

The New England Journal of Medicine

ONCOLOGY

PRINT ADVERTISING DEMO

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ONCS AND HEM/ONCS VALUE NEJM

207 oncology-related articles published in the last 12 months.

77% of oncs and hem/oncs receive NEJM.¹

63% of oncs and hem/oncs read an average issue, including pass-along readership.¹

2nd in projected average issue readers, including onc and hem/onc journals.¹

3rd in projected average page exposures, including onc and hem/onc journals.¹

2nd as oncs and hem/oncs' most essential journal.²

2nd as the journal they use most often to make clinical decisions.²

2nd among journals in which oncs and hem/oncs who receive NEJM first learn about new pharma products and decide to try a specific product.³

1st journal of choice in which to publish.⁴

RATES

Oncology	\$5,959
JCL Onc	\$5,945
JNCCN	\$4,961
NEJM	\$4,510

Gross rates for 1-pg ad,
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¹ © Kantar Media, June 2012 Medical/Surgical Study.

² The Matalia Group, Essential Journal Study, 2011.

³ Martin Akel & Associates NEJM Subscriber Study, 2010.

⁴ The Matalia Group, Highly Influential Physicians Study, 2004.