contacts

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jberman@bemediapartners.com

Robert Heiman
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856-673-4000
bob.rhmedia@comcast.net
Editorial mission

Today’s Hospitalist is the leading source of practical information for hospitalists. 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.

2019 editorial calendar*

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Planned clinical &amp; practice management topics</th>
<th>CLOSING DEADLINE</th>
<th>MATERIALS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Respiratory viral infections; Alcohol withdrawal</td>
<td>Dec. 3</td>
<td>Dec. 10</td>
</tr>
<tr>
<td>February</td>
<td>Consultants &amp; communication; Managing diabetes</td>
<td>Jan. 2</td>
<td>Jan. 8</td>
</tr>
<tr>
<td>March</td>
<td>New compensation plans; Opioid use disorders</td>
<td>Feb. 1</td>
<td>Feb. 8</td>
</tr>
<tr>
<td>April</td>
<td>Group leadership; Neuroradiology</td>
<td>Mar. 1</td>
<td>Mar. 8</td>
</tr>
<tr>
<td>May</td>
<td>Infectious diseases; Career negotiations</td>
<td>Apr. 1</td>
<td>Apr. 8</td>
</tr>
<tr>
<td>June</td>
<td>Periop controversies; Things do for no reason</td>
<td>May 1</td>
<td>May 8</td>
</tr>
<tr>
<td>July</td>
<td>Post-acute care; Community outreach</td>
<td>Jun. 3</td>
<td>Jun. 10</td>
</tr>
<tr>
<td>August</td>
<td>Working with the ED; Patient experience</td>
<td>Jul. 1</td>
<td>Jul. 8</td>
</tr>
<tr>
<td>September</td>
<td>Cardiac care; Building a better discharge</td>
<td>Aug. 1</td>
<td>Aug. 8</td>
</tr>
<tr>
<td>October</td>
<td>Anticoagulation; Technology</td>
<td>Sep. 3</td>
<td>Sep. 10</td>
</tr>
<tr>
<td>November</td>
<td>Compensation; Antibiotic stewardship</td>
<td>Oct. 1</td>
<td>Oct. 8</td>
</tr>
<tr>
<td>December</td>
<td>Critical care; Retention strategies</td>
<td>Nov. 1</td>
<td>Nov. 8</td>
</tr>
</tbody>
</table>

*Subject to change.

Product advertising contacts

Jeffrey Berman  
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866.695.3870, ext. 12  
jberman@bemediapartners.com

Robert Heiman  
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Editorial board

Viviane Alfandary, MD  
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 Caccavale, DO  
Northern Arizona Hospitalists

Dean Dalili, 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 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
Get your brand attention with videos, text and banner advertisements within Today's Hospitalist's Web content.

**Web metrics**

- **Page views:** 55,000 per month
- **Unique visitors:** 40,000 per month

**Native advertorial**
Post a text ad, banner ad or video within an article on our site for one year.

**Banner ad pricing**

- **Top of page:** (1 position) $85 CPM
- **Right hand ads:** (2 positions) #1: $85 CPM; #2: $85 CPM

**Positions and specifications**

- **Top of page:**
  - Size: 728 x 90 pixels
- **RH #1**: 300 x 250 pixels
- **RH #2**: 300 x 250 pixels

---

For Product advertising rates, contact:

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**Robert Heiman**
RH Media LLC
856-673-4000
bob.rhmedia@comcast.net
e-Newsletter metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt in &amp; delivered:</td>
<td>33,000+</td>
</tr>
<tr>
<td>Average opens:</td>
<td>18%</td>
</tr>
</tbody>
</table>

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 per issue. 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

To learn more, contact:

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866.695.3870, ext. 12
jberman@bemediapartners.com

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

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>eTOC (Table of Contents)</td>
<td>Monthly</td>
<td>33,000</td>
<td>Top, Middle: $625</td>
</tr>
<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>

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
Deep engagement opportunities

Awareness, reach, engagement: We’ll develop an integrated marketing campaign that maximizes the appropriate platform to get your message in front of hospitalists.

E-mail metrics

<table>
<thead>
<tr>
<th>Opt in &amp; delivered:</th>
<th>33,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average opens:</td>
<td>18%</td>
</tr>
</tbody>
</table>

■ Custom e-mail blasts

We’ll deliver your message from our E-mail to make sure you get the attention of our audience. You provide the subject line and HTML creative for an e-mail blast and Today’s Hospitalist will send your message to our hospitalist e-mail list.

■ Sole sponsorship of an e-newsletter special report

Sponsor a single, monthly or quarterly special report custom e-Newsletter with practical news for hospitalists.

- Email newsletter includes two banner ads
  Specifications: 600 x 100 Top; 520 x 120 Middle

- Full-page ad in a free downloadable report
  Specifications: 8 1/8” x 10 7/8”

- Free report will be housed on the Web site for one year

- Report will be promoted with static and takeover ads on our Web site

- We will engage our 10,000-plus social media followers directing them to the free downloadable report

To learn more, contact:

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Inpatient pain management is a necessary skill set for all physicians, important for hospitalists working in the inpatient setting. Pain is so pervasive in the hospital setting that it is particularly challenging to manage.

While opioid monotherapy has long been the primary approach to pain management in the inpatient setting, it is associated with a number of side effects. The development of multimodal analgesia strategy that incorporates not only opioids, but other classes of analgesics, is important for the management of mild to moderate pain, the management of moderate to severe pain with adjuncive opioid analgesics, and the reduction of fever.

Efficacy of IV acetaminophen

Compared to oral acetaminophen, IV acetaminophen achieves a rapid elevation in plasma concentration. That could have potentially avoided these kinds of issues. While the patient required additional surgical procedures involving abdominal wound debridement, she required debridement, which necessitated the removal. Her case was complicated by multiorgan dysfunction, and she arrived septic, requiring a midazolam infusion of 4 mg/hr, and intermittent doses of morphine sulfate for breakthrough pain. The patient’s variability in blood pressure improved, and enteral nutrition was initiated using a postpyloric tube. IV acetaminophen allowed the pain management team to promptly wean her off of opioids. Once the patient was medically stabilized, she required debridement, which necessitated the removal of 0, which indicated that she was calm and alert without any complaints of pain. She required greater respiratory drive.

The team was able to reduce her RASS score to 0 without adding any narcotics or analgesics. While the patient required additional surgical procedures involving abdominal wound debridement, she required debridement, which necessitated the removal. Her case was complicated by multiorgan dysfunction, and she arrived septic, requiring a midazolam infusion of 4 mg/hr, and intermittent doses of morphine sulfate for breakthrough pain. The patient’s variability in blood pressure improved, and enteral nutrition was initiated using a postpyloric tube. IV acetaminophen allowed the pain management team to promptly wean her off of opioids. Once the patient was medically stabilized, she required debridement, which necessitated the removal of 0, which indicated that she was calm and alert without any complaints of pain. She required greater respiratory drive.

The patient required additional surgical procedures involving abdominal wound debridement, she required debridement, which necessitated the removal. Her case was complicated by multiorgan dysfunction, and she arrived septic, requiring a midazolam infusion of 4 mg/hr, and intermittent doses of morphine sulfate for breakthrough pain. The patient’s variability in blood pressure improved, and enteral nutrition was initiated using a postpyloric tube. IV acetaminophen allowed the pain management team to promptly wean her off of opioids.

Once the patient was taken off all narcotics and benzodiazepines, she showed a RASS score of 0, which indicated that she was calm and alert without any complaints of pain. She required greater respiratory drive. The patient's variability in blood pressure improved, and enteral nutrition was initiated using a postpyloric tube. IV acetaminophen allowed the pain management team to promptly wean her off of opioids.

In the case study presented here, the patient was a 55-year-old female who was admitted to the hospital with severe sepsis due to a perforated appendix. She was subsequently diagnosed with acute pancreatitis and underwent a laparoscopic appendectomy. Following surgery, she was transferred to the ICU, where she developed acute respiratory distress syndrome and required mechanical ventilation. She was started on IV acetaminophen, and her pain was well-controlled with a RASS score of 0. She was eventually able to be weaned off opioids and discharged home.

To learn more, contact:

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

<table>
<thead>
<tr>
<th>Print Circulation:</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>20,000 third-year residents, program directors &amp; coordinators</td>
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<tr>
<td>Frequency: Published bimonthly</td>
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</table>

<table>
<thead>
<tr>
<th>E-Newsletter Circulation:</th>
</tr>
</thead>
<tbody>
<tr>
<td>21,000+ weekly distribution:</td>
</tr>
<tr>
<td>• 9,000+ third-year residents, program directors and coordinators</td>
</tr>
<tr>
<td>• 12,000+ 1st, 2nd &amp; 3rd-year practicing physicians in six specialties</td>
</tr>
</tbody>
</table>

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jberman@bemediapartners.com

**Robert Heiman**
RH Media LLC
856-673-4000
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<table>
<thead>
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<th>Bi-monthly print distribution</th>
<th>COUNT</th>
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<td>Internal medicine</td>
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<tr>
<td>Family medicine</td>
<td>3,344</td>
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<tr>
<td>Pediatrics</td>
<td>2,866</td>
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<tr>
<td>Emergency medicine</td>
<td>2,146</td>
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<tr>
<td>Psychiatry</td>
<td>1,264</td>
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<tr>
<td>Cardiology</td>
<td>851</td>
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<tr>
<td>Residency program directors</td>
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<table>
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<td>Cardiology</td>
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