wildren genes for investigation. A ging Bernes are street can be used for the street such genes are street E.N. ESSENTIAL JOURNAL 2011 ENHANCED great ocar or anneares of expression and programs disconnected and programs. and their Fatterns of expression.

diagnosine whether a set of gene

reems in an initial set of

ESSENTIAL MEDICAL JOURNALS AND THEIR IMPORTANCE TO ADVERTISERS

ENHANCED great wheat Patterns of expr and prognostic and prognostic



CLASSIFICATIO

ESSENTIAL JOURNAL

A journal that reports medical breakthroughs and has practice-changing impact. Physicians consider it essential to their practice and make an attempt to read it.

SECONDARY IOURNAL

A journal that is relevant to physicians and improves their understanding but does not usually change their practice. They read it when they can.

Since 1989, the independent Essential Journal Study has asked physicians about the journals they consider essential to their practice of medicine.

The 2011 study was enhanced and syndicated to include information about respondents' primary specialty and subspecialties and their use of essential journals in clinical decision-making.

The study also asked respondents about the devices they use to access information online.

The conclusions of the 2011 study are impressively similar to those of past studies:

Physicians rely on a limited number of "must-read" journals that they consider essential.

They spend significant time reading these journals, read them soon after receiving them, and are highly likely to re-read them.

The New England Journal of Medicine consistently ranks among the top four essential journals in the ten specialties studied. In two specialties, NEJM ranks first.

The conclusion for medical marketers: when you advertise in an essential journal, physicians are more likely to see your ad...and act on it.

2011 ENHANCED great street Patterns of expi

and diagnostic and prognostic

ESSENTIAL JOURNALS TOP SPECIALTY BY

In response to an open-ended, unaided-recall question, physicians in ten specialties identified the journals they considered essential to their practice of medicine. In every case, the New England Journal of Medicine ranked as one of the top four essential journals. In two specialties, NEJM ranked first.

CARDIOLOGISTS

Journal of the American College of Cardiology	78%
The New England Journal of Medicine	61
Circulation	30
Journal of the American Medical Association	18

HOSPITALISTS

The New England Journal of Medicine	55%
Annals of Internal Medicine	31
Journal of the American Medical Association	25
Journal of Hospital Medicine	16

ENDOCRINOLOGISTS

Journal of Clinical Endocrinology & Metabolism	63%
The New England Journal of Medicine	60
Diabetes Care	28
Endocrine Practice	20

INFECTIOUS DISEASE SPECIALISTS

Clinical Infectious Diseases	78%
The New England Journal of Medicine	69
Journal of the American Medical Association	31
Journal of Infectious Diseases	29

GASTROENTEROLOGISTS

Gastroenterology	63%
American Journal of Gastroenterology	57
Gastrointestinal Endoscopy	40
The New England Journal of Medicine	35

meterstrong genes for investigation ging general can be used for ESSENTIAL **JOURNAL** STUDY 2011 ENHANCED great occurrences of expression and preconstitution and preconstit and their Face and prognostic ap

TOP ESSENTIAL JOURNALS BY SPECIALTY

INTERNISTS

The New England Journal of Medicine	61%
Journal of the American Medical Association	42
Annals of Internal Medicine	39
Mayo Clinic Proceedings	11

PULMONOLOGISTS

diagnosin whether a set of gene

Chest	81%
The New England Journal of Medicine	55
Amer. Jrnl. of Respiratory & Critical Care Medicine	44
Annals of Internal Medicine	17

NEUROLOGISTS

Neurology	81%
The New England Journal of Medicine	28
Archives of Neurology	28
Annals of Neurology	13

RHEUMATOLOGISTS

Arthritis & Rheumatism	91%
The New England Journal of Medicine	39
Annals of Internal Medicine	22
Arthritis Care & Research	17

ONCOLOGIST/HEMATOLOGISTS

Journal of Clinical Oncology	86%
The New England Journal of Medicine	74
Blood	35
Journal of the American Medical Association	16

grad their patterns of expl

diagnostic and prognostic

STUDY METHODOLOGY

This independent syndicated study was conducted by mail among physicians in 10 specialties. Physicians were selected at random from the American Medical Association membership list. This was an unaided-recall study and did not include names or photographs of medical journals.

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

THE SAMPLING STRATEGY & RESPONSES

	SURVEYS DELIVERED	SURVEYS COMPLETED	RESPONSE RATE
Cardiology	1,000	136	14%
Endocrinology	1,000	158	16%
Gastroenterology	1,000	147	15%
Oncology/Hematolog	y 1,000	187	19%
Hospital Medicine	1,500	215	14%
Infectious Diseases	1,000	143	14%
Internal Medicine	1,200	200	17%
Neurology	1,000	147	15%
Pulmonology	1,000	154	15%
Rheumatology	1,000	168	17%
Total	10,700	1,655	15%

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Lew Wetzel

Chrissy Miller Tel: 508-775-3995 cmiller@nejm.org

Tel: 610-566-6152 Cell: 610-357-0724 lwetzel@nejm.org

Corrie Bridgeman

Tel: 781-775-1287 cbridgeman@nejm.org

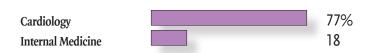


CARDIOLOG great their Patterns of expre

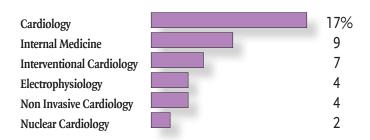
diagnostic and prognos

The independent syndicated Enhanced Essential Journal Study, conducted by the Matalia Group, shows a significant difference in the way cardiologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



SUBSPECIALTY



TOP TEN ESSENTIAL JOURNALS

Journal of the American College of Cardiology	78%
The New England Journal of Medicine	61
Circulation	30
Journal of the American Medical Association	18
American Journal of Cardiology	15
Annals of Internal Medicine	6
Journal of the American Society of Echocardiography	6
Heart Rhythm	5
Mayo Clinic Proceedings	4
Medical Economics	4

TOP FIVE SECONDARY JOURNALS

Journal of the American Medical Association	21%
American Journal of Cardiology	14
Mayo Clinic Proceedings	11
The New England Journal of Medicine	10
American Journal of Medicine	9

CARDIOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
JACC (110**)	14%	24%	8,521
NEJM (99)	24	12	6,656
CIRC (46)	22	17	3,442
JAMA (60)	7	3	2,522

^{*} Average reading time in hours x proportion of readers in the universe x universe (21,778 cardiologists).

CARDIOLOGISTS READ **ESSENTIAL JOURNALS SOONER**

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
NEJM (99)	24%	34%	9,274 (43%)
JACC (110)	12	35	8,156 (37%)
JAMA (60)	12	30	4,007 (18%)
CIRC (46)	11	41	3,845 (18%)

 $^{^{\}star}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

	Twice	3x or more	Projected exposures to each issue*
JACC (110) NEJM (99) CIRC (46)	24% 21 24	11% 11 9	25,929 24,002 10,732
JAMA (60)	10	0	10,405

^{*} Proportion reading once or more x proportion of readers in the universe x universe.

^{***} Number of respondents who claimed to read each journal.

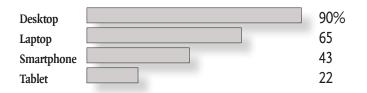
CARDIOLOGIS great their Patterns of expi

MORE CARDIOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
JACC (110)	16%	60%	13,299 (61%)
NEJM (99)	21	39	9,607 (44%)
CIRC (46)	22	57	5,760 (26%)
JAMA (60)	10	23	3,199 (15%)

^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (21,778 cardiologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
NEJM (99)	2%	18%	30%
JACC (110)	3	16	22
CIRC (46)	4	20	22
JAMA (60)	2	12	8

ABOUT THIS STUDY

diagnostic and prognos is whether a set of

> This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including cardiology selected at random from the American Medical Association membership list. This was an unaided-recall study and did

not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

CARDIOLOGISTS			
Surveys delivered	1,000		
Surveys completed	136		
Response rate	14%		

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman



ENDOCRINOLOGISTS

The independent syndicated **Enhanced Essential Journal Study**, conducted by the Matalia Group, shows a significant difference in the way endocrinologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



SUBSPECIALTY



ENDOCRINOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
JCEM (114**)	24%	34%	2,319
NEJM (108)	16	21	1,785
EP (54)	22	30	1,021
DC (65)	17	12	954

^{*} Average reading time in hours x proportion of readers in the universe x universe (5,616 endocrinologists).

TOP TEN ESSENTIAL JOURNALS

	600/
Journal of Clinical Endocrinology & Metabolism	63%
The New England Journal of Medicine	60
Diabetes Care	28
Endocrine Practice	20
Annals of Internal Medicine	13
Journal of the American Medical Association	13
Endocrine Today	9
Diabetes	6
Thyroid	5
Endocrine News	4

ENDOCRINOLOGISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
NEJM (108) JCEM (114) EP (54) DC (65)	14% 8 7 5	38% 22 30 19	1,988 (35%) 1,208 (22%) 710 (13%) 534 (10%)

^{*} Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

TOP FIVE SECONDARY JOURNALS

Annals of Internal Medicine	13%
Endocrine Practice	12
Journal of the American Medical Association	12
Cleveland Clinic Journal of Medicine	11
Diabetes Care	11

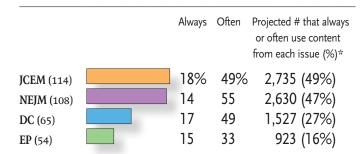
	Twice	3x or more	Projected exposures to each issue*
JCEM (114)	20%	21%	7,225
NEJM (108)	22	15	6,108
DC (65)	19	17	3,731
EP (54)	17	17	3,019

 $[\]ensuremath{^{\star}}$ Proportion reading once or more x proportion of readers in the universe x universe.

^{***} Number of respondents who claimed to read each journal.

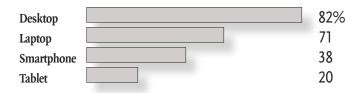
great their patterns of expre

MORE ENDOCRINOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS



 $^{^{*}}$ Proportion that Always or Often uses the content x proportion of readers in the universe x universe (5,616 endocrinologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
DC (65)	2%	9%	32%
JCEM (114)	1	13	31
EP (54)	0	6	24
NEJM (108)	1	23	23

ABOUT THIS STUDY

diagnostic and prognostic is whether a set of gr

> This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including endocrinology selected at random from the American Medical Association membership list. This was an unaided-recall study

and did not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

1,000
158
16%

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

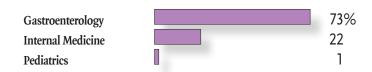
Corrie Bridgeman



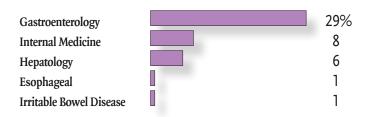
GASTROENTEROLOGISTS

The independent syndicated **Enhanced Essential Journal Study**, conducted by the Matalia Group, shows a significant difference in the way gastroenterologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



SUBSPECIALTY



TOP TEN ESSENTIAL JOURNALS

Gastroenterology	63%
American Journal of Gastroenterology	57
Gastrointestinal Endoscopy	40
The New England Journal of Medicine	35
Clinical Gastroenterology & Hepatology	27
Hepatology	10
Annals of Internal Medicine	7
Gastroenterology & Hepatology	6
Practical Gastroenterology	5
Clinical Gastroenterology	3
=-	

TOP FIVE SECONDARY JOURNALS

Practical Gastroenterology	17%
Annals of Internal Medicine	16
Clinical Gastroenterology & Hepatology	12
Gastroenterology & Hepatology	10
Gastroenterology & Endoscopy News	10

GASTROENTEROLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
G (106**)	22%	24%	4,065
AJG (94)	34	19	3,831
GE (72)	32	14	2,655
NEJM (74)	22	10	2,317

^{*} Average reading time in hours x proportion of readers in the universe x universe (11,402 gastroenterologists).

GASTROENTEROLOGISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
NEJM (74)	14%	39%	3,025 (27%)
G (106)	9	23	2,631 (23%)
AJG (94)	7	28	2,559 (22%)
GE (72)	8	31	2,172 (19%)

 $^{^{\}star}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

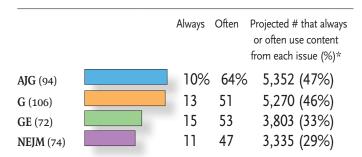
	Twice	3x	Projected exposures
		or more	to each issue*
G (106)	21%	13%	12,801
AJG (94)	21	16	11,731
GE (72)	25	15	9,801
NEJM (74)	16	11	8,139

^{*} Proportion reading once or more x proportion of readers in the universe x universe.

^{**} Number of respondents who claimed to read each journal.

GASTROENTERO great their patterns of expre

MORE GASTROENTEROLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS



^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (11,402 gastroenterologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
GE (72)	1%	11%	24%
NEJM (74)	0	12	23
AJG (94)	1	13	15
G (106)	0	13	13

ABOUT THIS STUDY

diagnostic and prognosti is whether a set of gr

> This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including gastroenterology selected at random from the American Medical Association membership list. This was an unaided-recall study

and did not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

GASTROENTEROLOGISTS			
Surveys delivered	1,000		
Surveys completed	147		
Response rate	15%		

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman



great steer Patterns of expres

for diagnostic and prognostic

The independent syndicated Enhanced Essential Journal Study, conducted by the Matalia Group, shows a significant difference in the way hospitalists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



SUBSPECIALTY



HOSPITALISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
NEJM (72**)	24%	14%	2,409
AIM (53)	15	17	1,754
JAMA (56)	18	11	1,548
H (45)	20	7	1,303

 $[\]star$ Average reading time in hours x proportion of readers in the universe x universe (8,824 hospitalists).

TOP TEN ESSENTIAL JOURNALS

55%
31
25
16
15
12
12
10
8
8

HOSPITALISTS READ **ESSENTIAL JOURNALS SOONER**

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
NEJM (72) AIM (53) H (45)	13% 4 13	31% 36 29	2,282 (26%) 1,543 (17%) 1,396 (16%)
JAMA (56)	4	27	1,252 (14%)

^{*} Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

TOP FIVE SECONDARY JOURNALS

The Hospitalist	18%
Cleveland Clinic Journal of Medicine	16
Today's Hospitalist	15
Journal of the American Medical Association	13
Mayo Clinic Proceedings	13

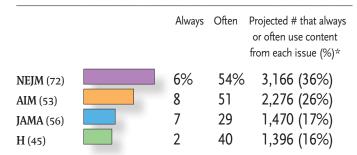
sures
5*

^{*} Proportion reading once or more x proportion of readers in the universe x universe.

^{**} Number of respondents who claimed to read each journal.

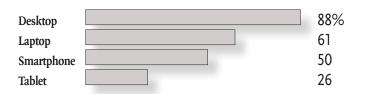
their Patterns of expi

MORE HOSPITALISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR **CLINICAL DECISIONS**



 $^{^{*}}$ Proportion that Always or Often uses the content x proportion of readers in the universe x universe (8,824 hospitalists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
NEJM (72)	1%	25%	28%
AIM (53)	2	8	15
JAMA (56)	0	5	13
H (45)	0	9	13

ABOUT THIS STUDY

diagnostic and prognos is whether a set of

> This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including hospitalists selected at random from the American Medical Association membership list. This was an unaided-recall study and did not

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

HOSPITALISTS			
Surveys delivered	1,500		
Surveys completed	215		
Response rate	14%		

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman



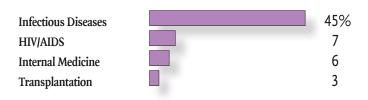
ID SPECIALISTS

The independent syndicated **Enhanced Essential Journal Study**, conducted by the Matalia Group, shows a significant difference in the way ID specialists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



SUBSPECIALTY



TOP TEN ESSENTIAL JOURNALS

Clinical Infectious Diseases	78%
The New England Journal of Medicine	69
Journal of the American Medical Association	31
Journal of Infectious Diseases	29
Annals of Internal Medicine	13
Lancet Infectious Diseases	12
Infectious Disease News	8
Morbidity & Mortality Weekly Report	8
Lancet	7
Journal Watch Infectious Diseases	4

TOP FIVE SECONDARY JOURNALS

Journal of the American Medical Association	28%
Journal of Infectious Diseases	22
Annals of Internal Medicine	20
Infectious Disease News	18
Lancet Infectious Diseases	15

ID SPECIALISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
CID (122) NEJM (112)	22% 20	26% 19	3,280 2,642
JID (80)	14	13	1,583
JAMA (98)	14	4	1,557

^{*} Average reading time in hours x proportion of readers in the universe x universe (7,208 ID specialists).

ID SPECIALISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
NEJM (112)	5%	45%	2,772 (38%)
CID (122)	3	29	1,968 (27%)
JAMA (98)	3	22	1,260 (17%)
JID (80)	5	23	1,109 (15%)

 $^{^{*}}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe

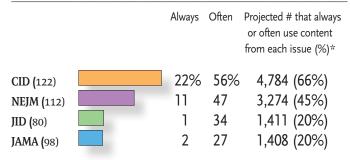
	Twice	3x or more	Projected exposures to each issue*
CID (122)	22%	8%	8,818
NEJM (112)	14	/	7,475
JAMA (98)	8	3	5,587
JID (80)	11	4	4,940

 $[\]ensuremath{^{\star}}$ Proportion reading once or more x proportion of readers in the universe x universe.

^{***} Number of respondents who claimed to read each journal.

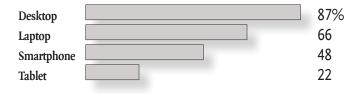
their Patterns of exp

MORE ID SPECIALISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS



^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (7,208 ID Specialists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
NEJM (122)	1%	29%	30%
CID (112)	0	24	29
JID (80)	0	9	20
JAMA (98)	0	9	15

ABOUT THIS STUDY

diagnostic and progno

This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including ID specialists selected at random from the American Medical Association membership list. This was an unaided-recall study and did

not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

ID SPECIALISTS			
Surveys delivered	1,000		
Surveys completed	143		
Response rate	14%		

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman

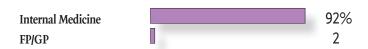


INTERNISTS

diagnostic and prognos

The independent syndicated **Enhanced Essential Journal Study**, conducted by the Matalia Group, shows a significant difference in the way internists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



TOP FIVE SUBSPECIALTIES



TOP TEN ESSENTIAL JOURNALS

The New England Journal of Medicine	61%
Journal of the American Medical Association	42
Annals of Internal Medicine	39
Mayo Clinic Proceedings	11
Archives of Internal Medicine	11
Cleveland Clinic Journal of Medicine	11
American Family Physician	8
American Journal of Medicine	8
Internal Medicine News	6
Consultant	6

TOP FIVE SECONDARY JOURNALS

Journal of the American Medical Association	22%
Mayo Clinic Proceedings	18
Cleveland Clinic Journal of Medicine	13
Consultant	12
American Journal of Medicine	11

INTERNISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
NEJM (133)	25%	16%	33,898
JAMA (137)	18	3	25,629
AIM (90)	16	17	20,437
MCP (70)	19	6	14,546

^{*} Average reading time in hours x proportion of readers in the universe x universe (109,800 internists).

INTERNISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
NEJM (133)	20%	28%	35,121 (32%)
JAMA (137)	10	19	21,436 (20%)
AIM (90)	10	27	18,133 (17%)
MCP (70)	9	22	12,067 (11%)

 $^{^*}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

	Twice	3x or more	Projected exposures to each issue*
NEJM (133)	22%	10%	102,735
JAMA (137)	21	3	92,211
AIM (90)	18	4	60,330
MCP (70)	16	13	55,608

^{*} Proportion reading once or more x proportion of readers in the universe x universe.

^{**} Number of respondents who claimed to read each journal.

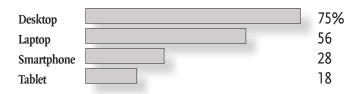
greatheir Patterns of expe

MORE INTERNISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
NEJM (133)	8%		36,801 (34%)
AIM (90)	/	38	21,987 (20%)
JAMA (137)	2	27	21,436 (20%)
MCP (70)	2	27	10,914 (10%)

^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (109,800 internists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
NEJM (133)	1%	17%	20%
AIM (90)	1	7	19
MCP (70)	0	2	6
JAMA (137)	2	5	5

ABOUT THIS STUDY

diagnostic and progno

This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including internists selected at random from the American Medical Association membership list. This was an unaided-recall study and did

not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

INTERNISTS					
Surveys delivered	1,200				
Surveys completed	200				
Response rate	17%				

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman

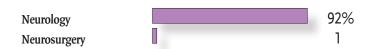


great where Patterns of express

and tires present and prognostic

The independent syndicated Enhanced Essential Journal Study, conducted by the Matalia Group, shows a significant difference in the way neurologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



TOP FIVE SUBSPECIALTIES



TOP TEN ESSENTIAL JOURNALS

Neurology	81%
The New England Journal of Medicine	28
Archives of Neurology	28
Annals of Neurology	13
Journal of the American Medical Association	8
Neurology Today	8
Muscle & Nerve	7
Epilepsia	6
Stroke	6
Continuum	6

TOP FIVE SECONDARY JOURNALS

	=/
Archives of Neurology	17%
Journal of the American Medical Association	11
Neurology Today	10
The New England Journal of Medicine	8
Neurology	6

NEUROLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
N (128**)	 20%	26%	6,034
AN (70)	20	24	3,110
NEJM (53)	17	19	2,204
JAMA (37)	5	11	1,153

 $[\]dot{}^*$ Average reading time in hours x proportion of readers in the universe x universe (13,169 neurologists).

NEUROLOGISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
N (128)	15%	34%	5,666 (43%)
NEJM (53)	13	42	2,651 (20%)
AN (70)	7	27	2,189 (17%)
JAMA (37)	14	24	1,279 (10%)

 $^{^*}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

	Twice	3x or more	Projected exposures to each issue*
N (128)	21%	13%	17,980
AN (70)	20	6	8,591
NEJM (53)	19	9	6,674
JAMA (37)	5	8	4,297

st Proportion reading once or more x proportion of readers in the universe x universe.

^{**} Number of respondents who claimed to read each journal.

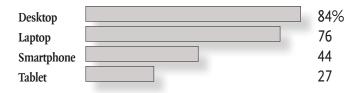
gran their patterns of expe

MORE NEUROLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
N (128)	20%	49%	8,042 (61%)
AN (70)	14	31	2,926 (22%)
NEJM (53)	9	49	2,835 (22%)
JAMA (37)	0	29	1,005 (8%)

^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (13, 169 neurologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
NEJM (53)	0%	17%	28%
N (128)	3	20	24
JAMA (37)	0	14	19
AN (70)	1	6	17

ABOUT THIS STUDY

diagnostic and progno

This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including neurology selected at random from the American Medical Association membership list. This was an unaided-recall study and did

not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

TS
,000
147
15%
l

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman

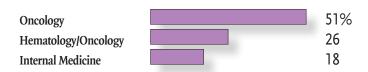


HEMATOLOGISTS ONCOLOGISTS of exprision of exprisions of

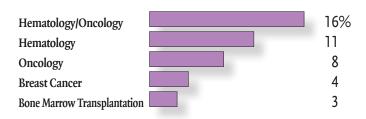
diagnostic and prognosti

The independent syndicated Enhanced Essential Journal Study, conducted by the Matalia Group, shows a significant difference in the way oncologists and hematologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



TOP FIVE SUBSPECIALTIES



TOP TEN ESSENTIAL JOURNALS

Journal of Clinical Oncology	86%
The New England Journal of Medicine	74
Blood	35
Journal of the American Medical Association	16
Oncology	7
J. of National Comprehensive Cancer Care	7
Annals of Internal Medicine	4
Lancet Oncology	4
Cancer	4
The ASCO Post	4

TOP FIVE SECONDARY JOURNALS

Journal of the American Medical Association	20%
Oncology	16
Blood	11
The Oncologist	11
Annals of Internal Medicine	10

ONCOLOGISTS & HEMATOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
JCO (170**)	24%	21%	4,616
NEJM (151)	21	15	3,700
Blood (88)	24	10	1,926
JAMA (85)	9	6	1,328

 $[\]star$ Average reading time in hours x proportion of readers in the universe x universe (10,516 oncs & hem/oncs).

ONCOLOGISTS & HEMATOLOGISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
JCO (170)	15%	38%	5,115 (49%)
NEJM (151)	18	40	4,891 (47%)
JAMA (85)	17	29	2,194 (21%)
Blood (88)	11	26	1,831 (17%)

^{*} Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

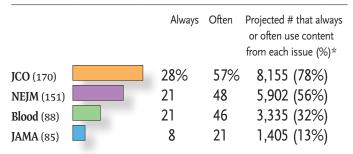
	Twice	3x or more	Projected exposures to each issue*
JCO (170)	21%	14%	14,608
NEJM (151)	21	12	12,355
Blood (88)	17	9	6,790
JAMA (85)	8	4	5,578

^{*} Proportion reading once or more x proportion of readers in the universe x universe.

^{**} Number of respondents who claimed to read each journal.

HEMATOLOGISTS NCOLOGISTS their patterns of expl

MORE ONCOLOGISTS & HEMATOLOGISTS **USE CONTENT FROM ESSENTIAL** JOURNALS FOR CLINICAL DECISIONS



^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (10,516 oncologists and hematologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE

Desktop	83%
Laptop	68
Smartphone	43
Tablet	23

THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
Blood (88)	3%	21%	34%
NEJM (151)	3	27	32
JCO (170)	5	34	26
JAMA (85)	2	8	15

ABOUT THIS STUDY

diagnostic and prognosti

This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including oncology and hematology selected at random from the American Medical Association membership list. This was an unaided-recall study

and did not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

ONCOLOGIS HEMATOLOG	
Surveys delivered	1,000
Surveys completed	187
Response rate	19%

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman

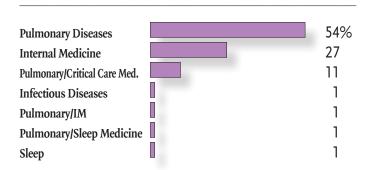


gran mer patterns of expression

diagnostic and prognosti

The independent syndicated Enhanced Essential Journal Study, conducted by the Matalia Group, shows a significant difference in the way pulmonologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



PULMONOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

31-45 46 mins Projected total re	ading
minutes or more time per issue (h	ours)*
C (151**) 33% 28% 4,983	
NEJM (105) 23 18 2,979	
AJRCCM (81) 26 26 2,569	
AIM (53) 25 4 1,187	

^{*} Average reading time in hours x proportion of readers in the universe x universe (9,102 pulmonologists).

TOP TEN ESSENTIAL JOURNALS

Chest	81%
The New England Journal of Medicine	55
Amer. Jrnl. of Respiratory & Critical Care Medicine	44
Annals of Internal Medicine	17
Journal of the American Medical Association	10
Sleep	10
Critical Care Medicine	7
Archives of Internal Medicine	5
Journal of Clinical Sleep Medicine	3
Mayo Clinic Proceedings	3

PULMONOLOGISTS READ ESSENTIAL JOURNALS SOONER

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
C (151) NEJM (105) AJRCCM (81) AIM (53)	7% 16 14 11	34% 43 20 25	3,668 (40%) 3,668 (40%) 1,599 (18%) 1,121 (12%)

 $^{^{\}star}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

TOP FIVE SECONDARY JOURNALS



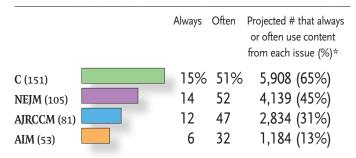
	Twice	3x or more	Projected exposures to each issue*
C (151)	23%	19%	15,832
NEJM (105)	22	11	9,104
AJRCCM (81)	16	20	7,847
AIM (53)	15	8	4,201

st Proportion reading once or more x proportion of readers in the universe x universe.

^{**} Number of respondents who claimed to read each journal.

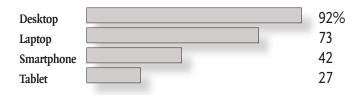
and their patterns of expri

MORE PULMONOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS



^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (9,102 pulmonologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
AJRCCM (81)	1%	12%	24%
C (151)	2	13	20
NEJM(105)	1	17	18
AIM (53)	0	2	9

ABOUT THIS STUDY

diagnostic and prognos is whether a set of

> This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including pulmonology selected at random from the American Medical Association membership list. This was an unaided-recall study

and did not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

PULMONOLO	GISTS
Surveys delivered	1,000
Surveys completed	154
Response rate	15%

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman



EUMATOLO great their patterns of expre

diagnostic and prognosti

The independent syndicated Enhanced Essential Journal Study, conducted by the Matalia Group, shows a significant difference in the way rheumatologists use and value the medical journals they consider essential compared to those of secondary or low interest.

PRIMARY SPECIALTY



SUBSPECIALTY



RHEUMATOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS

	31-45 minutes		Projected total reading time per issue (hours)*
AR (159**)	25%	34%	2,824
NEJM (98)	19	14	1,304
AIM (63)	21	13	818
RN (63)	14	13	770

^{*} Average reading time in hours x proportion of readers in the universe x universe (5,026 rheumatologists).

TOP TEN ESSENTIAL JOURNALS

Arthritis & Rheumatism	91%
Aruirius & Kileumausiii	21/0
The New England Journal of Medicine	39
Annals of Internal Medicine	22
Arthritis Care & Research	17
Journal of Rheumatology	15
Rheumatology News	13
The Rheumatologist	12
Journal of Musculoskeletal Medicine	9
Journal of the American Medical Association	8
Annals of Rheumatic Diseases	5

RHEUMATOLOGISTS READ **ESSENTIAL JOURNALS SOONER**

	Same day	1-3 days	Projected # who read each issue within 3 days (%)*
AR (159)	8%	33%	1,946 (39%)
NEJM (98)	12	36	1,404 (28%)
RN (63)	6	37	807 (16%)
AIM (63)	8	25	628 (12%)

 $^{^{\}star}$ Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

TOP FIVE SECONDARY JOURNALS



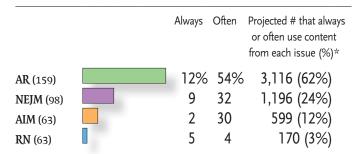
	Twice	3x or more	Projected exposures to each issue*
AR (159)	23%	22%	9,052
NEJM (98)	17	10	4,275
RN (63)	21	10	2,750
AIM (63)	10	14	2,723

^{*} Proportion reading once or more x proportion of readers in the universe x universe.

^{***} Number of respondents who claimed to read each journal.

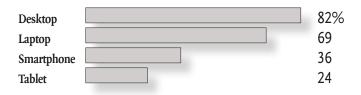
and their patterns of expri

MORE RHEUMATOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS



^{*} Proportion that Always or Often uses the content x proportion of readers in the universe x universe (5,026 rheumatologists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS **ESSENTIAL JOURNALS ONLINE**

	Daily	Weekly	Monthly
AR (159)	0%	8%	28%
NEJM (98)	0	22	19
RN (63)	0	0	6
AIM (63)	0	6	5

ABOUT THIS STUDY

diagnostic and prognos

This independent syndicated study was distributed by mail to 1,000 physicians in each of 10 specialties including rheumatology selected at random from the American Medical Association membership list. This was an unaided-recall study

and did not include names or photographs of medical journals. The Matalia Group, Inc., an independent research organization, designed, administered and analyzed the study in accordance with accepted research methodology.

RHEUMATOLO	GISTS
Surveys delivered	1,000
Surveys completed	168
Response rate	17%

To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or NEJM at 781-434-7556, or visit NEJMadsales.org.

NEJM SALES DIRECTORS

Chrissy Miller

508-775-3995; cmiller@nejm.org

Lew Wetzel

610-357-0724 or 610-566-6152; lwetzel@nejm.org

Corrie Bridgeman

