

Today's Hospitalist



2022 Recruitment Advertising Media Kit

We have the attention of hospitalists

That's why **Today's Hospitalist** is your best resource for **recruiting the most qualified physicians** in the market. We'll work with you to customize a **multi-media program** that meets your needs and budget.

- **Today's Hospitalist Magazine** reaches **31,000+ practicing hospitalists** every other month, giving us the largest circulation of any publication targeting hospitalists. (This number includes only hospitalist physicians. **It does not include residents or nonphysicians.**)
- **e-Newsletters** put your job opportunity in the **inbox of 33,000+ hospitalists** and allied health professionals each week.



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Edward Doyle
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CIRCULATION AT A GLANCE

Today's Hospitalist boasts the **largest list** of practicing hospitalists

TODAY'S HOSPITALIST has the largest circulation of publications targeting hospitalists. And we reach more practicing hospitalists than any other publication. Plus, the majority of our readers have requested a subscription to Today's Hospitalist Magazine, **more than any competing publication.**

400,000+ touchpoints a month

Unmatched multi-channel audience

Total print circulation	35,068 (bimonthly)
e-Newsletters	300,000+ (monthly)
Web site page views	75,000+ (monthly)
Social media followers	10,000+ (ongoing)

Source: BPA statements and publisher's data

Largest hospitalist reach

How many hospitalists do we reach?

Physicians	31,452
Third-year residents	800
Nonphysicians	2,815
Total circulation	35,068

Source: July 2021 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

Society of Hospital Medicine	66%
American College of Physicians	64%
American Academy of Family Physicians	9%
American Academy of Pediatrics	7%

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

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

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2022 RECRUITMENT ADVERTISING RATES

■ BPA-audited circulation

Total circulation: 35,068 (July 2021 BPA statement) including more hospitalists (31,452) 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.

■ Print advertising rates and specifications

Each rate is per insertion. Frequency must be committed at initial order. All rates are gross.

Black & White	1"	1.5"	2"	3"	4"	Quarter page	Half page	Full page
1x rate	\$312	\$464	\$623	\$936	\$1,255	\$1,396	\$2,133	\$3,198
3x rate	\$307	\$450	\$602	\$916	\$1,218	\$1,363	\$2,078	\$3,116
6x rate	\$299	\$434	\$590	\$894	\$1,191	\$1,321	\$2,022	\$3,040

Color charges: One-color: \$175. Full and matched color: \$350.

Print ready art: E-mail print-ready PDF file with embedded fonts.

Complimentary design services:

E-mail copy and your logo, and we'll design an ad at no charge.

Placing orders: Orders and materials must be submitted by 5 PM on closing date. Cancellations or changes must be received via e-mail by closing date.

Submission: E-mail materials to krubia@todayshospitalist.com.

Page size: Full page art submission size 8 3/8" x 11 1/8" with bleed; Trim size 8 1/8" x 10 7/8"; Live size 7 7/8" x 10" 5/8.



■ Ad submissions

Deadlines:

Issue date	Closing date
January/February.....	12/15/21
March/April.....	2/15/21
May/June.....	4/15/21
July/August.....	6/15/21
September/October.....	8/15/21
November/December.....	10/17/21

■ Advertising contacts

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Full page:
Ad with bleed
8 3/8" x 11 1/8"

Trim size:
8 1/8" x 10 7/8"

Live size:
7 7/8" x 10 5/8"

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"

4-inch & smaller:
3 7/16" wide x ad size

1.5-inch
1-inch

4-inch

3-inch

2-inch



Boost your exposure by posting your print ad on our job board for as little as \$95.

Web listing with print ad

■ Basic job board posting just \$95

We will post the text, logo & contact info from your print ad on our job board for one month.

- Ads posted before print issue mails
- Run your Web listing for a second month at a discounted rate

■ Featured job board posting just \$325

Premium posts are listed in the job board under "Featured Jobs."

- Listing & logo on the job board home page
- Listing highlighted and displayed at the top of search results

■ e-Newsletter job listing just \$195

Get more exposure for your job listed on the Today's Hospitalist job board. We'll spotlight your opportunity in a weekly e-newsletter.

- Link to your ad on our job board in an e-newsletter job listing
- Reach our highly engaged audience of 33,000+ hospitalists
- **Average of 18 click-throughs per listing**

Rates are only for print advertisers

To learn more, contact:

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JOB BOARD LISTING



E-NEWSLETTER LISTING



Monthly job board rates for print advertisers

POSTING	DESCRIPTION	RATES
Basic job board posting	Text from your print ad posted on our job board. for one month	\$95 plus print ad
Second month of job board posting	Run your job board listing for a second month	\$500
Featured job board posting	Your job listed on the job board home page, and at the top of search results pages	\$325 plus print ad
e-Newsletter job listing	Link to your job in our weekly e-Newsletter, sent to 33,000+ hospitalists and allied health professionals	\$195 plus print ad and job board

Inquire about our other listing packages options

SPECIAL OFFER

Web-only listings

■ Job board posting: \$600

We will post the text, logo & contact information on our job board for one month.

■ E-Newsletter job listing—bonus exposure

For every month that the job is posted, it will appear in one of our e-Newsletters with a link to the job. Our weekly e-newsletters are sent to our highly engaged audience of 33,000+ hospitalists.

■ Average of 18 click-throughs per listing

■ Purchase additional e-newsletter listings for \$195 per listing

■ Featured job board posting: \$300

Upgrade the job listing to a “featured opening” for \$300 the first month and \$150 for each additional month.

■ Listing are highlighted and displayed at top of search results

■ Listing & logo appear on the job board home page

JOB BOARD LISTING



E-NEWSLETTER LISTING



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Rates

30 DAY POSTING WITH FREE E-NEWSLETTER LISTING	\$600
60 DAY POSTING	\$1,100
90 DAY POSTING	\$1,500
E-NEWSLETTER LISTING—FIRST LISTING	INCLUDED
ADDITIONAL E-NEWSLETTER LISTINGS	\$195
FEATURED JOB LISTING—FIRST MONTH	\$300 + posting
FEATURED JOB LISTING— ADDITIONAL MONTHS	\$150 + posting

Metrics

E-NEWSLETTER CIRCULATION	33,000+
E-NEWSLETTER OPENS	4,000-5,000
AVERAGE E-NEWSLETTER LISTING CLICK-THROUGHS	15
WEBSITE MONTHLY IMPRESSIONS	75,000
PRINT CIRCULATION	37,000



Connect with our highly engaged audience

Reach our unparalleled audience of 33,000 hospitalists.

e-Newsletter metrics

Opt in & delivered: 33,000+

Average opens: 18%

Pricing and specifications

\$650 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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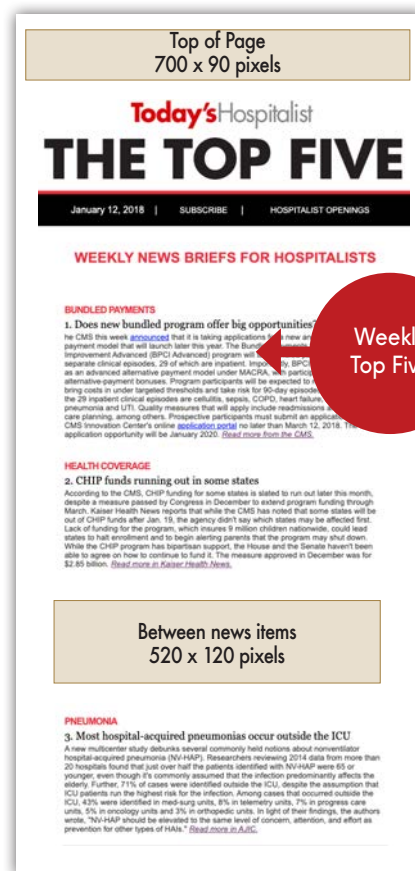
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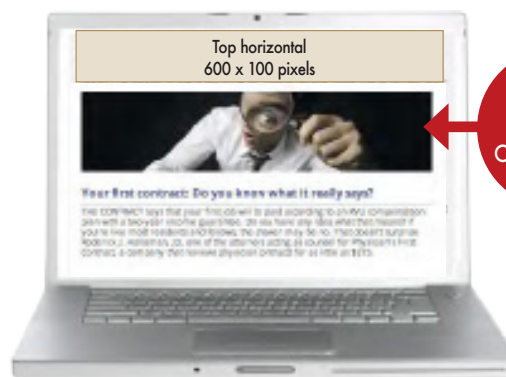


Monthly
e-TOC



Weekly
Top Five

Weekly
Hospitalist
Career News



Banner advertising rates

NEWSLETTER	FREQUENCY	AUDIENCE	PRICE
Top Five	Weekly	33,000	Top, Middle: \$650
eTOC (Table of Contents)	Monthly	33,000	Top, Middle: \$650
Career Update	Weekly	33,000	Top, Middle: \$650
Custom e-mails	Optional	33,000	Call for details

Career Update e-Newsletter

Put your job listing in the inbox of 33,000+ hospitalists for just \$195 for print advertisers!

Get more exposure for your job listed on the Today's Hospitalist job board. Spotlight your opportunity in our weekly Career Update e-Newsletter.

- Reach our highly engaged audience of hospitalists
- **Average of 18 click-throughs per listing**
- Link your job listing in the Career Update e-newsletter to your job on the Today's Hospitalist job board (with purchase of print ad and job board)

Job listing rates for print advertisers*

\$195 with purchase of print ad and job board listing

*Inquire about rates for multiple listings

Banner advertising rates

\$650 per issue

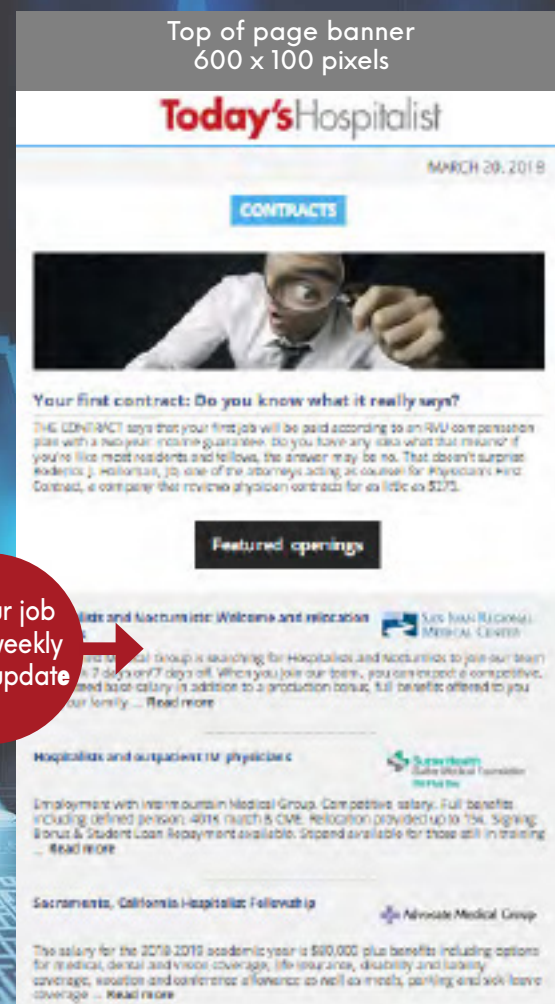
Specifications: Top of page, 600 x 100 pixels

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List your job
in our weekly
career update



E-newsletter metrics

Opt in & delivered: 33,000+

Avg. clickthroughs per listing: 18

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

Opt in & delivered: **33,000+**

Average opens: **18%**

■ 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 **MOST COST-EFFECTIVE OPTION**

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

- E-mail 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

Get two banner ads in a special report newsletter

Plus full page ad in a free downloadable report



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Banner ads, sponsored content, and native advertising are all options to expand your reach

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

Web metrics

Page views: 75,000 per month

Unique visitors: 60,000 per month



Positions and specifications

Digital banner ads: desktop

Leaderboard: 728 x 90

Medium rectangle: 300 x 250

Special opportunity banner ads

Pop-up banner: 330 x 250

Slider banner: 400 x 125

Sticky banner: 400 x 125

Digital banner ads: Mobile

Large phone banner: 216 x 36

Medium phone banner: 168 x 28

Small phone banner: 120 x 20

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) \$90 CPM

Right hand ads: (2 positions) #1: \$90 CPM; #2: \$90 CPM

Interstitial ads: \$125 per 1,000 impressions

Sticky ads: (viewed on mobile devices) \$110 per 1,000 impressions



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