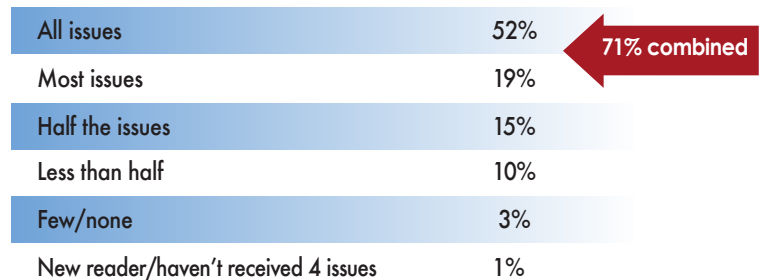




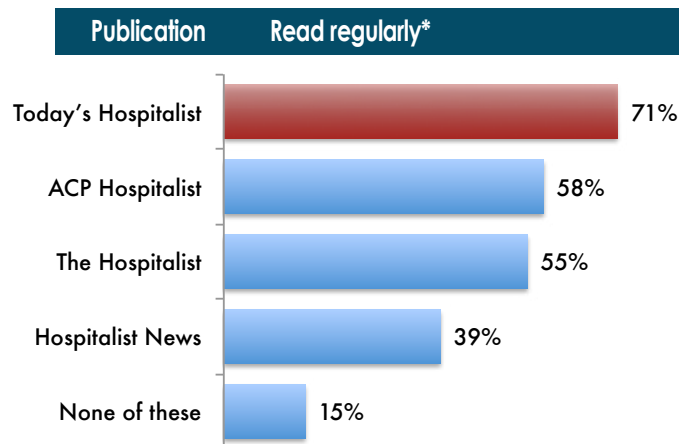
Readership

Year after year, readership surveys show that Today's Hospitalist has the attention of more hospitalists than other publications aimed at hospitalists. According to a survey by Accelara Research Inc. (Harrisville, N.H.), more than 70% of hospitalists who receive Today's Hospitalist read three or four out of four issues. That same survey found that those same readers don't read other publications for hospitalists nearly as often.

How many issues of Today's Hospitalist have you read in the last 4 months?



Which other publications for hospitalists do you read regularly?*



* Three out of four issues

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