

# 2022 Media Kit

## PUBLISHER'S STATEMENT

*The Hospitalist*® is the official newsmagazine of the Society of Hospital Medicine. Now in its 25th year of publication, *The Hospitalist* reports on issues and trends in the practice of hospital medicine. *The Hospitalist* reaches more than 33,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine.

The award-winning newsmagazine features a range of compelling articles in print and online. Among them:

- Practical, evidence-based clinical reviews in subject matter areas most important to hospitalists
- Quality improvement initiatives and developments
- Research related to the clinical management of inpatients
- Regulatory and medico-legal issues facing hospitalists
- Operational strategies for HM group leaders
- Coverage of domestic and international hospital medicine developments
- Profiles and interviews with hospital medicine leaders

Articles are written by professional journalists, clinicians, and researchers in the field of hospital medicine. Each issue also includes opinions from a variety of industry leaders, including the Society of Hospital Medicine's board of directors, as well as experts in clinical care, practice management, and quality improvement.

In addition to the monthly newsmagazine, *The Hospitalist* publishes articles and information to its website, [www.the-hospitalist.org](http://www.the-hospitalist.org). *The Hospitalist* also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward clinicians in hospital-based settings.

*The Hospitalist* is the best way for hospital-based clinicians to stay current, save time, and gain perspective.



## AGENCY SALES

**Stephen Jezzard**  
Advertising Director  
[sjezzard@wiley.com](mailto:sjezzard@wiley.com)

**Stephen Donohue**  
Senior Account Manager  
[sdonohue@wiley.com](mailto:sdonohue@wiley.com)

**MJ Drown**  
Senior Account Manager  
[mdrown@wiley.com](mailto:mdrown@wiley.com)

## DIRECT SALES

**Kurt Polesky**  
Manager, Health Direct  
[kpolesky@wiley.com](mailto:kpolesky@wiley.com)

**John Wiley & Sons, Inc.**  
111 River Street  
Hoboken, NJ 07030-5774  
201.748.6000  
[www.wiley.com](http://www.wiley.com)

# GENERAL INFORMATION

*The Hospitalist* is published by John Wiley & Sons (Wiley)

<b>Issuance:</b>	Monthly
<b>Established:</b>	1996
<b>Organization affiliation:</b>	Society of Hospital Medicine; BPA Worldwide
<b>Circulation:</b>	33,644
<b>Coverage &amp; Market:</b>	Physicians Society of Hospital Medicine Members/Roster, Internal Medicine Residents/ Society of Hospital Medicine Members/Roster Allied Health/ Others
<b>Circulation verification:</b>	Independent; BPA Worldwide

## EDITORIAL

*The Hospitalist* is the official newsmagazine of SHM, reporting on issues and trends in the practice of hospital medicine. *The Hospitalist* reaches more than 33,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine. The award-winning newsmagazine features compelling articles in print and online in the areas of clinical practice, quality improvement, technology, public policy, and practice management. All articles are researched and written by professional journalists or practicing hospitalists and thoroughly vetted by the society and editors prior to publication.

## CANCELLATIONS

Notification in writing of space cancellations must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

## CONTRACT AND COPY REGULATIONS

1. All contracts and contents of advertisements are subject to Wiley's approval. Wiley reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
2. Wiley reserves the right to inspect and approve all website advertising. Proof must be submitted to Wiley no later than the ad space closing date.
3. Sweepstakes ads are prohibited by AMA list rental agreement.
4. Wiley reserves the right to put the word "Advertisement" on advertising which, in Wiley's opinion, resembles editorial material.

5. Wiley guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
6. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
7. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
8. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Wiley reserves the right to repeat a former ad.

## AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

1. Agency Commission: 15% on all ads.
2. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due Wiley for contracted and published ad space.
3. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

## ADVERTISING SERVICE

Convention Bonus Distribution:

*\*pending live conferences*

### • April Issue:

American College of Cardiology Atlanta, GA; May 2022  
American College of Physicians (ACP), Orlando, FL; April 2022  
Society of Hospital Medicine (SHM), Las Vegas, NV; May 2022

### • September Issue:

American Academy of Family Physicians (AAFP), Los Angeles (Anaheim), CA; September, 2022  
American Academy of Pediatrics (AAP), Philadelphia, PA; October 2022

# CIRCULATION

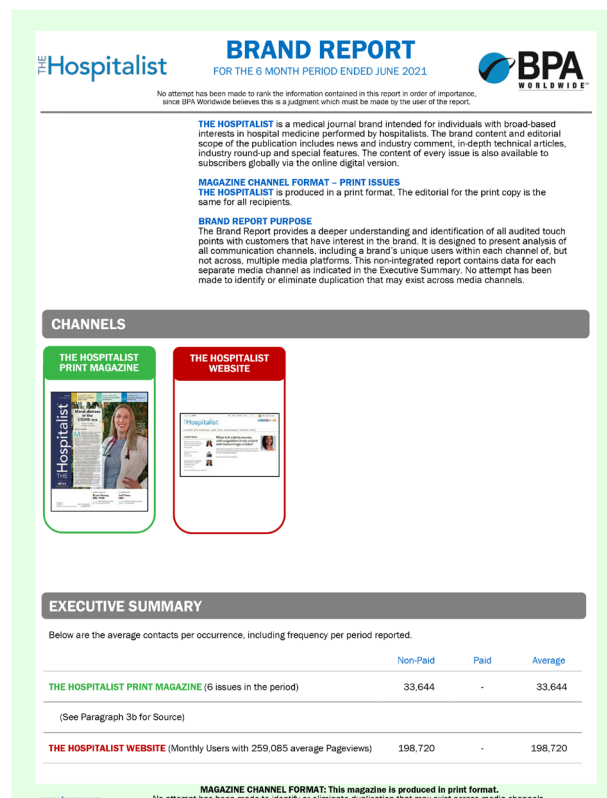
## Circulation Analysis

### Total Circulation

33,644

Note: Members of the Society of Hospital Medicine (SHM) and non-member prospects across multiple specialties and allied health providers.

Source: June 2021 BPA Circulation Statement.  
Available upon request.



# ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	11/15/21	12/06/21
February	12/15/21	01/05/22
March	01/18/22	02/03/22
April	02/15/22	03/04/22
May	03/15/22	04/05/22
June	04/15/22	05/05/22
July	05/16/22	06/03/22
August	06/15/22	07/05/22
September	07/18/22	08/05/22
October	08/15/22	09/06/22
November	09/16/22	10/05/22
December	10/18/22	11/03/22

# ADVERTISING RATES

## Black-and-white rates

Page Size	King	3/4 Page	Island Page	1/2 Page	1/4 Page
1x	\$5,370	\$4,445	\$3,580	\$2,900	\$2,385
6x	\$5,315	\$4,355	\$3,550	\$2,875	\$2,335
12x	\$5,215	\$4,260	\$3,525	\$2,815	\$2,265
24x	\$5,140	\$4,180	\$3,460	\$2,775	\$2,205
48x	\$5,040	\$4,090	\$3,400	\$2,720	\$2,150
72x	\$4,955	\$3,995	\$3,340	\$2,680	\$2,090
96x	\$4,775	\$3,815	\$3,225	\$2,580	\$1,965
144x	\$4,650	\$3,640	\$3,155	\$2,510	\$1,850
192x	\$4,565	\$3,550	\$3,105	\$2,465	\$1,790
240x	\$4,475	\$3,460	\$3,045	\$2,415	\$1,730

## COLOR RATES

IN ADDITION TO EARNED B&W RATE

Four color rates: \$1,880

## SPECIAL POSITIONS

Cover 2: Earned page rate + 30% (plus color)  
 Cover 4: Earned page rate + 60% (plus color)  
 Center spread: Earned page rate + 25% (plus color)  
 Please consult your sales representative for additional special positions.

## Insert rates

Page Size	2-Page King	4-Page King	6-Page King	8-Page King	2-Page Island	4-Page Island	6-Page Island	8-Page Island
1x	\$11,060	\$22,125	\$33,185	\$44,245	\$7,370	\$14,745	\$22,125	\$29,500
6x	\$10,940	\$21,875	\$32,810	\$43,760	\$7,320	\$14,625	\$21,940	\$29,255
12x	\$10,765	\$21,505	\$32,260	\$43,020	\$7,250	\$14,500	\$21,755	\$29,005
24x	\$10,575	\$21,130	\$31,710	\$42,280	\$7,135	\$14,260	\$21,390	\$28,515
48x	\$10,390	\$20,770	\$31,160	\$41,540	\$7,005	\$14,015	\$21,020	\$28,020
72x	\$10,200	\$20,410	\$30,600	\$40,800	\$6,890	\$13,760	\$20,650	\$27,530
96x	\$9,830	\$19,670	\$29,500	\$39,335	\$6,630	\$13,275	\$19,910	\$26,560
144x	\$9,590	\$19,170	\$28,765	\$38,350	\$6,515	\$13,040	\$19,540	\$26,055
192x	\$9,405	\$18,810	\$28,210	\$37,615	\$6,385	\$12,775	\$19,170	\$25,565
240x	\$9,220	\$18,430	\$27,655	\$36,870	\$6,275	\$12,535	\$18,810	\$25,070

## COVER TIPS

- Costs for Wiley printing of standard cover tips to specifications (one-sided, 4-color) will be additional.
- Issue polybagged per postal regulations
- Costs are non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI's, etc. These must be client supplied.
- Sample of non-standard cover tips must be supplied for approval.
- Full run only.
- Please consult the sales representative for pricing.

### SPACE RESERVATIONS

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

### COVER TIP SPECIFICATIONS

<b>Final trim:</b>	10" (width) x 6" (height)
<b>Bleed size:</b>	10 1/4" x 6 1/4" (1/8" bleed on all four sides)
<b>Live area:</b>	9 1/2" x 5 1/2" (3/8" on all four sides)
<b>Stock:</b>	80# Coated Text
<b>Ink:</b>	CMYK
<b>Quantity:</b>	As specified in contract. Check with your production manager for spoilage quantity.

### CANCELLATION POLICY

Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancelable and will be invoiced in full.

### CONTACT

**Deliver printed inserts, electronic files and color proof to:**

**Hess Print Solutions (HPS)**  
Attn: Audrey Thomas  
3765 Sunnybrook Road  
Brimfield, OH 44240  
[a\\_thomas@hessprintsolutions.com](mailto:a_thomas@hessprintsolutions.com)

Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.

## REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers.

Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

### CONTACT

**Dave Surdel**  
**Reprint Sales Manager - Americas**  
Wiley  
101 Station Landing  
Suite 300  
Medford, MA 02155  
Phone: 781-325-3749

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *The Hospitalist* that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

Note: Samples must be submitted for review. Availability contingent upon approval.

**Contact your account manager for details and pricing.**

# PRINTING INFORMATION

The Hospitalist is printed offset in a tabloid news format. Black-and-white and four-color advertisements are accepted.

## **BINDING: Saddle-stitched & perfect bound**

### **FULL BLEEDS:**

- Bleed size: 0.125"
- Trim: 10.5" x 15"
- Keep live matter 0.5" from trim and gutter

### **HALFTONE SCREEN**

- 133-line screen recommended

## **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**

### **a. Black-and-White or Color Advertisements**

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Ads can be accepted via FTP

Call John Doe at 111-222-3333 for FTP instructions or e-mail at [john.doe@wiley.com](mailto:john.doe@wiley.com)

### **b. Color Proofs**

- SWOP digital proof with color bars requested.

### **c. Provider Information**

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

## **DISPOSITION OF MATERIAL**

Files are held one year and then destroyed, unless instructed otherwise in writing.

## **INSERTS AND INSERT REQUIREMENTS**

### **a. General Conditions**

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with Wiley for availability and quantities.

### **b. Mechanical Specifications**

Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
- Larger inserts: Consult Wiley

### **Size Requirements:**

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

### **Quantity:**

- Consult Wiley Production as quantity may vary

### **Shipping of Inserts:**

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

### **c. Shipment of inserts**

Ship inserts to:

The Hospitalist/ISSUE DATE  
Hess Print Solutions (HPS)  
Attn: Audrey Thomas  
3765 Sunnybrook Road  
Brimfield, OH 44240  
[a\\_thomas@hessprintsolutions.com](mailto:a_thomas@hessprintsolutions.com)

## **POLYBAGGING GUIDELINES**

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

# SPECIFICATIONS

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact publisher before ad is due for additional specifications. Submit in PDF (note: do not use the PDF/X-1a:2001 standard). Convert spot colors to CMYK or PMS. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

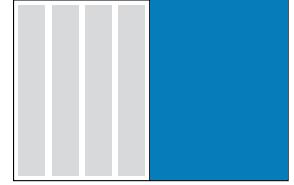
<b>TRIM SIZE:</b>	10.5" x 15"
<b>BLEED:</b>	0.125"
<b>LIVE MATTER:</b>	0.5" from trim and gutter
<b>TYPE OF BINDING:</b>	Saddle-stitched & perfect bound

Ad Sizes	Non-Bleed	Bleed
King Spread	20" x 14"	21.25" x 15.25"
King Page	9.5" x 13.875"	10.75" x 15.25"
Island Spread	13.5" x 9"	14.875" x 10"
Island Page	7" x 10"	7.25" x 10.25"
3/4 Horizontal	9.5" x 10"	9.75" x 10.25"
1/2 Vertical	4.5" x 13.875"	4.75" x 15.25"
1/2 Horizontal	9.5" x 7"	9.75" x 7.25"
1/4 Vertical	4.5" x 7"	4.75" x 7.25"

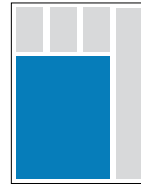
King-size Spread



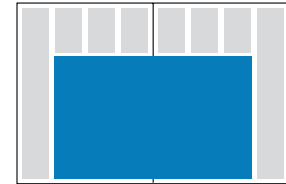
King-size Page



Island Page



Island Spread



3/4 Horizontal Spread



1/2 Horizontal Spread



1/4 Page Vertical



1/2 Page Horizontal



1/2 Page Vertical



# DIGITAL OPPORTUNITIES

## ISSUE ALERTS

Reach readers of *The Hospitalist* who opt in to receive our Issue Alerts, a preview of upcoming journal articles in a mobile friendly email. Display your message in a high-exposure, 300 x 250 pixel feature box adverts. We take the guess work out of your online advertising program by providing you with periodic tracking reports of impressions and the click through rates of your banner-ads.



### ISSUE ALERTS SPECIFICATIONS

- MPU ad units: 300 x 250 pixels
- No animation
- Accepted formats: GIF, JPG, PNG
- No 3rd party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement

## TOPIC-FOCUSED EMAILS

Advertise in topic-focused emails that target readers of *The Hospitalist*. Our audiences are attracted by content authored by some of the most frequently cited experts in their field. Multiple positions available in each email (top, middle and bottom). Content includes summaries of relevant articles in addition to corporate support via advertising. Topic-focused Emails include exclusive use of the SHM member list with signed list approval.



### TOPIC-FOCUSED EMAILS SPECIFICATIONS

- MPU ad units: 300 x 250 pixels
- No animation
- Accepted formats: GIF, JPG, PNG
- No 3rd party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement

## RUN-OF-SITE ADVERTISING

### Leaderboard

**Desktop:**  
728 x 90px)

**Mobile:**  
320 x 50px



**MPU**  
300x250px

### RUN-OF-SITE AD SPECIFICATIONS

The Hospitalist uses DoubleClick for Publishers (DFP) Premium to traffic digital ads, and the use of DoubleClick Tags is preferred.

- **Leaderboard dimensions:**
  - Submit ad creative in two sizes: 728 x 90 pixels for desktop browsers and 320 x 50 pixels for mobile.
  - Expandable creative must be user initiated, expand down, and can accommodate a maximum final size of 728x310
- **MPU dimensions:**
  - 300 x 250pixels
  - Expandable creative must be user initiated, expand left, and can accommodate a maximum final size of 550x250
- GIF, JPG, PNG file types are accepted.
- HTML5 is accepted as long as files are provided with third-party tags. See <https://iabtechlab.com/standards/html-5/> for HTML5 Guidelines for Ad Designers & Creative Technologists.
- Max file size: 200KB.
- Click-through URLs are required for all creative files.

### SUBMISSION LEAD TIMES

Ad Type	Lead Time
Standard & Native Ads:	5 business days prior to launch
Standard & Rich Media Ads (Third-Party Served):	5 business days prior to launch
Rich Media Ads:	10 business days prior to launch

Third-party ads must be live at time of submission



### PUBLISHER'S STATEMENT

The *Journal of Hospital Medicine® (JHM)* is the premier peer-reviewed, indexed (MEDLINE, PubMed, Scopus, and Embase) publication for the specialty of hospital medicine, and is dedicated to publishing evidence that will transform care of the hospitalized patient. *JHM* advances excellence in hospital medicine clinical care and research through the dissemination of peer-reviewed studies, evidence-based clinical care updates and reviews, and rigorous evaluations of approaches to improve the quality, safety, and value of care for hospitalized adults and children.

Broad areas of interest include:

- Treatments for common inpatient conditions (such as pneumonia, COPD, sepsis, thromboembolism, or asthma)
- Approaches to improving perioperative care
- Improving care for hospitalized patients with geriatric or pediatric vulnerabilities (such as mobility problems, or those with complex longitudinal care)
- Evaluation of innovative health delivery system or educational models
- Approaches to improving the quality, safety, and value of health care across the acute and postacute continuum of care
- Evaluation of policy and payment changes that affect hospital and postacute care.

*JHM* provides online only content for more than 25,500 physicians and healthcare professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.



### AGENCY SALES

**Stephen Jezzard**  
Advertising Director  
[sjezzard@wiley.com](mailto:sjezzard@wiley.com)

**Stephen Donohue**  
Senior Account Manager  
[sdonohue@wiley.com](mailto:sdonohue@wiley.com)

**MJ Drown**  
Senior Account Manager  
[mdrown@wiley.com](mailto:mdrown@wiley.com)

### DIRECT SALES

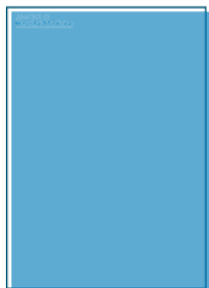
**Kurt Polesky**  
Manager, Health Direct  
[kpolesky@wiley.com](mailto:kpolesky@wiley.com)

**John Wiley & Sons, Inc.**  
111 River Street  
Hoboken, NJ 07030-5774  
201.748.6000  
[www.wiley.com](http://www.wiley.com)

# DIGITAL OPPORTUNITIES

## ePDF ARTICLE ADVERTISING

Deliver your marketing message with full page advertisement either on the cover or the last page added to each article downloaded from *The Journal of Hospital Medicine* within a given week. The journal gets an average of 4,000 weekly downloads. Your ad will include one URL. We'll supply you with click through rates.



- **Supersized Ad** – This spot is 10 times larger than most online positions
- **Excellent Click-Through Rates** – with measurable results

## ePDF ARTICLE SPECIFICATIONS

- ePDF ad unit: 1237 x 1631 pixels, static JPG
- 150 dots per inch, max file size 999 KB
- Click-through URLs required, 3rd party click tracker accepted

## BANNER ADVERTISING

Explore the world's broadest and deepest multi-disciplinary collection of online resources. Place your banners on the **Wiley Online Library**, one of the most heavily trafficked online resources for scientific, medical, and scholarly content.



## BANNER ADVERTISING SPECIFICATIONS

- Leaderboard: 90px (h) x 728px (w)
- MPU: 250px (h) x 350px (w)
- No animation
- Accepted formats: GIF, JPG, PNG
- No 3rd party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement

# WILEY

We are one of the world's leading medical publishers and the leading society journal publisher. Our rich source of '*must have*' content includes an impressive portfolio of peer-reviewed journals across life, physical, and health sciences.

We develop bespoke projects, linked to our journal publications published on Wiley Online Library, our global online resource that includes over 7.5 million articles from 1,700+ journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategy, maximizing the impact.

**[corporatesolutions.wiley.com](http://corporatesolutions.wiley.com)**