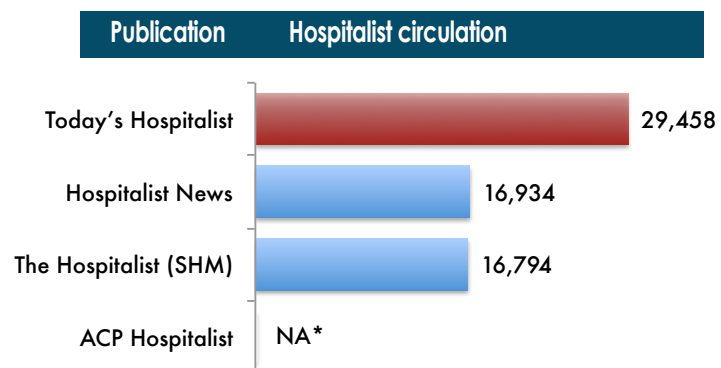


The best value in reaching hospitalists

One way to measure value in reaching hospitalists is to measure just how much you're spending to reach 1,000 of these physicians. While Today's Hospitalist has a larger total circulation than other publications for the specialty, it also reaches more hospitalists than competing publications. As a result, Today's Hospitalist helps you reach more hospitalists more cost-effectively than other publications.

Hospitalist-only circulation (excludes residents and nonphysicians)



* Publication not audited by BPA; circulation breakdown not publicly available

What does it cost to reach 1,000 hospitalists?

Publication	Hospitalist circulation*	Page rate	Cost per 1,000 hospitalists
Today's Hospitalist	29,458	\$4,730	\$160.57
Hospitalist News	16,934	\$4,155	\$245.36
The Hospitalist (SHM)	16,794	\$5,235	\$311.72
ACP Hospitalist	NA**		

* Excludes residents and nonphysicians

** Publication not audited by BPA; circulation breakdown not publicly available

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Source: BPA statements (Today's Hospitalist, Hospitalist News, The Hospitalist) and published rate sheets (ACP Hospitalist)