

2024 Media Kit

PUBLISHER'S STATEMENT

The Hospitalist® monthly news magazine is an official publication of the Society of Hospital Medicine, reporting on issues and trends in hospital medicine. It reaches more than 35,000 *hospitalists*, physician assistants, nurse practitioners, medical residents, and health care administrators interested in the practice and business of hospital medicine.

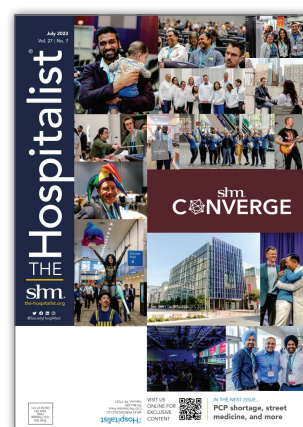
The award-winning news magazine features a range of compelling articles in print and online. Among them:

- 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 hospital medicine group leaders
- Coverage of domestic and international hospital medicine developments
- Profiles and interviews with hospital medicine leaders

Articles are written by professional journalists or SHM members. 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 news magazine, *The Hospitalist* publishes articles and information on its website, www.the-hospitalist.org. *The Hospitalist* also includes an extensive classified section featuring a 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.



Advertising

US:
corporatesalesusa@wiley.com

Europe:
corporatesaleseurope@wiley.com

Asia:
corporatesalesaustralia@wiley.com

GENERAL INFORMATION

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

Issuance:	Monthly
Established:	1996
Organization affiliation:	Society of Hospital Medicine
Circulation:	33,630
Coverage & Market:	Physicians Society of Hospital Medicine Members, Internal Medicine Residents Allied Health Professionals

Circulation verification: Independent; BPA Worldwide

EDITORIAL

The Hospitalist monthly news magazine is an official publication of the Society of Hospital Medicine, reporting on issues and trends in hospital medicine. It reaches close to 35,000 hospitalists, physician assistants, nurse practitioners, medical residents, and health care administrators interested in the practice and business of hospital medicine. The award-winning news magazine 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 pSHM members and thoroughly vetted by the society and editors prior to publication.

CANCELLATION

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

CONTRACT AND COPY REGULATIONS

1. All advertising contracts and contents 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. Proofs must be submitted to Wiley no later than the ad closing deadline.
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 the same amount and kind of space. There are no exceptions to the 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 are accepted with the understanding that rates will be guaranteed up to three months beyond the 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. The agency commission is 15% on all ads.
2. The agency is responsible for payment of all advertising ordered and published. If payment defaults, the 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. The 15% agency commission is subject to withdrawal on accounts not paid within 60 days of invoice notice.

ADVERTISING SERVICE

Convention Bonus Distribution:

- **March Issue**
Society of Hospital Medicine, SHM Converge 2024, San Diego, April 12-15
- **April Issue**
American College of Physicians Internal Medicine Meeting 2024, Boston, April 18-20
- **September Issue**
American Academy of Pediatrics, AAP Experience, Orlando, Fla., September 27-October 1

American Academy of Family Physicians, FMX 2024, Phoenix, September 24-28

Dates to come:

Pediatric Hospital Medicine, PHM 2024

CIRCULATION

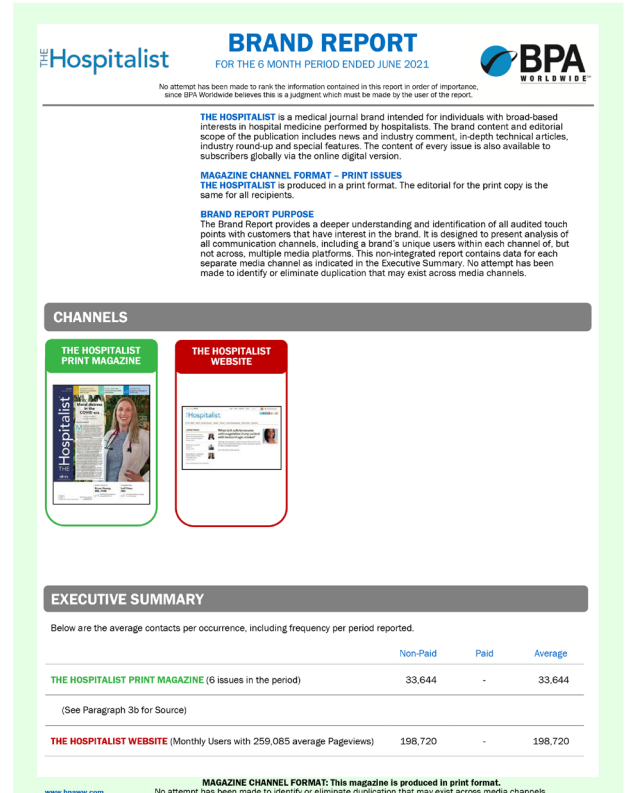
Circulation Analysis

Total Circulation

33,630

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

Source: June 2022 BPA Circulation Statement.
Available upon request.



ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	11/15/23	12/05/24
February	12/15/23	01/05/24
March	01/18/24	02/05/24
April	02/15/24	03/05/24
May	03/15/24	04/05/24
June	04/15/24	05/06/24
July	05/15/24	06/05/24
August	06/15/24	07/05/24
September	07/15/24	08/05/24
October	08/15/24	09/05/24
November	09/16/24	10/04/24
December	10/15/24	11/05/24

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, four-color) will be additional.
- Issues are polybagged per postal regulations.
- Costs are non-commissionable.
- Non-standard cover tips (i.e., tips with extra flaps, Pls, etc.) supplied by the client, are also available.
- 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. The space closing deadlines do not apply to cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative for more information.

COVER TIP SPECIFICATIONS

Final trim:	10" (width) x 6" (height)
Bleed size:	10 1/4" x 6 1/4" (1/8" bleed on all four sides)
Live area:	9 1/2" x 5 1/2" (3/8" on all four sides)
Stock:	80# Coated Text
Ink:	CMYK
Quantity:	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, the 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: Shawna Kuntzman
3765 Sunnybrook Road Brimfield,
OH 44240
Shawna.Kuntzman@sheridan.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 health care professionals.

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, US & EMEA
Email: commercialreprints@wiley.com
Phone: 781-325-3749

OUTSERTS

Outserts are a great opportunity to capture high visibility through *The Hospitalist*, a highly read and trusted news magazine. 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 and 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

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: 10.5" x 15", 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: Shawwna Kuntzman
3765 Sunnybrook Road
Brimfield, OH 44240
Shawwna.Kuntzman@sheridan.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:

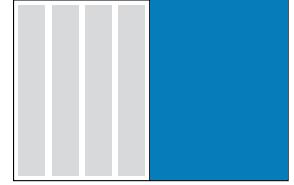
TRIM SIZE:	10.5" x 15"
BLEED:	0.125"
LIVE MATTER:	0.5" from trim and gutter
TYPE OF BINDING:	Saddle-stitched and perfect bound

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 Spread	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"

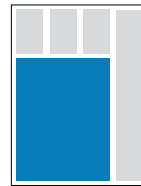
King-size Spread



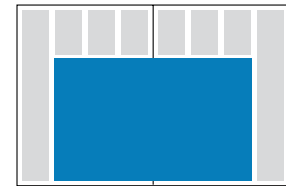
King-size Page



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 articles in a mobile-friendly email. Display your message in a high-exposure, 300 x 250 pixel feature box adverts. We take the guesswork 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 third-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 third-party tags
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement

RUN-OF-SITE ADVERTISING



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 accommodate a maximum final size of 728 x 310
- **MPU dimensions:**
 - 300 x 250 pixels
 - Expandable creative must be user initiated, expand left, and accommodate a maximum final size of 550 x 250
- GIF, JPG, and 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: 200 KB.
- 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 health care professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.



Advertising

US:
corporatesalesusa@wiley.com

Europe:
corporatesaleseurope@wiley.com

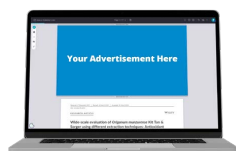
Asia:
corporatesalesaustralia@wiley.com

John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774
201.748.6000
www.wiley.com

DIGITAL OPPORTUNITIES

ePDF ARTICLE ADVERTISING

Associate your rich media digital advertisement with scholarly content in *The Journal of Hospital Medicine*® (JHM). When a reader views the article, your ad and associated calls-to-action can't be overlooked.



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

ePDF ARTICLE SPECIFICATIONS

- Ad size: 1067 x 600 pixels
- Include your URL with ad creative file
- More advertising sizes are available, please refer to the [advertising specifications deck](#)

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: 728 x 90 pixels
- MPU: 350 x 250 pixels
- No animation
- Accepted formats: GIF, JPG, and PNG
- No third-party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement

WILEY

Wiley is a world-leading publisher of academic, scientific, and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

corporatesolutions.wiley.com