


THE NEW ESSENTIAL JOURNAL STUDY • 2006

INTERNAL MEDICINE SPECIALISTS
AND THEIR ESSENTIAL JOURNALS

JES



INTERNAL
MEDICINE
SPECIALISTS
AND THEIR
ESSENTIAL
JOURNALS

STUDY CONCLUSIONS

Essential versus Non-Essential Journals

- ▼ Internal Medicine specialists **read more issues** of essential journals than journals of secondary or low interest.
- ▼ They're **twice as likely** to read essential journals **cover-to-cover** than journals of secondary interest.
- ▼ They spend **60% more time** reading essential journals than secondary journals.
- ▼ They're **twice as likely** to read essential journals **within three days** of receiving them versus secondary journals.

Essential Journals Compared

- ▼ **Almost 6 of 10 IMs** call the *New England Journal of Medicine* essential: more than any other journal.
 - ▼ **Almost 1 of 2 IM readers** of NEJM is a **high reader**: more than any other journal.
 - ▼ IMs who call NEJM essential spend **40 minutes** with an average issue: more time than any other journal.
 - ▼ **Over half** of IMs read NEJM **within three days** of receiving it: more than any other journal.
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IMs AND THEIR ESSENTIAL JOURNALS

This year marks the introduction of a **New Essential Journal Study** with richer, more detailed information about the reading habits of Internal Medicine specialists nationwide.

Since 1989 this independent, unaided-recall study has asked IMs about the journals they consider essential to their practice of medicine and those they consider of secondary and low interest.

In addition, the 2006 study makes it possible to **compare essential journals by name** in terms of how soon and how thoroughly physicians read them and how much time they spend reading them.

The results of the 2006 study are impressively consistent with earlier studies. You'll find them summarized at left.

DEFINITIONS

Essential Journals

Medical journals physicians consider essential to their profession and make an effort to read

Secondary Journals

Medical journals physicians do not consider essential but like to read when they can.

Low-Interest Journals

Medical journals physicians do not consider essential and rarely read.

TO FIND OUT MORE about essential journals and their value to medical marketers, contact your NEJM Regional Sales Director or NEJM at 781-434-7556.

INTERNAL MEDICINE SPECIALISTS AND THEIR ESSENTIAL JOURNALS

HOW IMs RATE MEDICAL JOURNALS











The 2006 Essential Journal Study was conducted among a sample of 2,000 Internal Medicine specialists randomly selected from the membership roster of the American Medical Association.

Future studies will investigate essential journal preference and readership among other specialties.

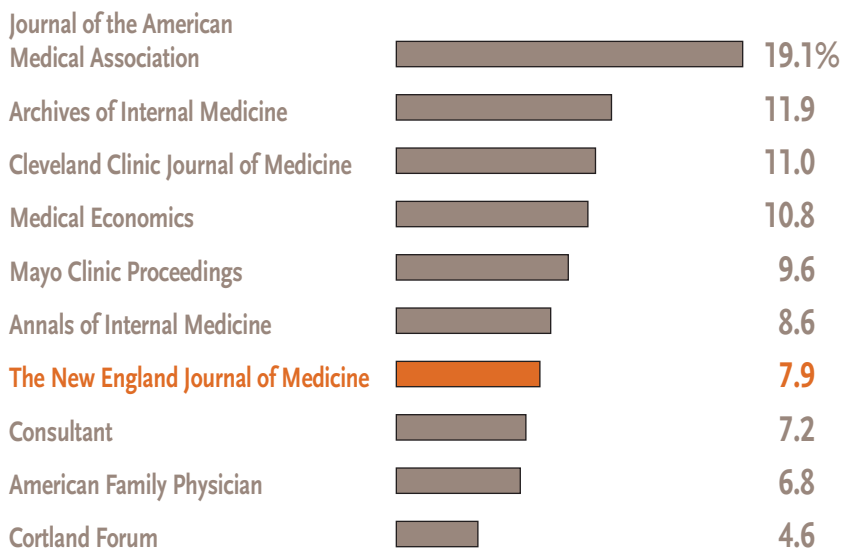
Like other Essential Journal studies, this was an **unaided-recall study**: recipients were not given the names or photographs of journals for reference. The **sponsor's identity** was also not revealed.

Survey recipients were asked to list the journals they considered essential, of secondary interest and of low interest. The tables that follow indicate the percent of respondents who cited each journal.

ESSENTIAL JOURNALS

The New England Journal of Medicine		57.5%
Journal of the American Medical Association		47.4
Annals of Internal Medicine		35.8
Archives of Internal Medicine		15.1
Cleveland Clinic Journal of Medicine		14.0
Medical Economics		12.5
Mayo Clinic Proceedings		10.5
Consultant		8.8
Patient Care		6.8
American Family Physician		6.4

SECONDARY-INTEREST JOURNALS



STUDY DEMOGRAPHICS

Practice Type

93.7% of respondents work in direct patient care.

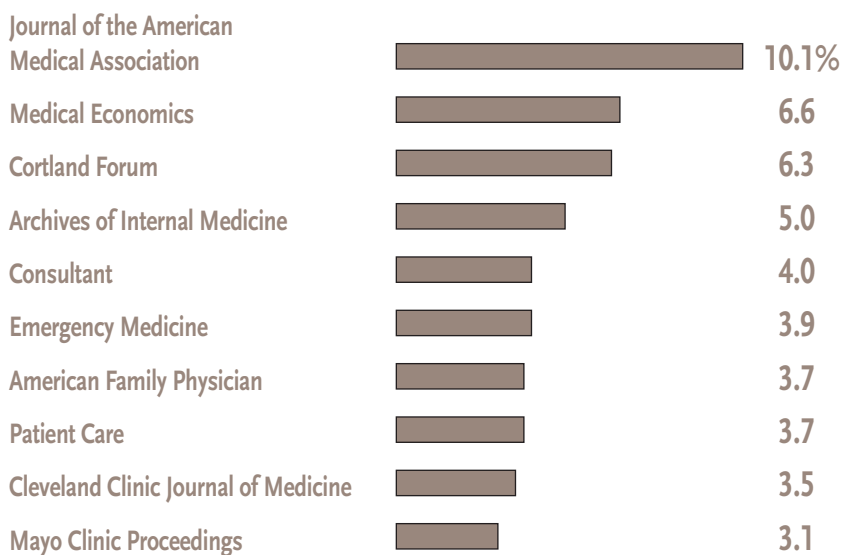
Practice Setting

Three of four respondents are in private practice.

Age

Six of ten respondents are under 51 years of age.

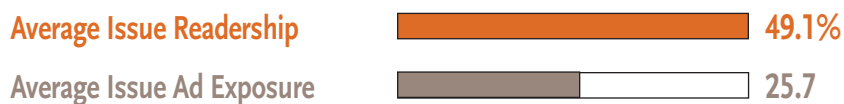
LOW-INTEREST JOURNALS



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ESSENTIAL JOURNAL TABLES

NEW ENGLAND JOURNAL OF MEDICINE

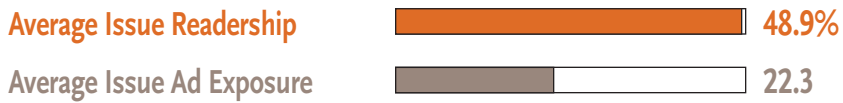


Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	27.8%	1.5%	29.4%
3 of 4	14.5	2.4	17.6
2 of 4	8.5	1.7	10.3
1 of 4	2.9	1.3	5.1
No answer	3.9	1.1	5.3
Did not cite	—	—	32.2

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	8.6%	2.7%	7.6%
Read/Look	51.7	29.7	47.6
TOC and Articles of Interest	34.9	56.8	37.4
Skim	3.8	8.1	5.9
No answer	1.0	2.7	1.5

Total readers includes essential, secondary and low-interest readers.

JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION



ABOUT THE TABLES

The tables on pages 4 through 10 allow us to compare essential journals in terms of **how often** and **how thoroughly** internal medicine specialists read them.

This in turn makes it possible to calculate and compare each journal's **average issue readership** and **average issue ad exposure**.

There were 544 total responses to the survey. All survey results are **projectable to the universe** of 94,377 IMs.

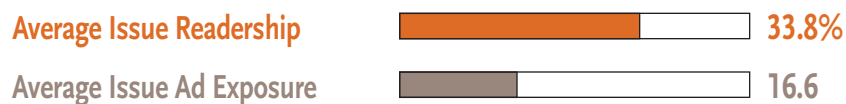
Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	19.1%	3.1%	23.7%
3 of 4	13.1	5.7	19.2
2 of 4	9.2	6.3	17.5
1 of 4	2.2	2.0	8.1
No answer	0.7	2.0	5.1
Did not cite	—	—	26.4

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	5.9%	0.0%	3.8%
Read/Look	43.3	20.4	43.2
TOC and Articles of Interest	39.0	55.9	41.0
Skim	8.1	20.4	18.6
No answer	1.7	3.2	2.4

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ESSENTIAL JOURNAL TABLES

ANNALS OF INTERNAL MEDICINE

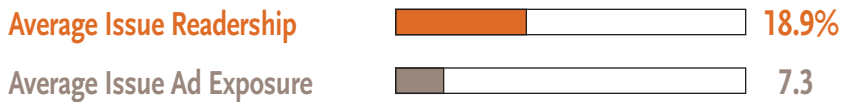


Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	16.9%	3.1%	20.0%
3 of 4	10.1	2.0	12.3
2 of 4	5.0	2.2	7.5
1 of 4	1.3	0.7	3.1
No answer	2.6	0.6	3.3
Did not cite	—	—	53.7

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	5.5%	0.0%	4.3%
Read/Look	54.7	18.2	46.6
TOC and Articles of Interest	35.4	63.6	40.2
Skim	3.9	15.9	7.7
No answer	0.6	2.3	1.3

Total readers includes essential, secondary and low-interest readers.

ARCHIVES OF INTERNAL MEDICINE



Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	5.0%	2.9%	8.1%
3 of 4	4.8	3.1	8.5
2 of 4	2.2	2.8	6.3
1 of 4	1.5	2.0	5.5
No answer	1.7	1.1	3.7
Did not cite	—	—	68.0

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	0.0%	0.0%	0.0%
Read/Look	45.2	20.3	13.6
TOC and Articles of Interest	38.4	52.5	27.3
Skim	12.3	25.4	50.0
No answer	4.1	1.7	9.1

ABOUT THE TABLES

Average Issue Readership measures the number of physicians who read an average issue of a journal. It is calculated by weighting the number of respondents at each reading frequency level. It is **projectable to the universe** of 94,377 Internal Medicine specialists.

Average Issue Ad Exposures measures the number of exposures the average ad receives in a journal. It is calculated by weighting both reading frequency and reading thoroughness. It is also **projectable to the universe** of Internal Medicine specialists.

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ESSENTIAL JOURNAL TABLES

MEDICAL ECONOMICS

Average Issue Readership  19.3%


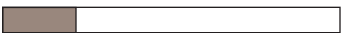
Average Issue Ad Exposure  10.8

Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	6.4%	3.1%	10.3%
3 of 4	3.3	2.4	7.5
2 of 4	1.5	2.6	5.3
1 of 4	0.0	1.1	2.8
No answer	1.3	1.7	4.0
Did not cite	—	—	70.0

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	23.0%	14.0%	14.9%
Read/Look	54.1	34.0	37.6
TOC and Articles of Interest	19.7	32.0	25.5
Skim	3.3	16.0	19.9
No answer	0.0	4.0	2.1

Total readers includes essential, secondary and low-interest readers.

CLEVELAND CLINIC JOURNAL OF MEDICINE

Average Issue Readership		18.9%
Average Issue Ad Exposure		10.3

Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	7.7%	2.6%	10.8%
3 of 4	3.1	2.6	5.9
2 of 4	2.2	2.4	5.9
1 of 4	0.4	1.3	2.9
No answer	0.6	2.2	2.9
Did not cite	—	—	71.5

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	16.4%	2.1%	9.4%
Read/Look	58.9	27.1	41.0
TOC and Articles of Interest	21.9	47.9	33.1
Skim	2.7	16.7	14.4
No answer	0.0	6.3	2.2

ABOUT THE TABLES

Average Issue Readership

measures the number of physicians who read an average issue of a journal. It is calculated by weighting the number of respondents at each reading frequency level. It is **projectable to the universe** of 94,377 Internal Medicine specialists.

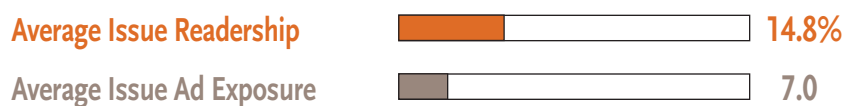
Average Issue Ad Exposures

measures the number of exposures the average ad receives in a journal. It is calculated by weighting both reading frequency and reading thoroughness. It is also **projectable to the universe** of Internal Medicine specialists.

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ESSENTIAL JOURNAL TABLES

MAYO CLINIC PROCEEDINGS



Number of Issues Read	% of Universe		
	Essential Readers	Secondary Readers	Total Readers
4 of 4	4.8%	2.6%	7.7%
3 of 4	2.9	2.2	5.1
2 of 4	1.3	2.6	5.0
1 of 4	0.7	1.1	2.8
No answer	0.7	1.1	2.6
Did not cite	—	—	76.8

How Issues are Read	% of Average Issue Readers		
	Essential Readers	Secondary Readers	Total Readers
Cover-to-Cover	3.8%	4.3%	0.0%
Read/Look	56.6	23.9	15.4
TOC and Articles of Interest	37.7	50.0	53.8
Skim	1.9	15.2	30.8
No answer	0.0	6.5	0.0

Total readers includes essential, secondary and low-interest readers.

RESPONDENTS' TOTAL READING TIME

Total hours for all journals		HOURS
ESSENTIAL	n=1562	963.2
SECONDARY-INTEREST	n=898	344.2
LOW-INTEREST	n=490	114.3

Total hours for essential journals

New England Journal of Medicine	n=282	188.0
Journal of the American Medical Association	n=228	106.4
Annals of Internal Medicine	n=177	106.2
Cleveland Clinic Journal of Medicine	n=70	51.3
Medical Economics	n=59	37.4
Archives of Internal Medicine	n=72	36.0
Mayo Clinic Proceedings	n=51	27.2

ABOUT THE TABLES

The table at left compares journals in terms of **total hours** that all respondents spent reading.




In terms of minutes per issue, IMs spend **60% more time** with essential journals than secondary journals: **37 minutes** per issue versus **23 minutes** per issue.

And IMs who call NEJM essential spend **40 minutes** with an average issue: more time than with any other journal.








INTERNAL
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READ WITHIN THREE DAYS

All journals

ESSENTIAL	n=1562		44.9%
SECONDARY-INTEREST	n=898		20.7
LOW-INTEREST	n=490		11.0

Essential journals

New England Journal of Medicine	n=289		55.0%
Journal of the American Medical Association	n=233		41.0
Annals of Internal Medicine	n=178		42.0
Archives of Internal Medicine	n=73		31.0
Cleveland Clinic Journal of Medicine	n=69		42.0
Medical Economics	n=59		54.0
Mayo Clinic Proceedings	n=53		36.0

ABOUT THE STUDY

This independent study was conducted by mail among 2,000 Internal Medicine physicians selected at random from the American Medical Association membership list.

The study was conducted on an **unaided-recall** basis and did not include names or photographs of medical journals. The *New England Journal of Medicine* was not identified as the sponsor of the study.

Each recipient received a questionnaire, cover letter, \$10 check and prepaid reply envelope. The questionnaire included five questions about medical journals and three questions about respondent demographics.

To obtain a statistically valid sample, two waves of questionnaires were mailed. The first was sent on February 2, 2006 and the second on March 30, 2006.

When the study was closed on April 3, 2006, 544 usable returns had been received for a 27.2% response rate. This report is based on these returns.

The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

TO FIND OUT MORE about essential journals and their value to medical marketers, contact your NEJM Regional Sales Director or NEJM at 781-434-7556.

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