

2011 ENHANCED ESSENTIAL JOURNAL STUDY

E S S
E N T
I A L

ESSENTIAL MEDICAL JOURNALS
AND THEIR IMPORTANCE TO ADVERTISERS

2011 ENHANCED ESSENTIAL JOURNAL STUDY

ESSENTIAL

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 JOURNAL

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**.

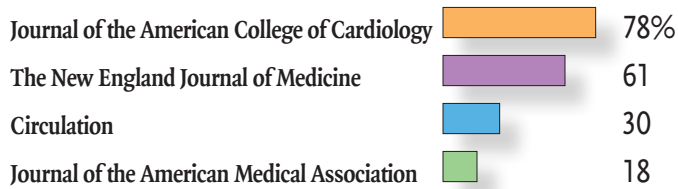
The conclusion for medical marketers: when you advertise in an essential journal, physicians are more likely to see your ad...and act on it.

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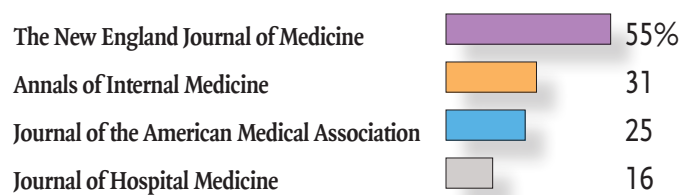
TOP ESSENTIAL JOURNALS BY SPECIALTY

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



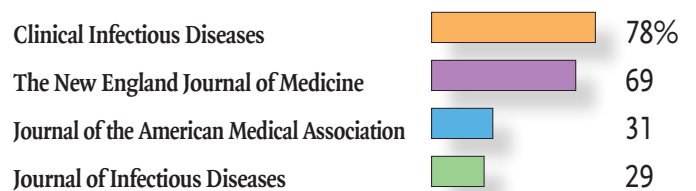
HOSPITALISTS



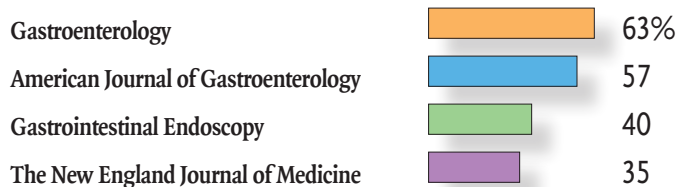
ENDOCRINOLOGISTS



INFECTIOUS DISEASE SPECIALISTS



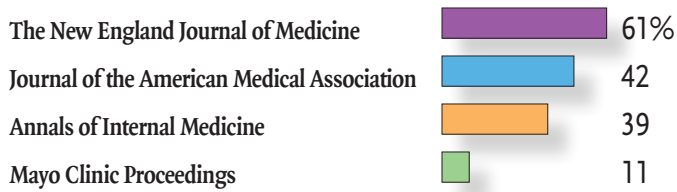
GASTROENTEROLOGISTS



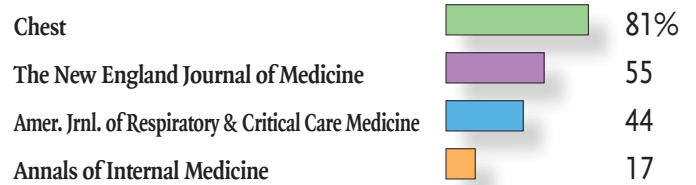
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TOP ESSENTIAL JOURNALS BY SPECIALTY

INTERNISTS



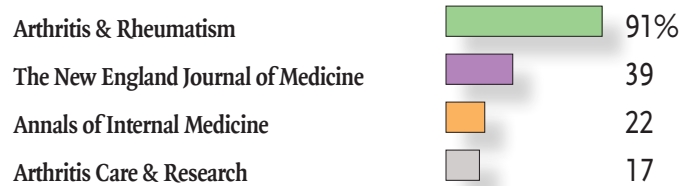
PULMONOLOGISTS



NEUROLOGISTS



RHEUMATOLOGISTS



ONCOLOGIST/HEMATOLOGISTS



2011 ENHANCED ESSENTIAL JOURNAL STUDY

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 organization, 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/Hematology	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

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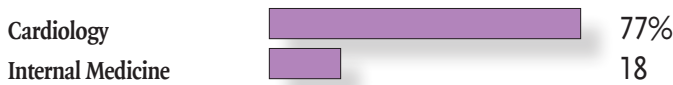
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JOURNAL of **MEDICINE**

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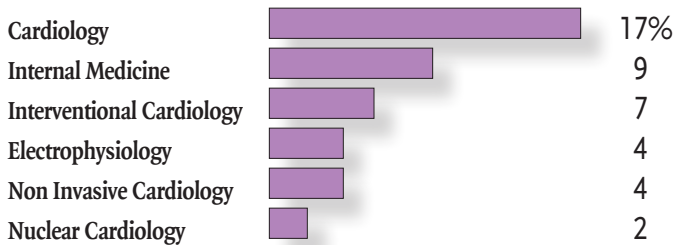
CARDIOLOGISTS

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.

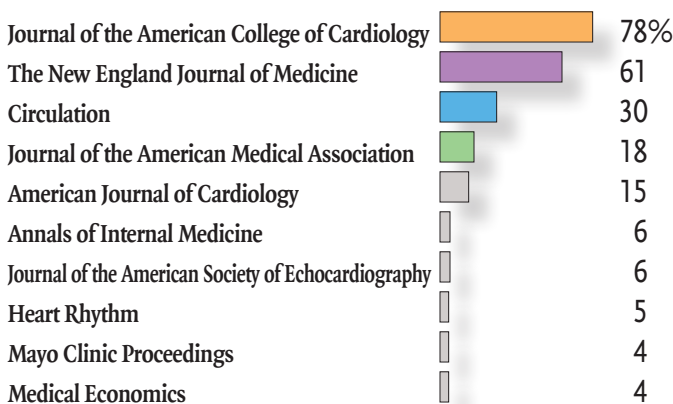
PRIMARY SPECIALTY



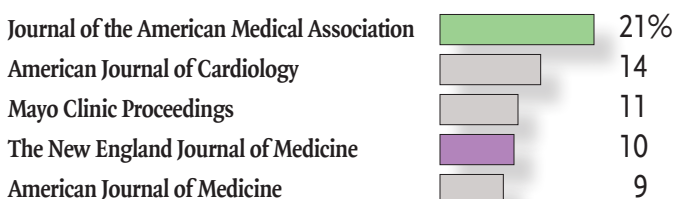
SUBSPECIALTY



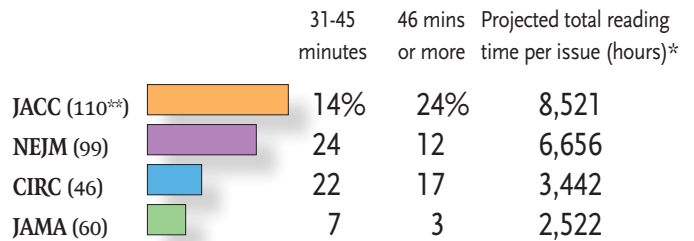
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



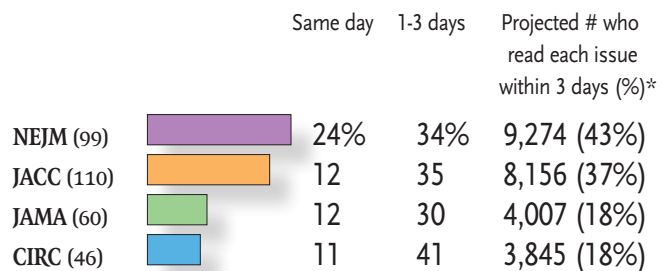
CARDIOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



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

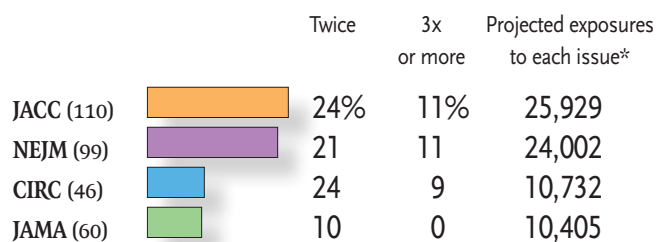
** Number of respondents who claimed to read each journal.

CARDIOLOGISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

CARDIOLOGISTS

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

Desktop	90%
Laptop	65
Smartphone	43
Tablet	22

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

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

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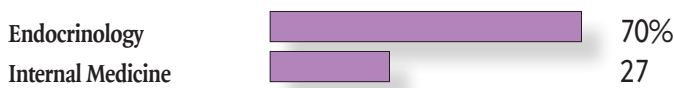
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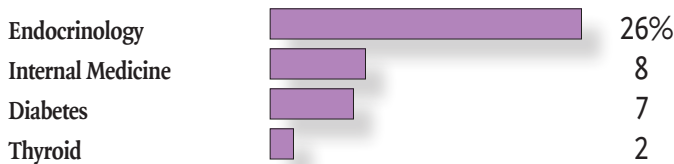
ENDOCRINOLOGISTS

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.

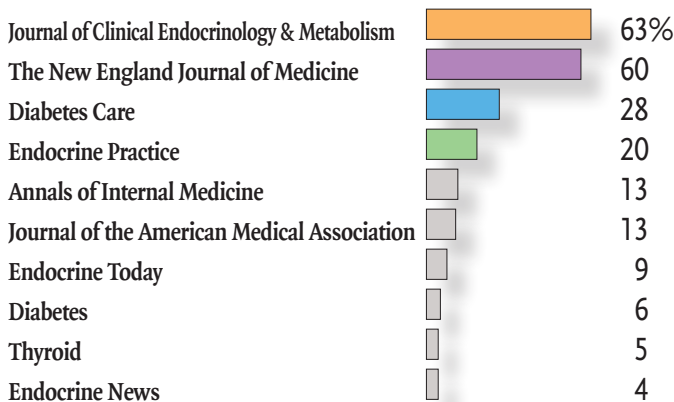
PRIMARY SPECIALTY



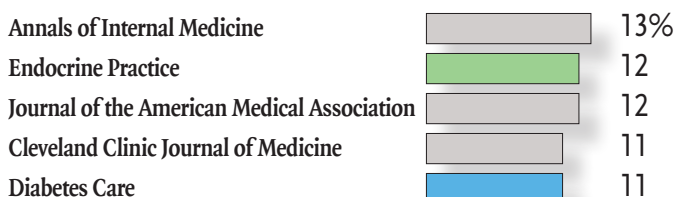
SUBSPECIALTY



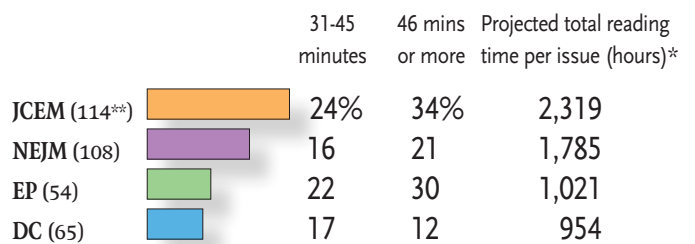
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



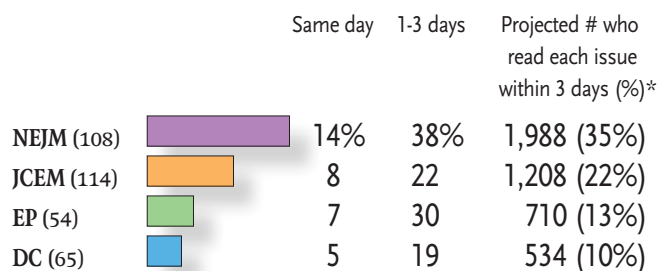
ENDOCRINOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



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

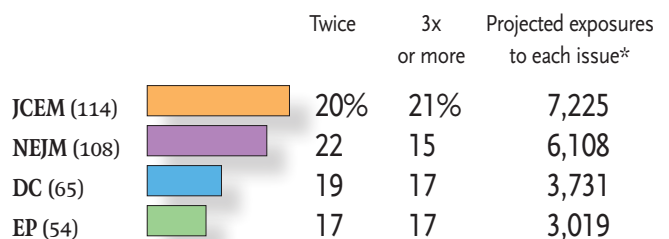
** Number of respondents who claimed to read each journal.

ENDOCRINOLOGISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

ENDOCRINOLOGISTS

MORE ENDOCRINOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
JCEM (114)	18%	49%	2,735 (49%)
NEJM (108)	14	55	2,630 (47%)
DC (65)	17	49	1,527 (27%)
EP (54)	15	33	923 (16%)

* 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

Desktop	82%
Laptop	71
Smartphone	38
Tablet	20

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

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.

ENDOCRINOLOGISTS

Surveys delivered	1,000
Surveys completed	158
Response rate	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

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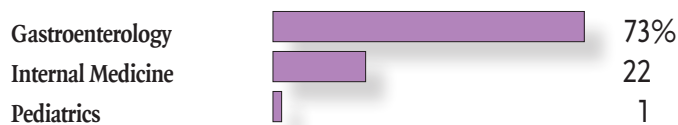
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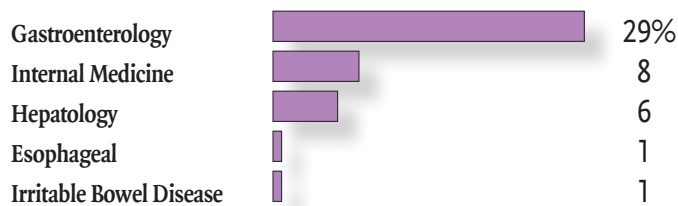
GASTROENTEROLOGISTS

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.

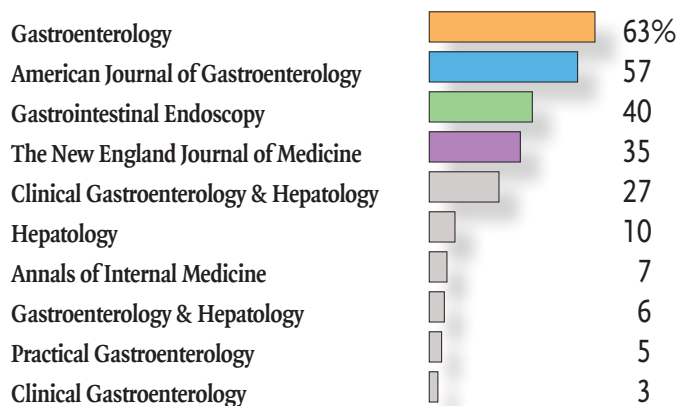
PRIMARY SPECIALTY



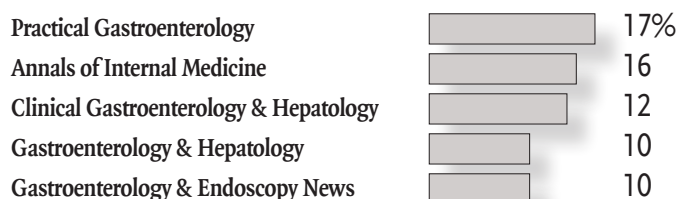
SUBSPECIALTY



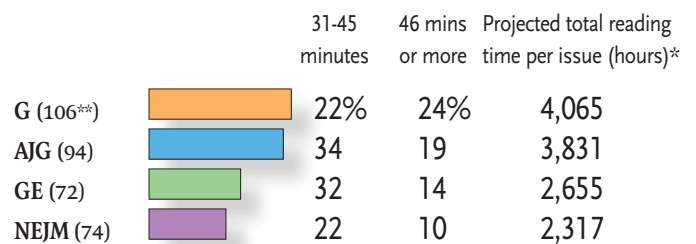
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



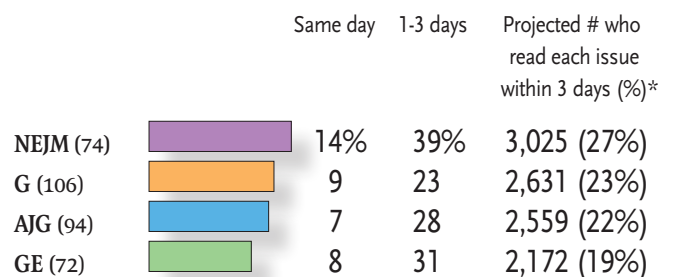
GASTROENTEROLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



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

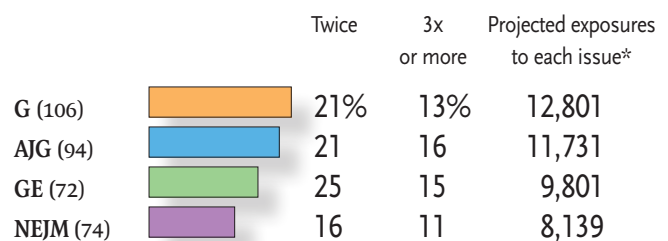
** Number of respondents who claimed to read each journal.

GASTROENTEROLOGISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

GASTROENTEROLOGISTS

MORE GASTROENTEROLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
AJG (94)	10%	64%	5,352 (47%)
G (106)	13	51	5,270 (46%)
GE (72)	15	53	3,803 (33%)
NEJM (74)	11	47	3,335 (29%)

* 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

Desktop	88%
Laptop	69
Smartphone	45
Tablet	23

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

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GASTROENTEROLOGISTS

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

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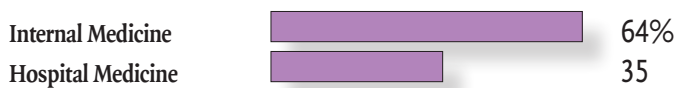
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2011 ENHANCED ESSENTIAL JOURNAL STUDY HOSPITALISTS

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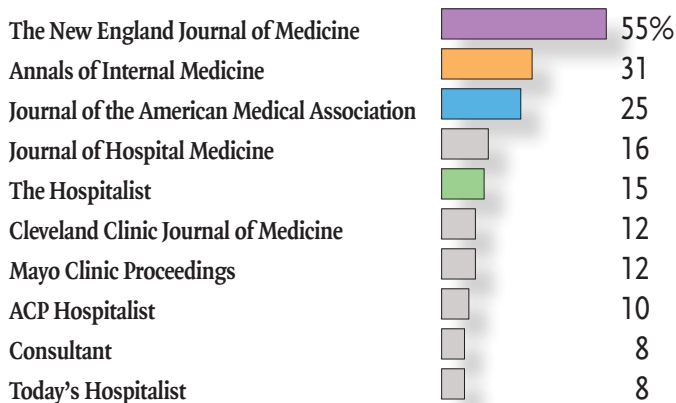
PRIMARY SPECIALTY



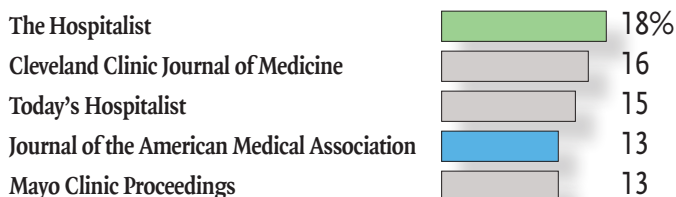
SUBSPECIALTY



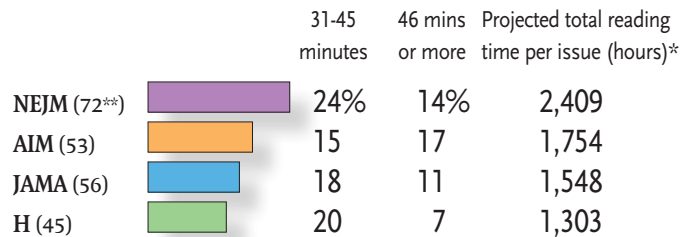
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



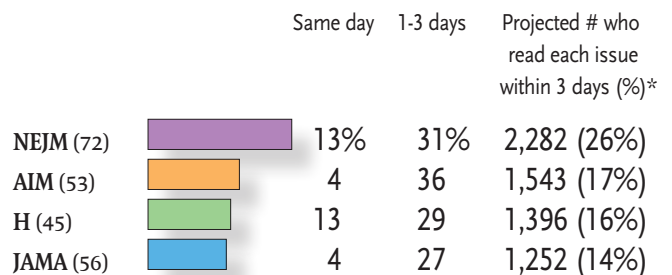
HOSPITALISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



* Average reading time in hours x proportion of readers in the universe x universe (8,824 hospitalists).

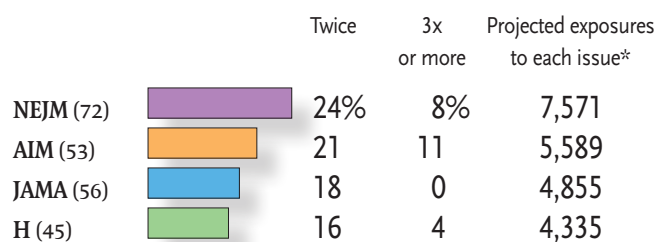
** Number of respondents who claimed to read each journal.

HOSPITALISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

HOSPITALISTS

MORE HOSPITALISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
NEJM (72)	6%	54%	3,166 (36%)
AIM (53)	8	51	2,276 (26%)
JAMA (56)	7	29	1,470 (17%)
H (45)	2	40	1,396 (16%)

* 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

Desktop	88%
Laptop	61
Smartphone	50
Tablet	26

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

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

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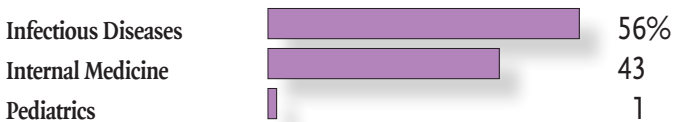


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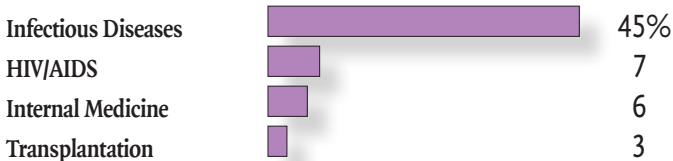
ID SPECIALISTS

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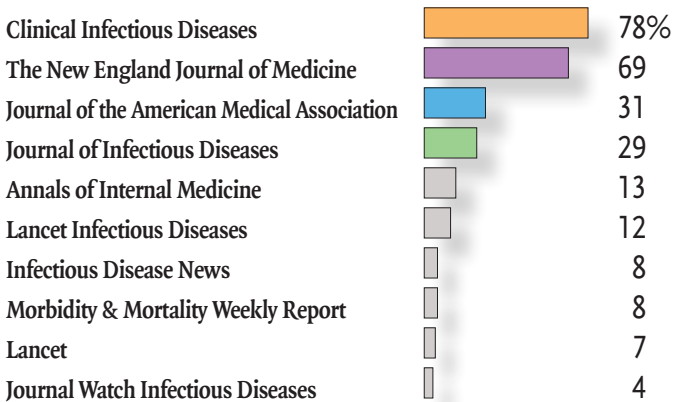
PRIMARY SPECIALTY



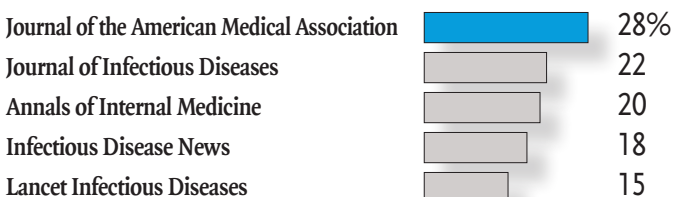
SUBSPECIALTY



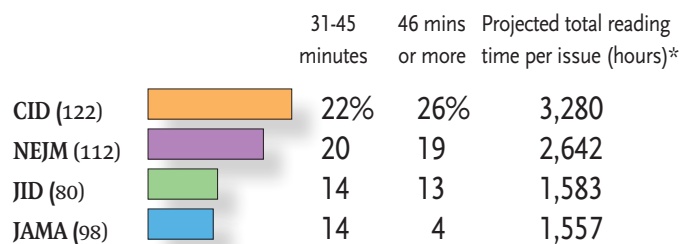
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



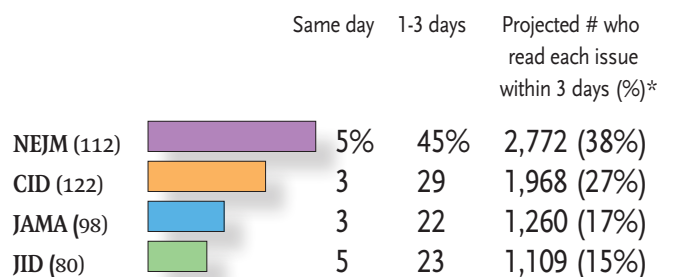
ID SPECIALISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



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

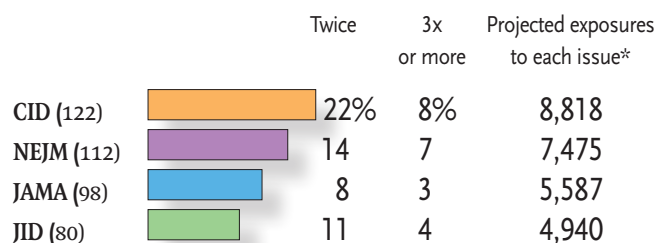
** Number of respondents who claimed to read each journal.

ID SPECIALISTS READ ESSENTIAL JOURNALS SOONER



* Proportion that reads the publication in universe x proportion that reads within 3 days x universe

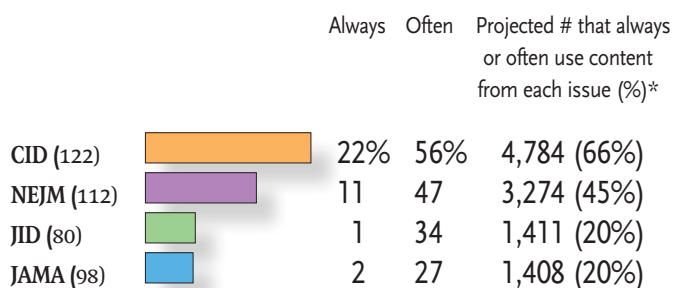
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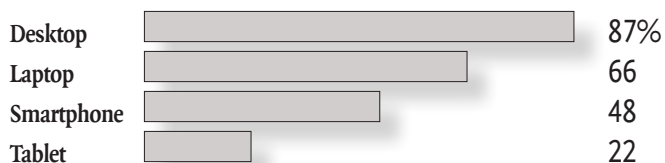
ID SPECIALISTS

MORE ID SPECIALISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

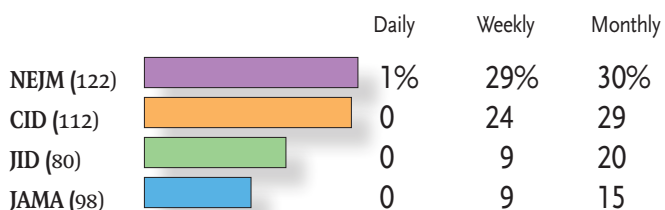


* Proportion that Always or Often uses the content x proportion of readers in the universe x universe (7,208 ID Specialists).

THEY USE A VARIETY OF DEVICES TO ACCESS INFORMATION ONLINE



THEY'RE MORE LIKELY TO ACCESS ESSENTIAL JOURNALS ONLINE



ABOUT THIS STUDY

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.

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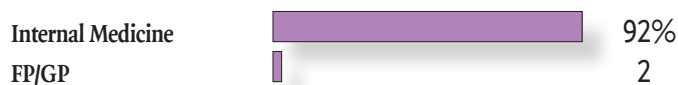
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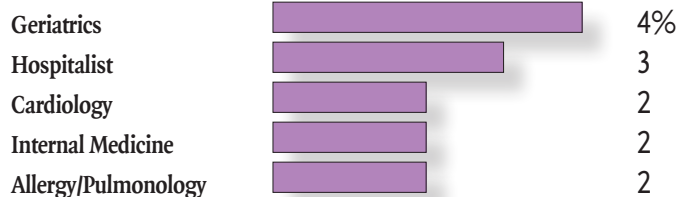
2011 ENHANCED ESSENTIAL JOURNAL STUDY INTERNISTS

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.

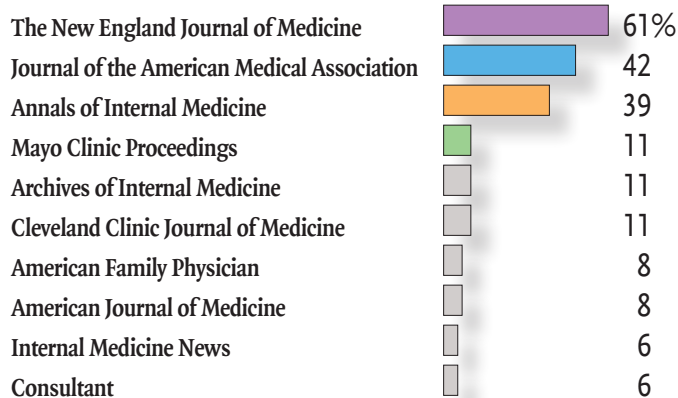
PRIMARY SPECIALTY



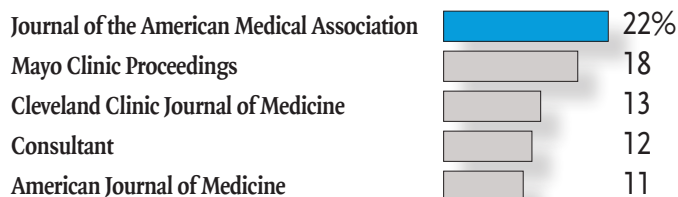
TOP FIVE SUBSPECIALTIES



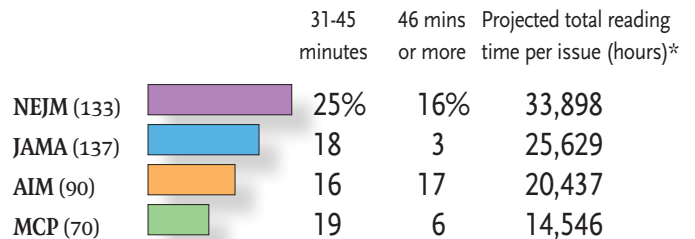
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



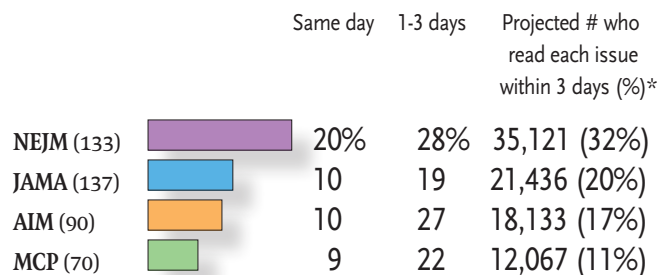
INTERNISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



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

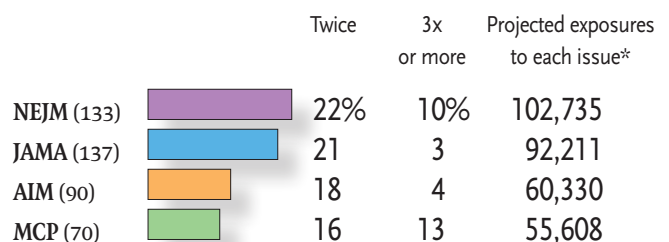
** Number of respondents who claimed to read each journal.

INTERNISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

2011 ENHANCED ESSENTIAL JOURNAL STUDY INTERNISTS

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%	42%	36,801 (34%)
AIM (90)	7	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

Desktop	75%
Laptop	56
Smartphone	28
Tablet	18

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

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%

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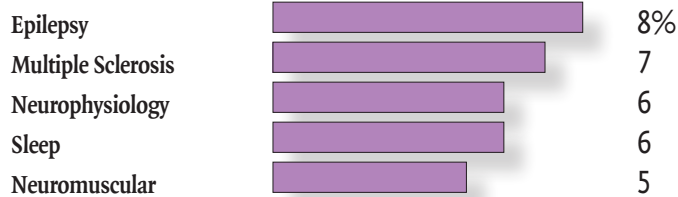
2011 ENHANCED ESSENTIAL JOURNAL STUDY NEUROLOGISTS

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.

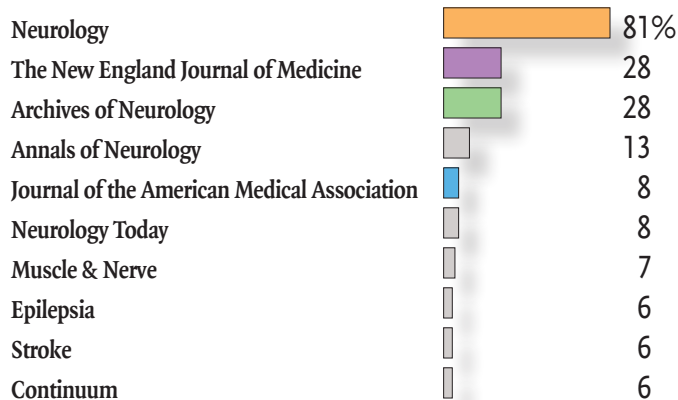
PRIMARY SPECIALTY



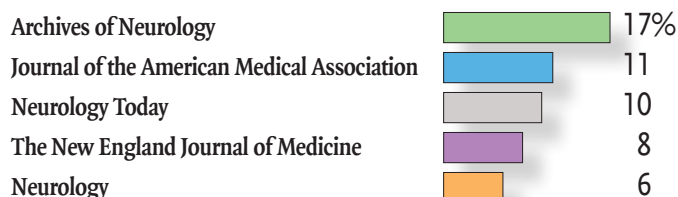
TOP FIVE SUBSPECIALTIES



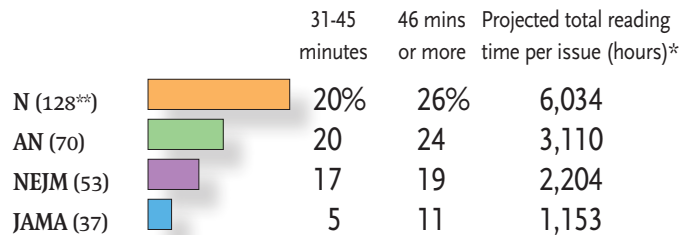
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



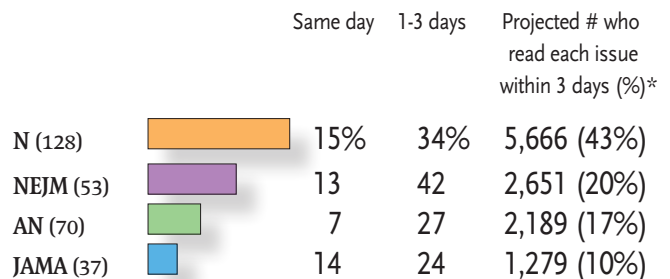
NEUROLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



* Average reading time in hours x proportion of readers in the universe x universe (13,169 neurologists).

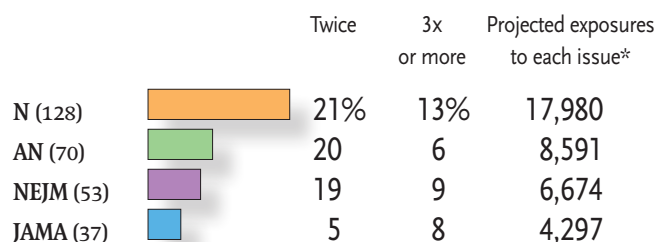
** Number of respondents who claimed to read each journal.

NEUROLOGISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

2011 ENHANCED ESSENTIAL JOURNAL STUDY NEUROLOGISTS

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

Desktop	84%
Laptop	76
Smartphone	44
Tablet	27

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

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.

NEUROLOGISTS

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.

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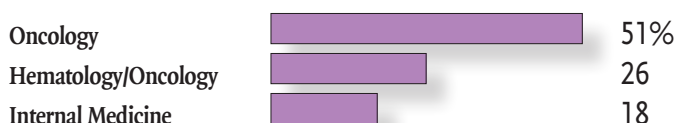
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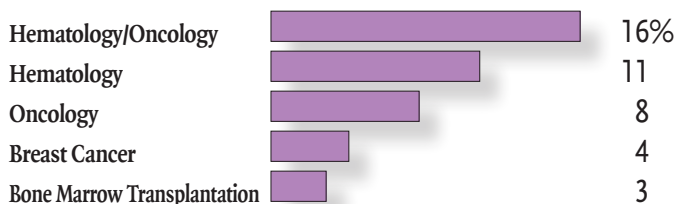
2011 ENHANCED ESSENTIAL JOURNAL STUDY ONCOLOGISTS & HEMATOLOGISTS

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.

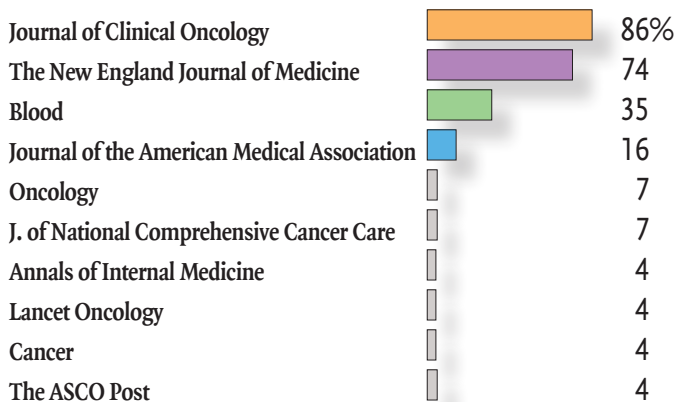
PRIMARY SPECIALTY



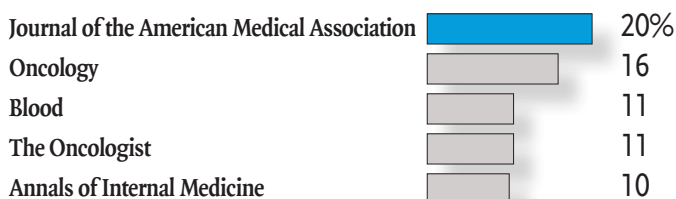
TOP FIVE SUBSPECIALTIES



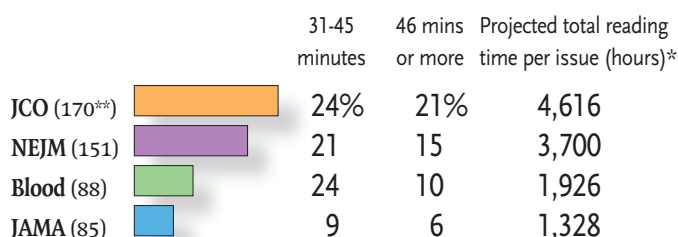
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS

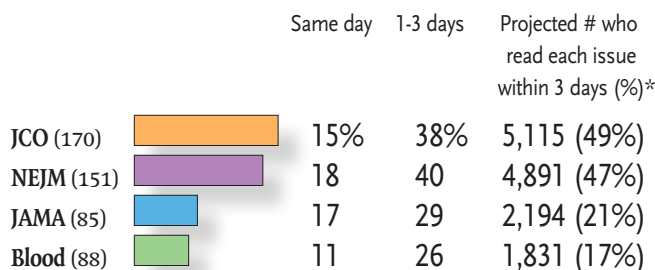


ONCOLOGISTS & HEMATOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



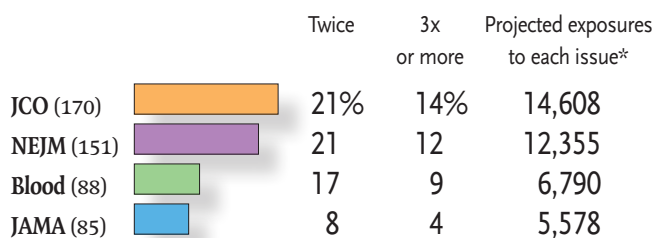
* Average reading time in hours x proportion of readers in the universe x universe (10,516 oncs & hem/oncs).
** Number of respondents who claimed to read each journal.

ONCOLOGISTS & HEMATOLOGISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

2011 ENHANCED ESSENTIAL JOURNAL STUDY ONCOLOGISTS & HEMATOLOGISTS

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

	Always	Often	Projected # that always or often use content from each issue (%)*
JCO (170)	28%	57%	8,155 (78%)
NEJM (151)	21	48	5,902 (56%)
Blood (88)	21	46	3,335 (32%)
JAMA (85)	8	21	1,405 (13%)

* 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

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.

ONCOLOGISTS & HEMATOLOGISTS

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.

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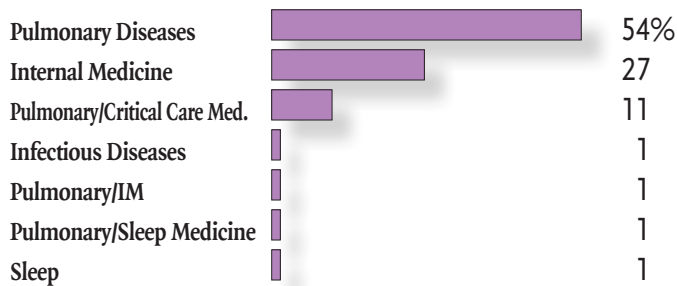
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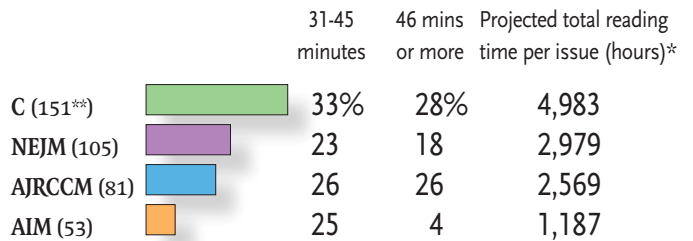
PULMONOLOGISTS

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



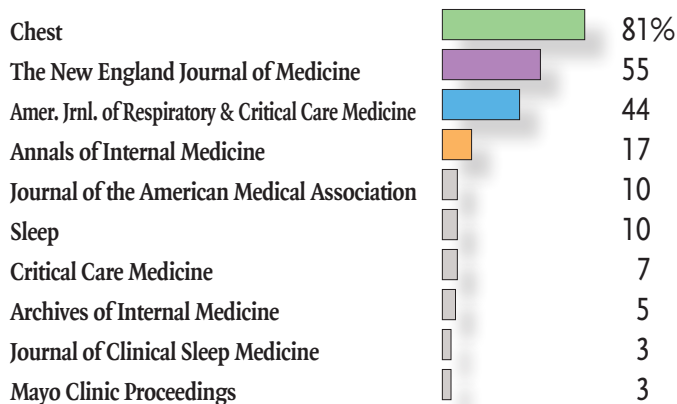
PULMONOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



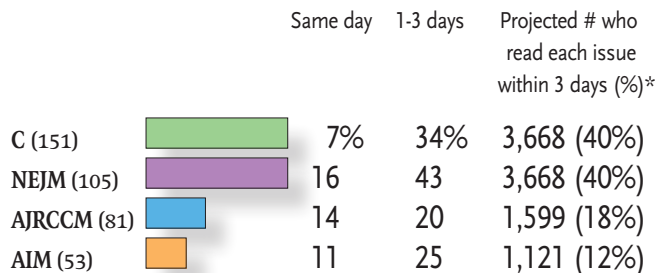
* Average reading time in hours x proportion of readers in the universe x universe (9,102 pulmonologists).

** Number of respondents who claimed to read each journal.

TOP TEN ESSENTIAL JOURNALS

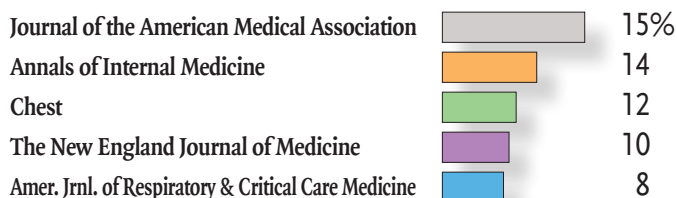


PULMONOLOGISTS READ ESSENTIAL JOURNALS SOONER

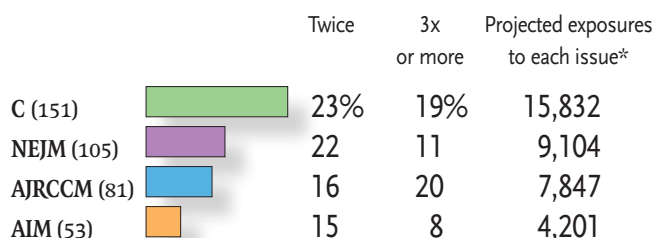


* Proportion that reads the publication in universe x proportion that reads within 3 days x universe.

TOP FIVE SECONDARY JOURNALS



THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

PULMONOLOGISTS

MORE PULMONOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
C (151)	15%	51%	5,908 (65%)
NEJM (105)	14	52	4,139 (45%)
AJRCCM (81)	12	47	2,834 (31%)
AIM (53)	6	32	1,184 (13%)

* 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

Desktop	92%
Laptop	73
Smartphone	42
Tablet	27

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

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.

PULMONOLOGISTS

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

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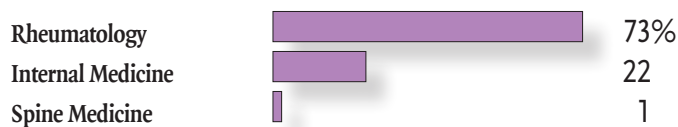
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2011 ENHANCED ESSENTIAL JOURNAL STUDY

RHEUMATOLOGISTS

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.

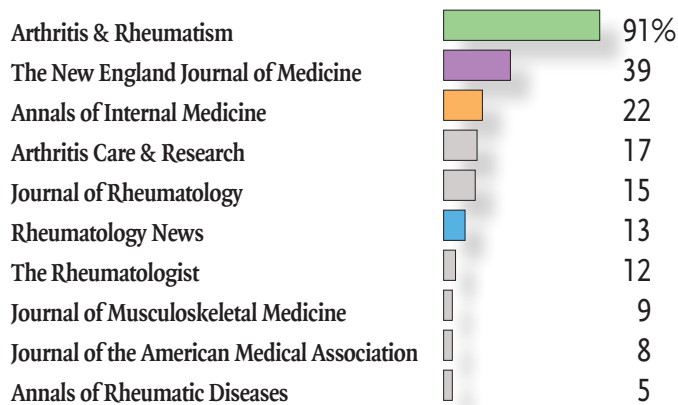
PRIMARY SPECIALTY



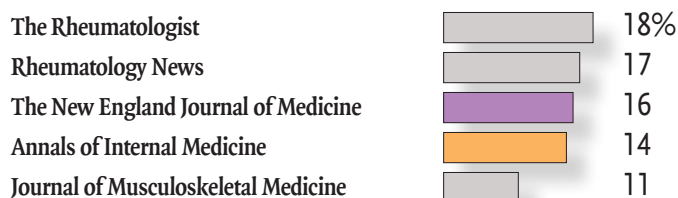
SUBSPECIALTY



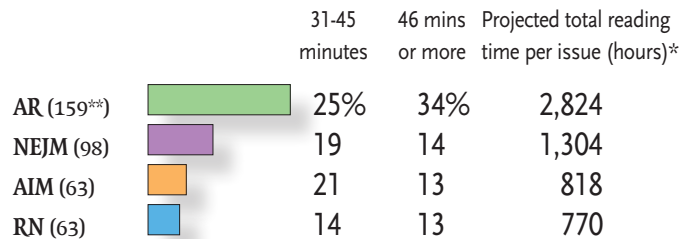
TOP TEN ESSENTIAL JOURNALS



TOP FIVE SECONDARY JOURNALS



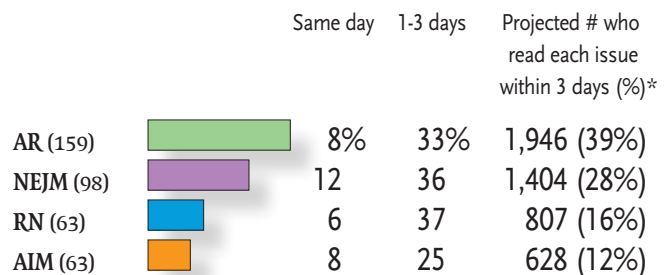
RHEUMATOLOGISTS SPEND MORE TIME READING EACH ISSUE OF ESSENTIAL JOURNALS



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

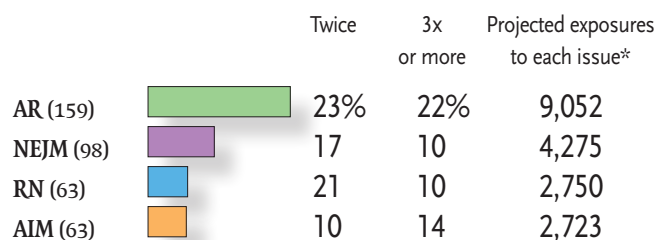
** Number of respondents who claimed to read each journal.

RHEUMATOLOGISTS READ ESSENTIAL JOURNALS SOONER



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

THEY RE-READ ESSENTIAL JOURNALS MORE OFTEN



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

RHEUMATOLOGISTS

MORE RHEUMATOLOGISTS USE CONTENT FROM ESSENTIAL JOURNALS FOR CLINICAL DECISIONS

	Always	Often	Projected # that always or often use content from each issue (%)*
AR (159)	12%	54%	3,116 (62%)
NEJM (98)	9	32	1,196 (24%)
AIM (63)	2	30	599 (12%)
RN (63)	5	4	170 (3%)

* 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

Desktop	82%
Laptop	69
Smartphone	36
Tablet	24

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

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.

RHEUMATOLOGISTS

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.

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