

Today's Hospitalist



The number one resource for engaging with hospitalists.

2022 Product Advertising Media Kit

TODAY'S HOSPITALIST AT A GLANCE

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 **31,000-plus practicing hospitalists** every other 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 **\$90 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:

Today's Hospitalist	43%
SHM / The Hospitalist	14%
ACP Hospitalist	22%
Journal of Hospital Medicine	15%

Where hospitalists **form first impressions** about specific pharmaceutical products:

Today's Hospitalist	43%
SHM / The Hospitalist	18%
ACP Hospitalist	16%
Journal of Hospital Medicine	12%

Where hospitalists **learn about** different pharmaceutical products:

Today's Hospitalist	42%
SHM / The Hospitalist	16%
ACP Hospitalist	18%
Journal of Hospital Medicine	14%

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

For advertising rates and deadlines, contact:

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HOSPITALISTS AT A GLANCE

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

Diseases/conditions hospitalists treat on a regular basis:

No. of drug orders per shift by therapy

Diabetes	7.8
Cardiac care	7.6
Pain management	7.5
Antimicrobials/antibiotics	7.1
Euvolemic hyponatremia	6.8
Anticoagulants/antiplatelets	6.7
GI care	6.5
COPD/asthma	5.9
Psychiatric agents	4.0
Neurologic agents	3.5
Addiction medicine	3.5
Stroke/t-PA	3.1
Critical care drugs	2.7
Osteoporosis agents	2.0
Rheumatoid arthritis	1.7
Estrogen products	1.4
Sexual dysfunction agents	1.3

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

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Standards for nursing
hospitals and
better outcomes

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

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 PRODUCT ADVERTISING RATES

■ Print rates

Earned rates: Based on total units per calendar year

Black & White	1X	3X	6X	12X	24X	36X	48X
Full page	\$4,050	\$3,935	\$3,815	\$3,700	\$3,505	\$3,350	\$3,165
½ page	\$3,040	\$2,950	\$2,855	\$2,785	\$2,635	\$2,510	\$2,385
¼ page	\$1,835	\$1,770	\$1,715	\$1,670	\$1,575	\$1,505	\$1,435

■ Charges and discounts

Inserts: Charged at earned B/W page rate X No. 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 4: additional 50%

Opposite TOC: 25%

Other guaranteed positions: 10%

High impact options

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

Cover tips: \$21,500 gross

Bellybands: \$21,500 gross

Advertising information: Agency discount: 15%

■ 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.

Inserts: Include quantity and insertion date

Quantity: 40,000

Paper stock: 60 pound, coated

Binding: Saddle stitch

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".

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"



■ 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.

■ Advertising contacts

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2022 PRODUCT ADVERTISING RATES

■ 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.

■ 2022 editorial calendar*

ISSUE Planned clinical & practice management topics	CLOSING DEADLINE	MATERIALS DEADLINE
January/February Medical education and training	Dec. 1	Dec. 7
March/April Cardiac care	Feb. 1	Feb. 7
May/June Infectious diseases	Apr. 1	Apr. 7
July/August Telemedicine	Jun. 1	Jun. 7
September/October Critical care	Aug. 1	Aug. 8
November/December Compensation	Oct. 3	Oct. 10

*Subject to change.

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WEB ADVERTISING

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

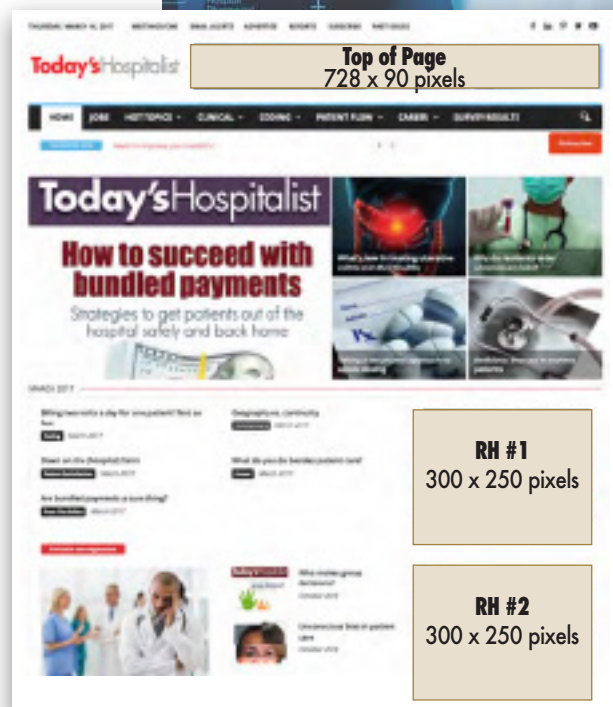
Large phone banner: 216 x 36

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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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

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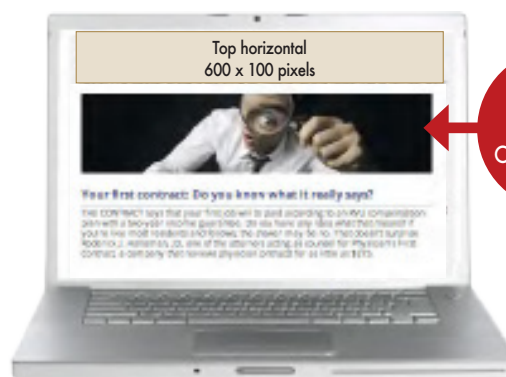
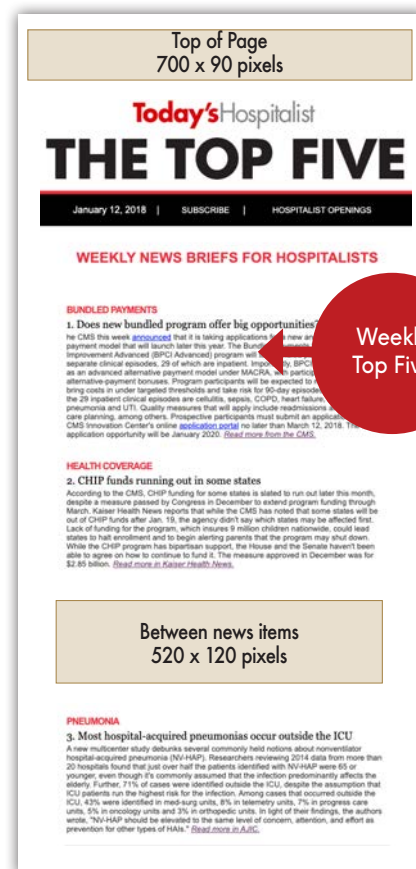
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Banner advertising rates

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

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.

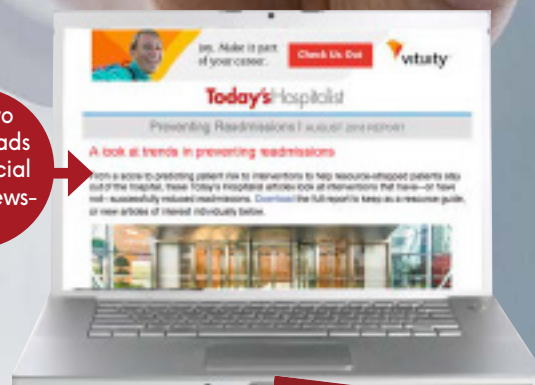
■ Sole sponsorship of an e-Newsletter special report **MOST COST-EFFECTIVE OPTION**

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 a full page ad in a free downloadable report



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