

The New England Journal of Medicine

# RHEUMATOLOGY

PRINT ADVERTISING DEMO

The penetration of a specialty journal at a very competitive price.



The NEJM Rheumatology Advertising Demo: it's one of your best, most cost-effective rheumatology buys in print.

## RHEUMATOLOGISTS VALUE NEJM

- 38** rheumatology-related articles published in the last 12 months.
- 35%** of rheumatologists read an average issue, including pass-along readership.<sup>1</sup>
- 46%** of rheumatologists receive NEJM.<sup>1</sup>
- 7th** in projected average issue readers, including rheumatology journals.<sup>1</sup>
- 8th** in projected average page exposures, including rheumatology journals.<sup>1</sup>
- 2nd** as rheumatologists' most essential journal.<sup>2</sup>
- 2nd** as the journal they use most often to make clinical decisions.<sup>2</sup>
- 2nd** among journals in which rheumatologists who receive NEJM first learn about new pharma products and decide to try a specific product.<sup>3</sup>

### RATES

Rheum News	\$6,675
Arth & RH	\$5,170
Rheumatologist	\$4,770
<b>NEJM</b>	<b>\$4,040</b>

Gross rates for 1-pg ad,  
4-color, 48x-52x rate

You can advertise in the NEJM Rheumatology Ad Demo for less than the cost of an ad in most rheumatology journals in print.

Find out more from your NEJM Sales Director or call 781.434.7353.

<sup>1</sup> © Kantar Media, June 2012 Medical/Surgical Study.

<sup>2</sup> The Matalia Group, Essential Journal Study, 2011.

<sup>3</sup> Martin Akel & Associates NEJM Subscriber Study, 2010.