

## 2021 PRODUCT ADVERTISING RATES

### ■ BPA-audited circulation

**Total circulation:** 37,025 (July 2020 BPA statement) including more hospitalists (33,006) than any other publication. This number includes only practicing hospitalists, not residents or nonphysicians.

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

**Frequency:** 6 times a year

**Publication dates:** Issues mail the first of the month

### High impact options

Outserts: \$33,500 gross (up to 3 oz.)

Cover tips: \$21,500 gross

Bellybands: \$21,500 gross



### ■ Print rates

Black & White	1X	3X	6X	12X	24X	36X	48X
Full page	\$3,930	\$3,820	\$3,705	\$3,590	\$3,405	\$3,250	\$3,075
½ page	\$2,950	\$2,865	\$2,770	\$2,705	\$2,560	\$2,435	\$2,315
¼ page	\$1,780	\$1,720	\$1,665	\$1,620	\$1,530	\$1,460	\$1,395

### ■ 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%

### ■ Specification

**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"

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 page: 3 7/16" x 4 7/8"
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### ■ Advertising contacts

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### ■ 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.

### ■ 2021 Editorial calendar\*

ISSUE	CLOSING DEADLINE	MATERIALS DEADLINE
Planned clinical & practice management topics		
<b>January/February</b> Consultants & communication; Managing shock	Dec. 4	Dec. 11
<b>March/April</b> Burnout; Leadership	Feb. 1	Feb. 8
<b>May/June</b> Infectious diseases; Paid time off	Apr. 1	Apr. 8
<b>July/August</b> Telemedicine; Building a better discharge	Jun. 1	Jun. 8
<b>September/October</b> Managing pain; Contracts and legal issues	Aug. 2	Aug. 9
<b>November/December</b> Compensation; Technology	Oct. 1	Oct. 8

\*Subject to change.

### 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

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Virtua Memorial Hospital

William T. Ford, Jr., MD  
Abington Memorial Hospital

David Frenz, MD  
Minneapolis, Minn.

Christopher Frost, MD  
Ingenious Med

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