



## Circulation

Today's Hospitalist has been audited by BPA Worldwide since 2008 and is the only hospitalist publication with requestors verified by BPA. The latest BPA statement (based on the July 2010 issue) shows that 15,511 readers of Today's Hospitalist have requested the publication.

### ■ Distribution

Monthly issues are mailed to 25,000-plus hospitalists, which includes 1,066 internal medicine residents who have indicated an interest in hospital medicine.

### ■ Demographics

**Mean age:** 43 years

**Gender:** 61% male; 39% female

**Mean years as a hospitalist:** 6

### ■ Specialty training\*

Internal medicine	64.5%
Pediatrics	8.4%
Family medicine	5.2%
Pulmonary/critical care	3.2%
Med/peds	1.4%
Other	8.1%

\* See BPA business publication circulation statement for the period ending July 2010

### ■ Medical societies that Today's Hospitalist readers belong to

American College of Physicians	61.5%
Society of Hospital Medicine	50.0%
None	10.9%
American Academy of Family Physicians	8.4%
Society of General Internal Medicine	4.6%

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**Source:** 2010 Today's Hospitalist's Compensation & Career Survey

**Conducted by:** Accelara Publishing Research