



2014 Media Kit

SOCIETY OF HOSPITAL MEDICINE

Transforming Healthcare. Revolutionizing Patient Care.

WILEY

shm
Society of Hospital Medicine

www.hospitalmedicine.org

Solutions



The Hospitalist

With a circulation of more than 22,000, *The Hospitalist* reaches both SHM members and other healthcare practitioners with a specific and professed involvement in hospital medicine. Our readers consist of hospitalists, physician assistants, nurse practitioners, residents, fellows, and other qualified healthcare providers.



The Journal of Hospital Medicine

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.



CareerCenter.Hospital Medicine.Org

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.

About Wiley

Wiley, the scientific, technical, medical, and scholarly business of John Wiley & Sons, Inc., publishes over 1,400 journals as well as over 1,500 new books annually in print and online. Wiley partners with over 800 societies representing over 2 million members globally, including the American Cancer Society and the Cochrane Collaboration.

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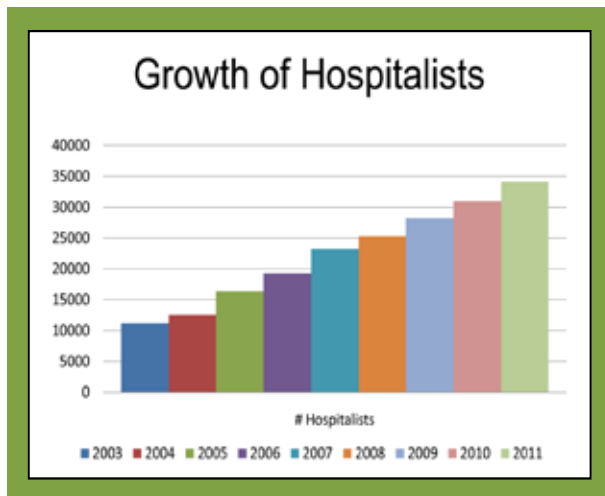
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Portfolio Readership

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 72 patients per week, 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.



Source: Buser, Martin. "Hospitalist programs in the Age of Healthcare Reform." *Journal of Healthcare Management* 55:6, November/December 2010
AHA Annual Survey files for 2003-2009, data on file.

Reader Opinions

A 2012 SHM Membership Survey indicated that:

- 40% ranked subscriptions to *The Hospitalist* and *The Journal of Hospital Medicine* as the most important reason for joining
- 90% are "extremely satisfied" with their publications

An independent readership study, conducted by The Matalia Group in 2011, revealed that:

- Both *The Hospitalist* and *The Journal of Hospital Medicine* ranked in the top five publications hospitalists considered essential
- One of four hospitalists read an issue *The Hospitalist* multiple times and the average reader engages with a typical issue for approximately 24 minutes.

Growth in Prescribing Power

A *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.

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In Print



The Hospitalist

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 1.839, *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.

Display Sales Opportunities

Power Positions

In addition to premium positions within the publications, Wiley offers a variety of Power Positions. Examples are listed below.

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

Recruitment Sales Opportunities

Among the most widely read print publications circulating to this growth specialty, *The Hospitalist* and *JHM* offer outstanding benefits for recruiters and job seekers alike:

- Variety of ad sizes available from oversized King 4/Color pages for corporate branding to inch-long classified ads for individual positions
- Print and online combination exposure and pricing
- Bonus distribution at important meetings



Run a **display** ad in both *The Hospitalist* and *The Journal of Hospital Medicine* in the same month and receive a \$500 discount per page in *JHM*.

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

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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.



CareerCenter.HospitalMedicine.org

A broad range of practical, career-related content ties the newsmagazine 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.



Purchase impressions across the SHM Web Network portfolio to extend reach and maximize value.

Sales Opportunities

Web site banners are sold as run of SHM Web Network. The network includes hospitalmedicine.org, thehospitalist.org, wachtersworld.com, and the *JHM* site on Wiley Online Library. 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 websites.

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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 twice-monthly 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.

The Journal of Hospital Medicine

The Journal of Hospital Medicine identifies the most valid, relevant research related to clinical practice in hospital medicine.

The Hospitalist eTOC

An electronic Table of Contents is distributed as each monthly issue of *The Hospitalist* publishes online, alerting readers to the availability of new content.

The Journal of Hospital Medicine eTOC

As new articles and issues from *The Journal of Hospital Medicine* publish online, an electronic Table of Contents is distributed to alert readers to the availability of new content.

SHM ePulse

Sent two times each month, the SHM ePulse 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.

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, 23% for SHM members and 14% for non-members. The average click-to-open rate for both member and non-member eWire is 20%.

Sales Opportunities

March Issue: SHM Annual Meeting, March 24-27

March Issue: ACP Annual Meeting, April 10-12

October Issue: ACEP Annual Meeting, October 27-30

October Issue: AAMC Annual Meeting, November 7-12

Please contact Joe Schuldner for more information on digital campaigns.

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Sponsorship Opportunities

To meet your publication requirements, our Global Business Development Team will work with you to deliver content that is of value to clinicians through an educational package, either in print or online.

Our Society of Hospital Medicine journals are published by Wiley in accordance with its Publication Ethics guidelines.

Webinars

Webinars provide web-based presentations, lectures, workshops or seminars, allowing the end user to interact with subject-matter experts in real-time. Events are archived for 12 months following their 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 email alerts) and via RSS feeds (commonly through iTunes). Also available are audio downloads, which generally consist of a single audio and/or video file. Alerts to listen and how to listen are managed through our systems.

Enhanced Articles

An Enhanced Article is a dedicated, article-specific micro site created for any article, or group of articles published by Wiley. Enhanced Articles extend the reach of a clinical study to regular readers as well as difficult-to-reach clinical audiences.

Patient Tear Pads

Targeted to patients, tear pads feature information on features, benefits, and risks on specific topics. A tear pad is also a convenient visual aid for physicians to deliver patient information.

Supplements

The publication of articles on a single topic or theme, supplements could be based on proceedings from roundtable discussions, symposia, or a collection of review articles. All supplements must be approved in concept by the Editors prior to submission. All supplements are subject to peer-review and are not guaranteed acceptance. No single drug supplements will be considered.

Expert Panel Discussions

An open forum for a panel of experts to discuss issues on a selected topic, which typically covers diagnosis, evaluation and management of a disease. This is a one-hour teleconference that is recorded, transcribed, and published within the journal.

Wall Charts

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

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