

shmm
Society of Hospital Medicine

2011 MEDIA KIT



ENTER

Solutions

The Hospitalist

[Download Rates & Specs](#)

With the largest circulation of any hospitalist news magazine 24,000, *The Hospitalist* is the only publication whose breadth and depth includes the official Society of Hospital Medicine mailing list and nearly 6,000 resident names. Our readers are hospitalists, residents, fellows, physician assistants, nurse practitioners, and other qualified healthcare providers.

Journal of Hospital Medicine

[Download Rates & Specs](#)

The only peer-reviewed, ISI-indexed research publication devoted to hospital medicine, the *Journal of Hospital Medicine* reaches SHM members as well as other physicians and healthcare professionals involved in clinical decision-making at institutions and hospitals around the world. Our readers are heavily involved in patient care as well as teaching, academic research, and administration.

HospitalMedicineJobs.Org

[Download Rates & Specs](#)

The Society of Hospital Medicine's online Career Center, www.hospitalmedicinejobs.org, is the premier destination for positions within the fastest growing specialty in healthcare. A broad range of practical, career-related content geared exclusively to hospitalists ties *The Hospitalist* to SHM's Career Center. New, online-only features give essential how-to information about hospitalist recruiting, career advancement, and job satisfaction.

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The Reader

In Print

On the Web

Digital

Sponsorship

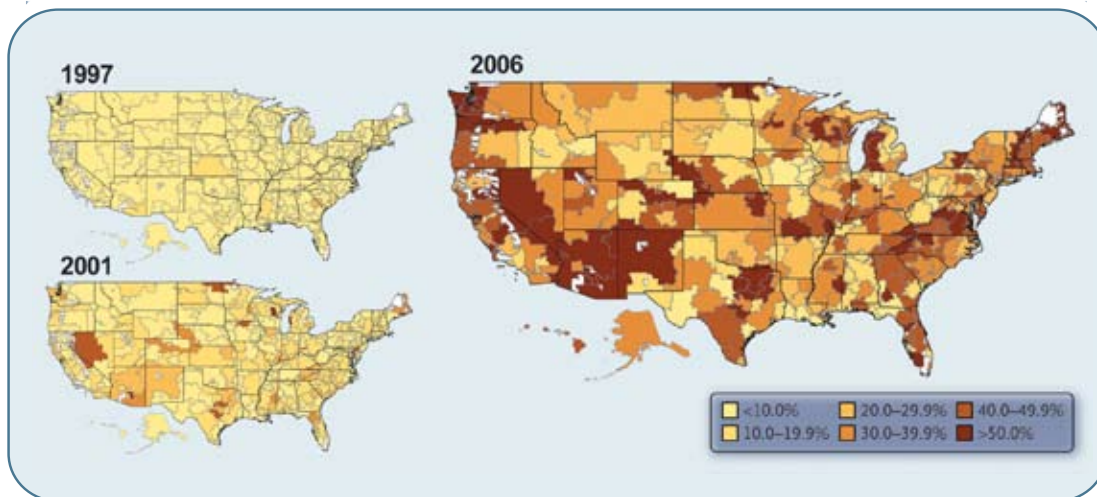
BPA membership
applied for
October 2010



The Reader

Readership Profile

As official publications of the Society for Hospital Medicine, *The Hospitalist* and the *Journal of Hospital Medicine* deliver captive and engaged readers. The average reader is a hospital-based physician who focuses on inpatient care, typically seeing between 11 and 20 patients per shift, and is involved in patient safety, quality improvement, resource utilization, and care coordination. Hospitalists represent the fastest growing specialty in the history of American medicine, with more than 30,000 estimated to be practicing in the U.S. today.



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Reader Opinions

In 2009, an SHM Membership Survey Conducted by Wiley-Blackwell indicated that readers ranked *The Hospitalist* and the *Journal of Hospital Medicine* first and second, respectively, as the most-useful publications for keeping current with the field of hospital medicine. Other results:

- 65% prefer to read the print issue
- More than 83% find the journal “very useful” or “useful” to their daily practice
- 37.5% of readers share their print issue with at least one of their colleagues

Growth in Prescribing Power

A recent *New England Journal of Medicine* article reports that . . . Hospitalists have penetrated almost all areas of the United States . . . More than half of all hospitalized Medicare patients are now cared for by hospitalists. . . Odds a hospitalized Medicare patient would receive care from a hospitalist increased by 29.2% per year from 1997 to 2006 . . . 61% of ALL Medicare admissions were associated with an E/M claim by a general internist by 2006 (up from 46.4% in 1995)

DID YOU KNOW?

Exclusive to *The Hospitalist* is a 12-member panel of hospitalists called Team Hospitalist. This diverse collection of practicing hospitalists provides insight and commentary on the most pressing issues they face on the job daily.





In Print



The Hospitalist

is the leading news publication for hospitalists in the U.S., reporting on issues and trends in the practice of hospital medicine. Each issue gives readers practical advice from leading authorities in the field on select topics in clinical management, ethical concerns, public policy, and medical-legal issues.



Journal of Hospital Medicine

With an Impact Factor of 1.496, the *Journal of Hospital Medicine* is the premier, peer-reviewed, ISI- and MEDLINE-indexed publication for the dissemination of research, evidence-based clinical content, and education in the specialty of hospital medicine. *JHM* features original basic and clinical research and systematic and narrative review articles on a diverse range of topics that improve hospital care, solve clinical problems, and instruct on techniques and guidelines for performing research.



POEMs for Hospitalists

Identify the most valid, relevant research related to clinical practice in hospital medicine. An acronym for “Patient-Oriented Evidence that Matters,” POEMs are summaries of evidence-based medical research filtered from over 100 leading peer-reviewed journals and graded for validity and relevance to patient outcomes.

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Sales Opportunities

Power Positions

In addition to premium positions within the journals, Wiley-Blackwell offers a variety of Power Positions.

Examples are listed below.

SAVINGS

Packaged Bundles

Run a classified ad in both *The Hospitalist* and the *Journal of Hospital Medicine* and receive a 25% discount off the cost of the ad in JHM.

Run a display ad in both *The Hospitalist* and the *Journal of Hospital Medicine* in the same month and receive a 25% discount off the cost of the ad in JHM.

- Wraps
- Gatefolds
- Belly-bands
- Cover-tips
- Outserts
- Inserts

Contact your sales representative for more information, pricing, and availability by journal.





On the Web

Delivering more than 200,000 page views monthly, the portfolio of online offerings from the Society of Hospital Medicine enables you to effectively target and reach hospitalists across the country. Key online products include:

The-Hospitalist.org

Features full-text content from each issue of *The Hospitalist*, as well as the full archive of *The Hospitalist eWire*.



JournalofHospitalMedicine.com

Features current and archived articles in searchable, html and pdf full-text formats, as well as the opportunity to sign up for email table-of-contents alerts, citation reporting, and more.

HospitalMedicine.org

The Society of Hospital Medicine Web site is the go-to source for all things hospital medicine and provides a wealth of resources critical to helping hospitalists improve their practice.



HospitalMedicine.org/CareerCenter

A broad range of practical, career-related content ties the news-magazine to SHM's Career Center, making it the premier destination for individuals across the country seeking hospitalist positions approximately 20,000 visits per month.



WachtersWorld.com

A blog by Robert Wachter, MD, FHM, one of the pre-eminent voices in hospital medicine.

ROI Analysis

Advertising metrics are independently reported by DoubleClick, the industry leader in web ad management. Our DoubleClick reports provide valuable data about visitors that saw and clicked through advertisements. Metrics include geographic data (e.g., country, state, and region), activity by timelines, domain types, operating systems, and Web browsers.

Sales Opportunities

Web site banners are sold as run of SHM Web Network. The network includes hospitalmedicine.org, the-hospitalist.org, wachtersworld.com and the JHM site on Wiley InterScience. Run of Network provides a way to coordinate ad campaigns across all of the SHM sites in an efficient approach. The run of network also helps build brand recognition because the ad will be displayed on all SHM Web sites.

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Digitally Distributed

Digitally distributed products in the Society of Hospital Medicine portfolio reach over 19,000 hospitalists nationwide. Advertising opportunities are available in the following e-blasts:

The Hospitalist eWire

The Hospitalist eWire is a weekly e-newsletter that blends essential industry news with a compelling, highly organized, and easily digestible design, fast making it a favorite of the busy hospitalist.

Journal of Hospital Medicine POEMs for Hospitalists

Delivered exclusively to SHM members by e-mail, *POEMs for Hospitalists* from the *Journal of Hospital Medicine* identify the most valid, relevant research related to clinical practice in hospital medicine.

SHM eWire

The SHM eWire highlights from “Hospital Medicine Quick Hits,” SHM’s clinical blog, as well as features from the Practice Management blog: “The Hospitalist Leader.” Also included are event updates, CME opportunities, society news, and more.

eTOC

As each new issue publishes, an electronic Table of Contents is sent to the SHM membership list alerting them to the availability of new content.

Open/Click Reporting

Open and click-through reports are available to advertisers for all digitally distributed products. Generally, open rates for The Hospitalist eWire average 18% per issue, 21% are SHM Members and 14% are non-members. The average click-to-open rate for both member and non-member eWire is 29%.

Sales Opportunities:

E-mail banners are sold as run of SHM E-mail Network. The network includes TH eWire, SHM eWire, JHM POEMs, JHM eTOC, and TH eTOC. Run of Network provides a way to coordinate ad campaigns across all of the SHM E-mail Network in an efficient approach. The run of network also helps build brand recognition because the ad will be displayed on all e-mails received in one month.

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Sponsorship Opportunities

Content sponsorship opportunities are available in a number of delivery formats, reinforcing your commitment to providing physicians and healthcare providers the most cutting-edge, evidence-based content available. For pricing and more information, please contact your sales representative. Delivery formats available for sponsorship include:

Supplements

The publication of single-topic articles published in addition to the regular issue of the journal, supplements can be based on proceedings from roundtable discussions, symposia, or collections of review articles.

Expert Panel Discussions

An Expert Panel Discussion (EPD) is an independent, peer-reviewed, transcribed published roundtable, in which a number of key opinion leaders discuss a topic suggested by the sponsoring company.

Clinical Reviews

A Clinical Review is an in-depth assessment of all recent, relevant scientific literature on a topic suggested by the sponsor, peer-reviewed and, if approved, published as a review article within the journal.

Webinars

Webinars provide web-based presentations, lectures, workshops, or seminars, allowing the end user to interact with subject-matter experts in real-time. Events will be archived for 12 months following their Web launch.

Podcast and Audio Downloads

Podcasts are a series of downloadable audio and/or video files that are distributed through our systems (including Web sites and e-mail alerts) and via RSS feeds (commonly through iTunes). Also available are audio downloads, which generally consist of a single audio and/or video file. Our system will send out alerts and will provide details on how to listen.

Patient Education Materials

Materials such as patient education tablets, brochures, patient self-assessment sheets, dietary guidelines as well as other media are created by editorial in conjunction with physicians or allied health professionals intended to educate patients and caregivers.

Wall Charts: One-page posters that can be affixed to walls, these products are visually driven and generally feature topical content.

Custom projects are also available upon request.

