

Today's Hospitalist

2023

Recruitment Advertising Rates

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.**

METRICS

Print circulation	35,000 +
E-Newsletter circulation	30,000 +
E-Newsletter opens	4,000-5,000
Average e-newsletter clickthroughs	25
Web site monthly impressions	55,000

CUSTOM EMAILS

We'll send your e-mail to our audience of engaged hospitalists: \$7,500

CUSTOM EMAIL SPONSORSHIP

Includes two banner ads on an email newsletter that is part of a series that gives readers comp survey data: \$2,500 per email.



CONTACT

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Print Rates

Black & White	1"	1.5"	2"	3"	4"	Quarter page	Half page	Full page
1x rate	\$328	\$487	\$654	\$983	\$1,318	\$1,466	\$2,240	\$3,358
3x rate	\$322	\$473	\$632	\$962	\$1,279	\$1,431	\$2,182	\$3,272
6x rate	\$314	\$456	\$620	\$939	\$1,251	\$1,387	\$2,123	\$3,192

COLOR CHARGES

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

SUBMISSIONS

Rates are per insertion. Frequency must be committed at initial order. Rates are gross.

Design services are complimentary.

E-mail materials to krubia@todayshospitalist.com.

Job board rates for print advertisers

Basic job board posting	\$95 + print ad
60-day posting	\$595 + print ad
Featured job board posting	\$325 + print ad
e-Newsletter job listing	\$195 + posting
Additional e-Newsletter job listings	\$195 each

Job board rates for Web-only listings

30-day posting with free e-Newsletter listing	\$600
60-day posting	\$1,100
90-day posting	\$1,500
e-Newsletter job listing—first listing	Included
Additional e-Newsletter job listings	\$195 each
Featured job board upgrade—first 30 days	\$300 + posting
Featured job board upgrade—additional months	\$150 + posting

Email advertising rates

Web banner ads	\$95 CPM		
NEWSLETTER	FREQUENCY	AUDIENCE	PRICE
Top Five	Weekly	30,000 +	\$715
eTOC (Table of Contents)	Monthly	30,000 +	\$715
Career News	Weekly	30,000 +	\$715