

2013 ESSENTIAL JOURNAL STUDY



ESSENTIAL MEDICAL JOURNALS
AND THEIR IMPORTANCE TO ADVERTISERS



2013 ESSENTIAL JOURNAL STUDY

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.

HOW PHYSICIANS USE AND VALUE ESSENTIAL JOURNALS

This year marks the twenty-fifth anniversary of the independent Essential Journal Study, conducted since 1988 to determine which medical journals physicians consider essential to their practice of medicine.

The results of the 2013 study are impressively similar to the original study. Doctors depend on a limited number of journals to help them become the kinds of physicians they aspire to be.

They look to these journals for breakthrough studies, clinical advances and best practices in patient care. They spend more time with essential journals and use what they learn in daily patient care.

The results give marketers an important guide to the advertising effectiveness of these journals.

Once again physicians in thirteen specialties named NEJM one of their top three essential journals. In three specialties NEJM ranks as *most* essential.

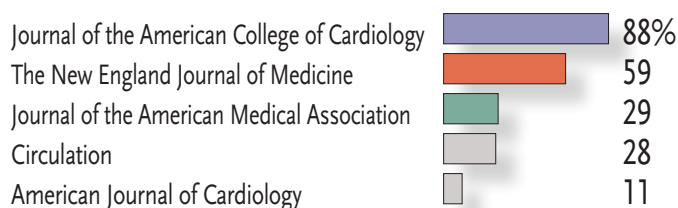
From original articles to clinical reviews to the ads it runs, NEJM has a unique ability to engage the physicians you want to reach. Your NEJM Sales Director can tell you more.

2013 ESSENTIAL JOURNAL STUDY

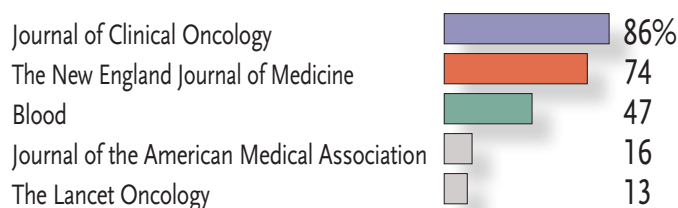
TOP ESSENTIAL JOURNALS BY SPECIALTY

In response to an open-ended, unaided-recall question, physicians in thirteen 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 three** essential journals. In three specialties, NEJM ranked **first**.

CARDIOLOGY



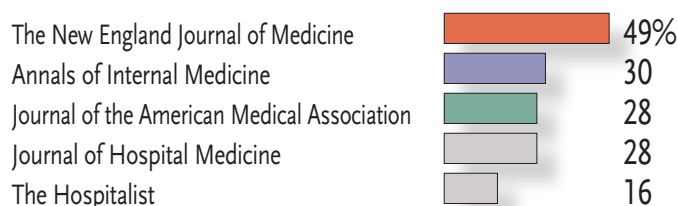
HEMATOLOGY/ONCOLOGY



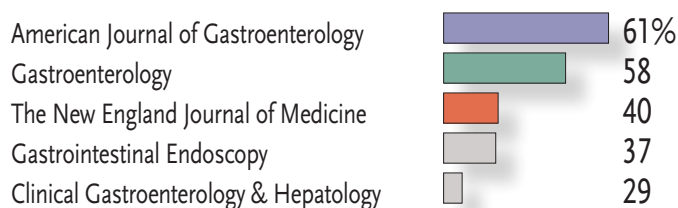
ENDOCRINOLOGY



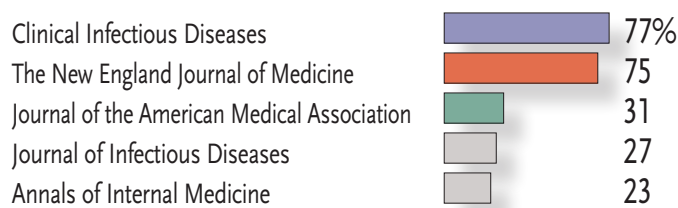
HOSPITAL MEDICINE



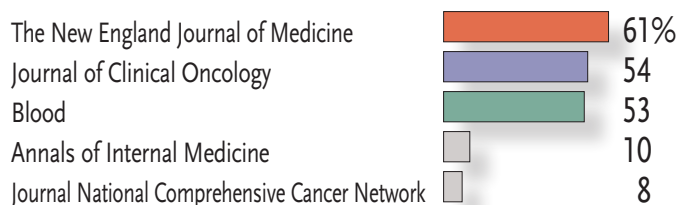
GASTROENTEROLOGY



INFECTIOUS DISEASE



HEMATOLOGY



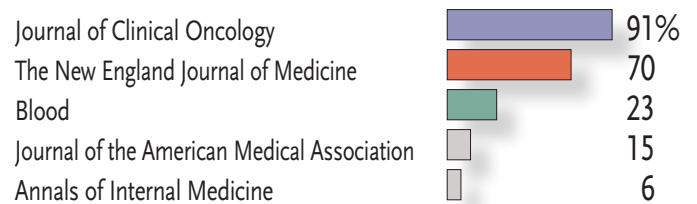
2013 ESSENTIAL JOURNAL STUDY

TOP ESSENTIAL JOURNALS BY SPECIALTY

INTERNAL MEDICINE



ONCOLOGY



NEPHROLOGY



PULMONOLOGY



NEUROLOGY



RHEUMATOLOGY



2013 ESSENTIAL JOURNAL STUDY

STUDY METHODOLOGY

This independent study was conducted by mail among physicians in 13 Internal Medicine 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 Mailed	Surveys Completed	Response Rate
Cardiology	500	88	17.9%
Endocrinology	350	71	21.3%
Gastroenterology	450	89	20.1%
Hematology	350	72	21.6%
Hematology/Oncology	350	77	22.8%
Hospital Medicine	500	92	22.8%
Infectious Diseases	500	93	19.1%
Internal Medicine	1,000	164	17.0%
Nephrology	350	65	19.3%
Neurology	350	75	22.2%
Oncology	350	66	19.2%
Pulmonology	400	78	20.2%
Rheumatology	300	68	23.4%
Total	5,300	1,098	20.7%

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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2013 ESSENTIAL JOURNAL STUDY

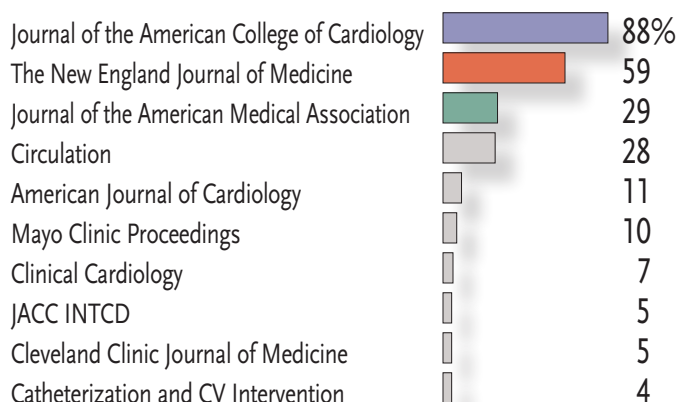
CARDIOLOGY

HOW CARDIOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that cardiologists consider essential to their practice.

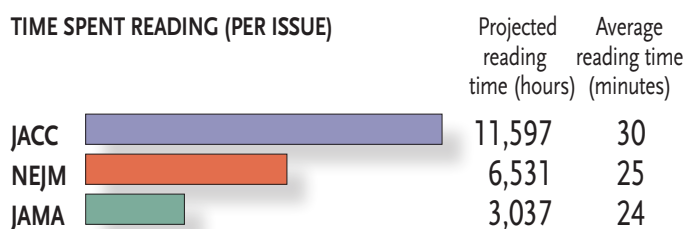
This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading cardiology specialty publication.

TOP TEN ESSENTIAL JOURNALS



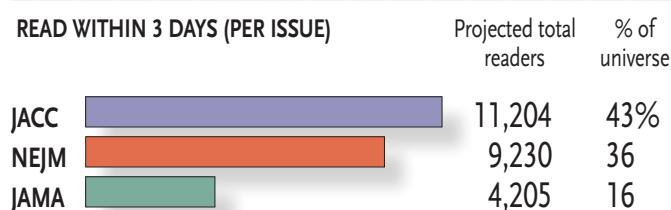
Response rate: 17.9% or 88 of 500 cardiologists surveyed.

CARDIOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



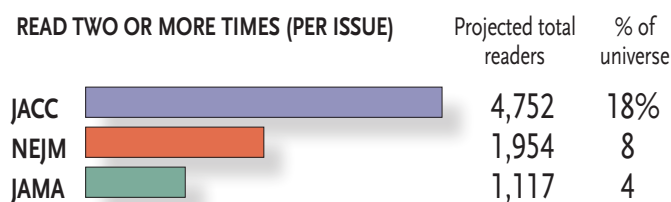
These numbers represent reading time projected to the universe of 26,030 cardiologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 26,030 cardiologists.

THEY RE-READ ESSENTIAL JOURNALS



These numbers represent readers projected to the universe of 26,030 cardiologists.

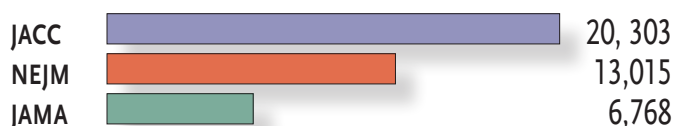
Essential journals help cardiologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

NEJM holds a unique position among multispecialty journals, ranking second only to the leading society publication in every measure of use and value.

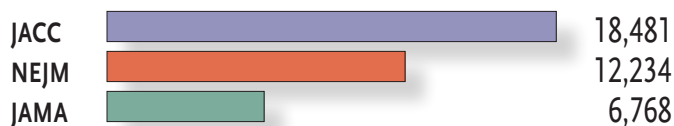
WHY CARDIOLOGISTS VALUE ESSENTIAL JOURNALS

Projected readers

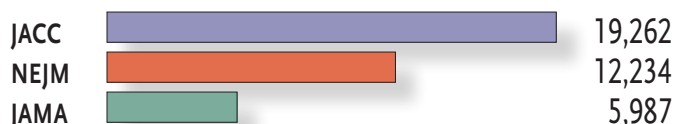
The journal offers scientific insights and advances clinical care.



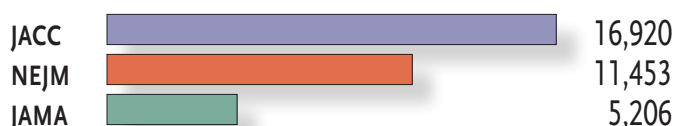
It publishes important new studies and discoveries.



It helps provide "best practices" care.



It influences their daily patient care.

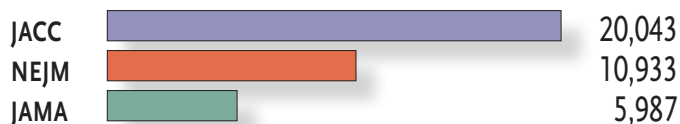


Projected readers measures the number of physicians in the universe of 26,030 cardiologists who call a journal "essential" and detail how they use and value it.

HOW CARDIOLOGISTS USE ESSENTIAL JOURNALS

Projected readers

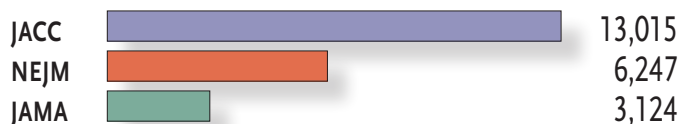
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 500 cardiologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals.

The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

CARDIOLOGY

Surveys mailed	500
Surveys completed	88
Response rate	17.9%

TO FIND OUT MORE

Chrissy Miller 508-775-3995; cmiller@nejm.org

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

Corrie Bridgeman 781-775-1287; cbridgeman@nejm.org

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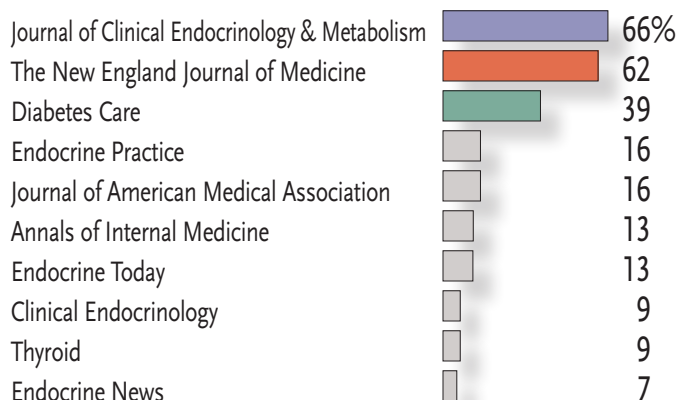
ENDOCRINOLOGY

HOW ENDOCRINOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that endocrinologists consider essential to their practice.

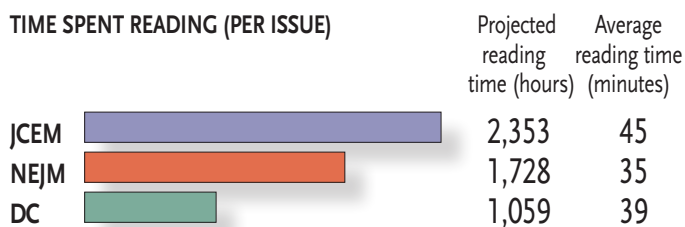
This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading endocrinology specialty publication.

TOP TEN ESSENTIAL JOURNALS



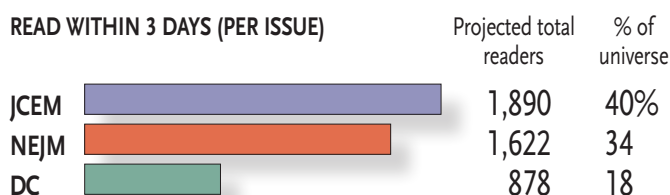
Response rate: 21.3% or 71 of 350 endocrinologists surveyed.

ENDOCRINOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



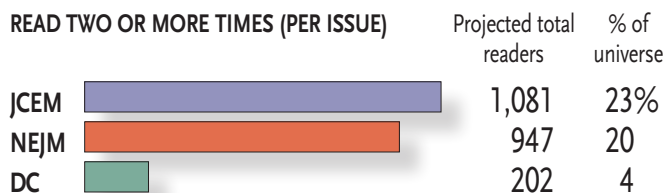
These numbers represent reading time projected to the universe of 4,790 endocrinologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 4,790 endocrinologists.

THEY RE-READ ESSENTIAL JOURNALS



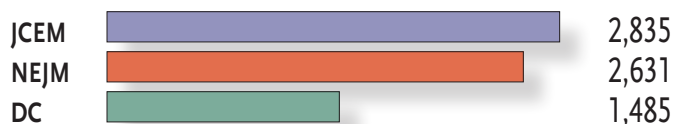
These numbers represent readers projected to the universe of 4,790 endocrinologists.

Essential journals help endocrinologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

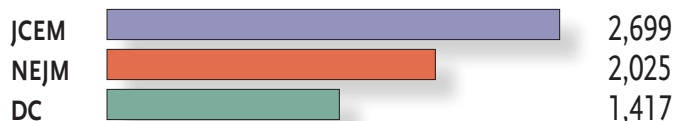
NEJM holds a unique position among multispecialty journals, ranking second only to the leading society publication in every measure of use and value.

WHY ENDOCRINOLOGISTS VALUE ESSENTIAL JOURNALS

The journal offers scientific insights and advances clinical care.



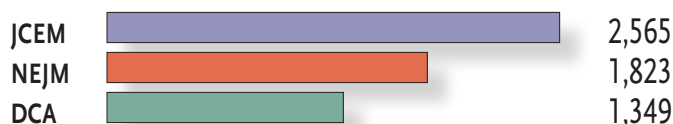
It publishes important new studies and discoveries.



It helps provide "best practices" care.



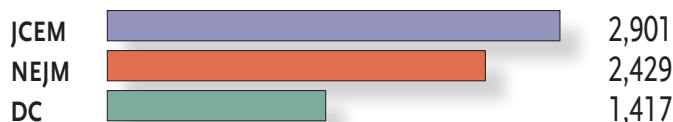
It influences their daily patient care.



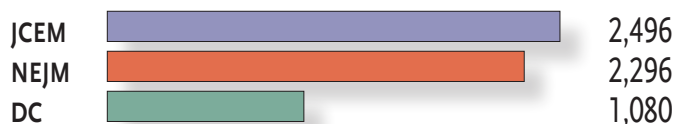
Projected readers measures the number of physicians in the universe of 4,790 endocrinologists who call a journal "essential" and detail how they use and value it.

HOW ENDOCRINOLOGISTS USE ESSENTIAL JOURNALS

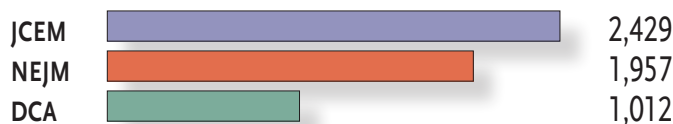
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 350 endocrinologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

ENDOCRINOLOGY

Surveys mailed	350
Surveys completed	71
Response rate	21.3%

TO FIND OUT MORE

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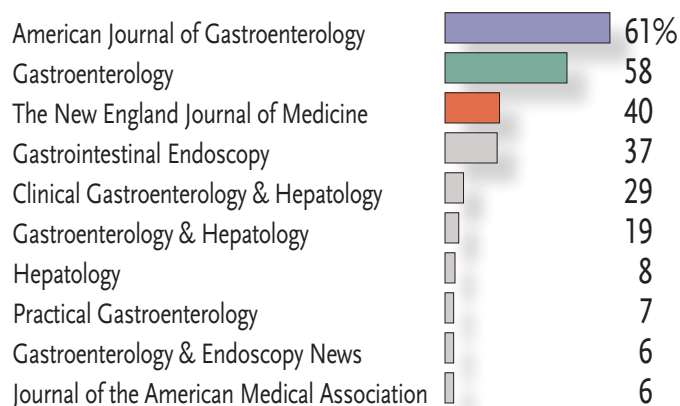
GASTROENTEROLOGY

HOW GASTROENTEROLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that gastroenterologists consider essential to their practice.

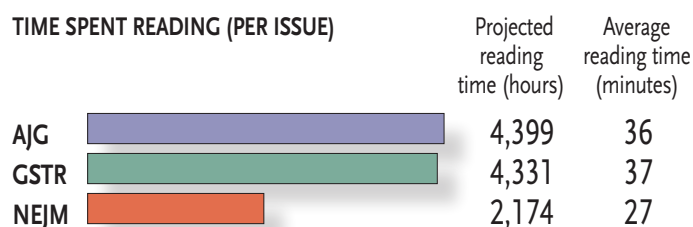
This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking third only to the leading gastroenterology specialty publications.

TOP TEN ESSENTIAL JOURNALS



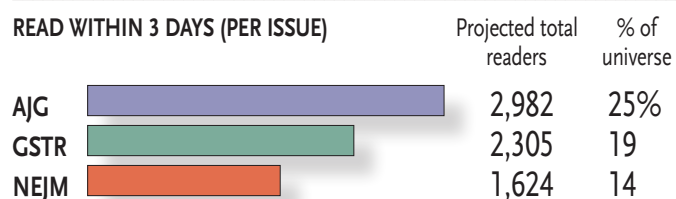
Response rate: 20.1% or 89 of 450 gastroenterologists surveyed.

GASTROENTEROLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



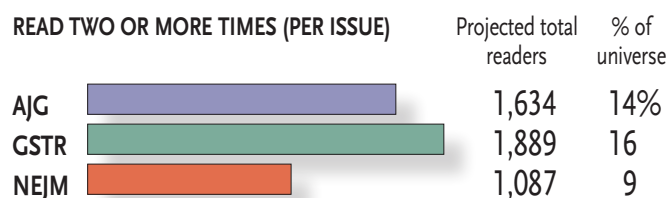
These numbers represent reading time projected to the universe of 12,070 gastroenterologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 12,070 gastroenterologists.

THEY RE-READ ESSENTIAL JOURNALS



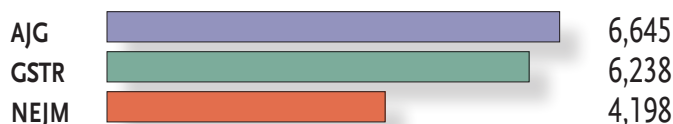
These numbers represent readers projected to the universe of 12,070 gastroenterologists.

Essential journals help gastroenterologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

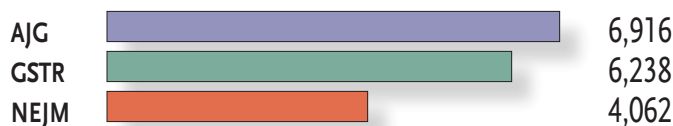
NEJM holds a unique position among multispecialty journals, ranking third only to the leading society publications in every measure of use and value.

WHY GASTROENTEROLOGISTS VALUE ESSENTIAL JOURNALS

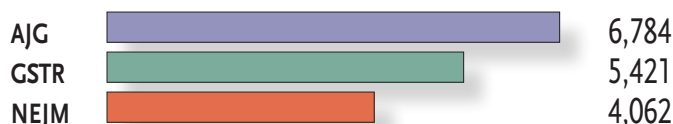
The journal offers scientific insights and advances clinical care.



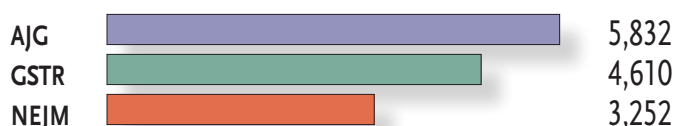
It publishes important new studies and discoveries.



It helps provide "best practices" care.



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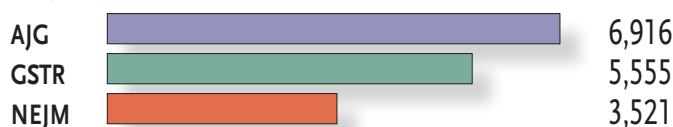


Projected readers measures the number of physicians in the universe of 4,790 gastroenterologists who call a journal "essential" and detail how they use and value it.

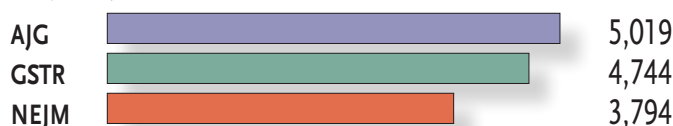
HOW GASTROENTEROLOGISTS USE ESSENTIAL JOURNALS

Projected readers

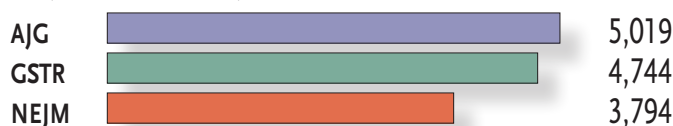
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 450 gastroenterologists selected at random from the AMA membership list.

This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

GASTROENTEROLOGY

Surveys mailed	450
Surveys completed	89
Response rate	20.1%

TO FIND OUT MORE

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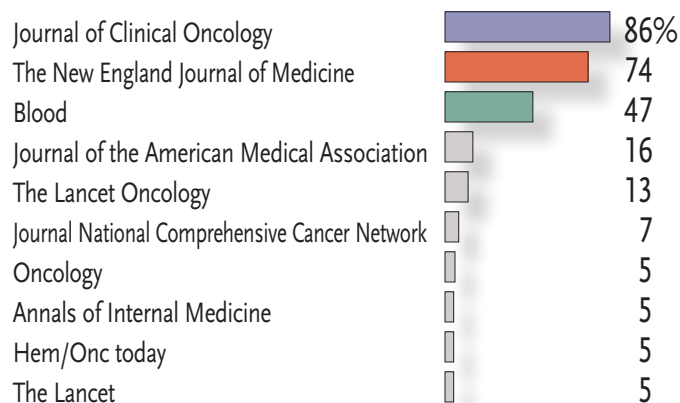
HEMATOLOGY / ONCOLOGY

HOW HEMATOLOGIST/ONCOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that hematologist/oncologists consider essential to their practice.

This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading hematology/oncology specialty publication.

TOP TEN ESSENTIAL JOURNALS



Response rate: 22.8% or 77 of 350 hematologist/oncologists surveyed.

HEM/ONCS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
JCO	2,238	29
NEJM	1,570	24
BLD	972	23

These numbers represent reading time projected to the universe of 5,381 hematologist/oncologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
JCO	1,886	35%
NEJM	1,187	22
BLD	841	16

These numbers represent readers projected to the universe of 5,381 hematologist/oncologists.

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
JCO	908	17%
NEJM	422	8
BLD	700	13

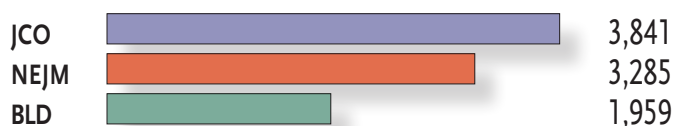
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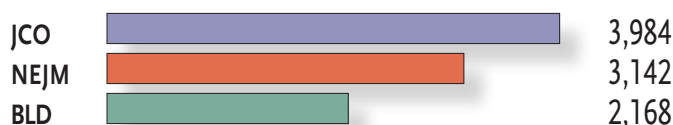
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WHY HEM/ONCS VALUE ESSENTIAL JOURNALS

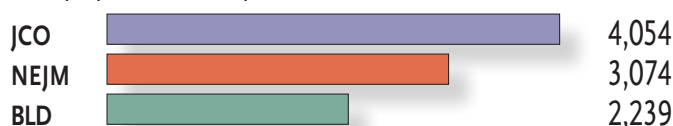
The journal offers scientific insights and advances clinical care.



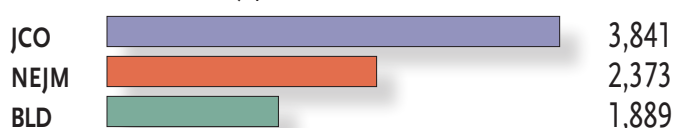
It publishes important new studies and discoveries.



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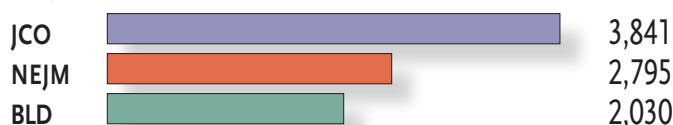


Projected readers measures the number of physicians in the universe of 5,381 hematologist/oncologists who call a journal “essential” and detail how they use and value it.

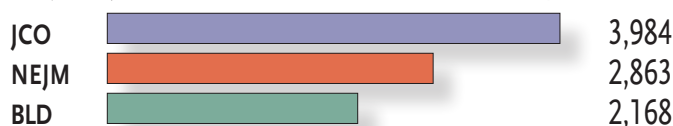
HOW HEM/ONCS USE ESSENTIAL JOURNALS

Projected readers

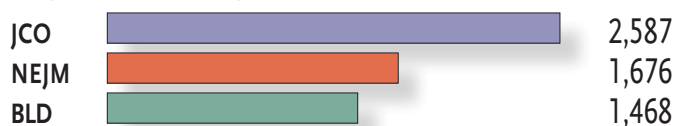
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

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HEM/ONC

Surveys mailed	350
Surveys completed	77
Response rate	22.8%

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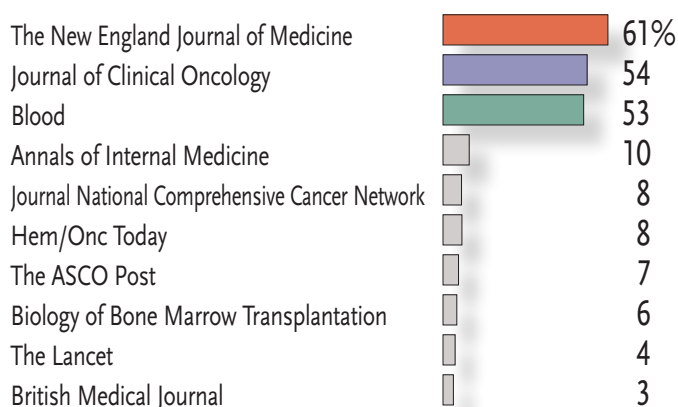
HEMATOLOGY

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The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that hematologists consider essential to their practice.

This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking first among all publications.

TOP TEN ESSENTIAL JOURNALS



Response rate: 21.6% or 72 of 350 hematologists surveyed.

HEMATOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
NEJM	392	28
JCO	387	27
BLD	382	27

These numbers represent reading time projected to the universe of 1,385 hematologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
NEJM	520	38%
JCO	308	22
BLD	346	25

These numbers represent readers projected to the universe of 1,385 hematologists.

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
NEJM	250	18%
JCO	96	7
BLD	154	11

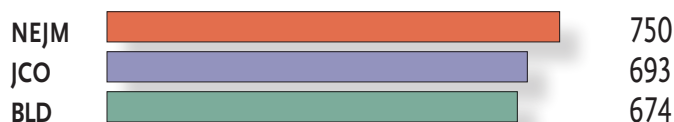
These numbers represent readers projected to the universe of 1,385 hematologists.

Essential journals help hematologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

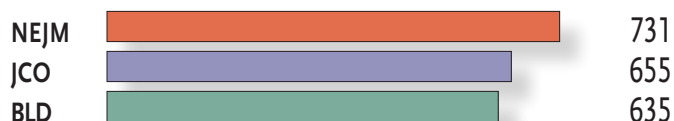
NEJM holds a unique position among multispecialty journals, ranking first among all publications in every measure of use and value.

WHY HEMATOLOGISTS VALUE ESSENTIAL JOURNALS

The journal offers scientific insights and advances clinical care.



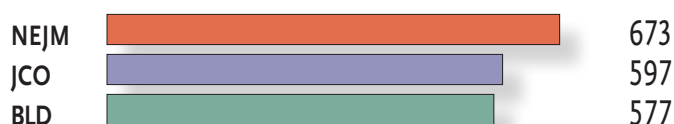
It publishes important new studies and discoveries.



It helps provide "best practices" care.



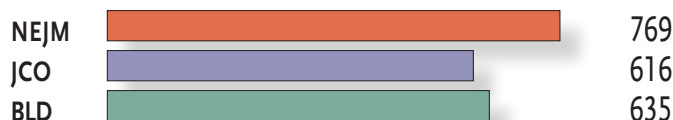
It influences their daily patient care.



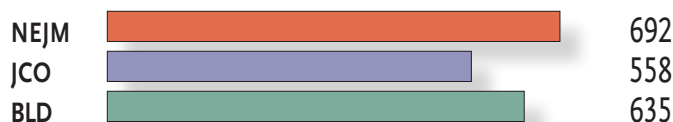
Projected readers measures the number of physicians in the universe of 1,385 hematologists who call a journal "essential" and detail how they use and value it.

HOW HEMATOLOGISTS USE ESSENTIAL JOURNALS

They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 350 hematologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals.

The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

HEMATOLOGY

Surveys mailed	350
Surveys completed	72
Response rate	21.6%

TO FIND OUT MORE

Chrissy Miller 508-775-3995; cmiller@nejm.org

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

Corrie Bridgeman 781-775-1287; cbridgeman@nejm.org

Meg Ainley 773-327-5917; mainley@nejm.org

... or visit NEJMadsales.org.



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2013 ESSENTIAL JOURNAL STUDY

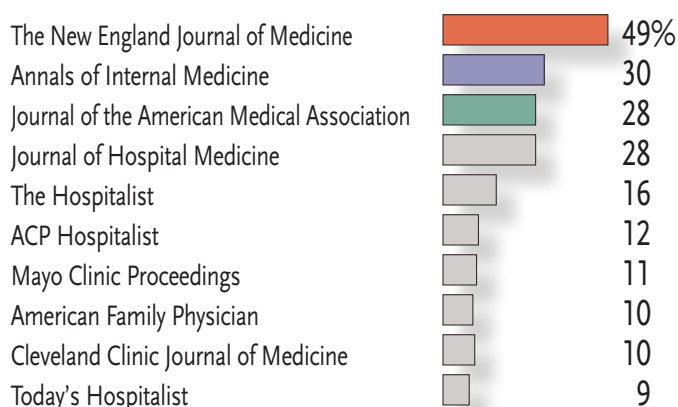
HOSPITAL MEDICINE

HOW HOSPITALISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that hospitalists consider essential to their practice.

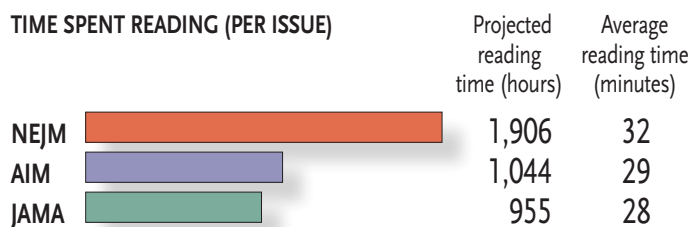
This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking first among all publications.

TOP TEN ESSENTIAL JOURNALS



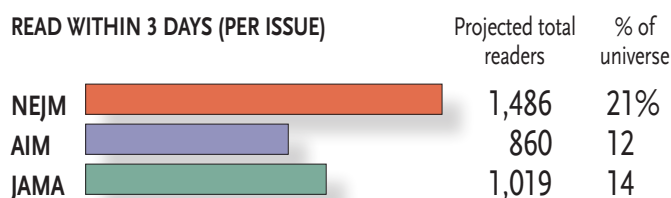
Response rate: 22.8% or 92 of 500 hospitalists surveyed.

HOSPITALISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



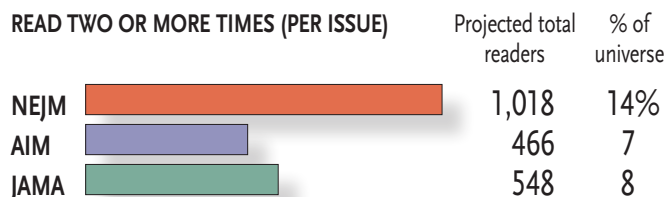
These numbers represent reading time projected to the universe of 7,202 hospitalists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 7,202 hospitalists.

THEY RE-READ ESSENTIAL JOURNALS



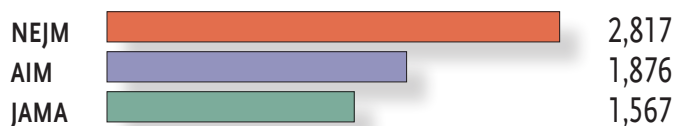
These numbers represent readers projected to the universe of 7,202 hospitalists.

Essential journals help hospitalists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

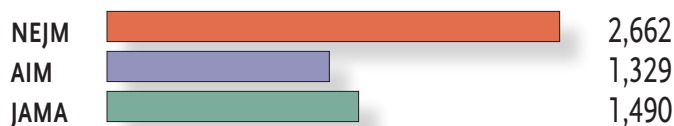
NEJM holds a unique position among multispecialty journals, ranking first among all publications in every measure of use and value.

WHY HOSPITALISTS VALUE ESSENTIAL JOURNALS

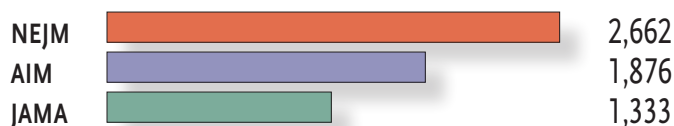
The journal offers scientific insights and advances clinical care.



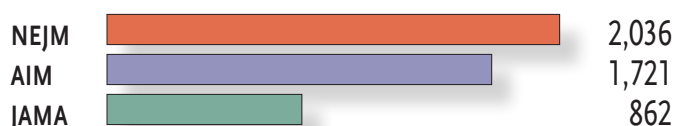
It publishes important new studies and discoveries.



It helps provide “best practices” care.



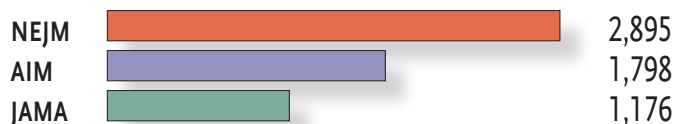
It influences their daily patient care.



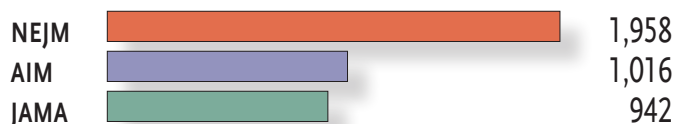
Projected readers measures the number of physicians in the universe of 7,202 hospitalists who call a journal “essential” and detail how they use and value it.

HOW HOSPITALISTS USE ESSENTIAL JOURNALS

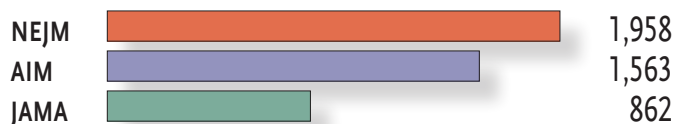
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They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 500 hospitalists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

HOSPITAL MEDICINE

Surveys mailed	500
Surveys completed	92
Response rate	22.8%

TO FIND OUT MORE

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Lew Wetzel 610-357-0724 or 610-566-6152; lwetzel@nejm.org
Corrie Bridgeman 781-775-1287; cbridgeman@nejm.org
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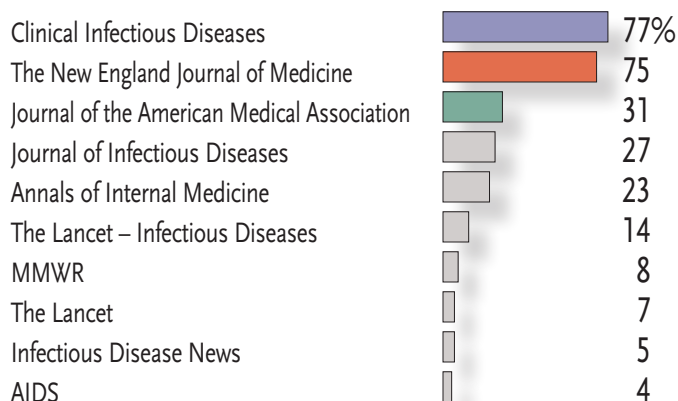
INFECTIOUS DISEASES

HOW ID SPECIALISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that ID specialists consider essential to their practice.

This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading infectious diseases specialty publication.

TOP TEN ESSENTIAL JOURNALS



Response rate: 19.1% or 93 of 500 ID specialists surveyed.

ID SPECIALISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
CID	2,361	34
NEJM	1,898	28
JAMA	548	19

These numbers represent reading time projected to the universe of 5,460 ID specialists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
CID	1,703	31%
NEJM	1,702	31
JAMA	705	13

These numbers represent readers projected to the universe of 5,460 ID specialists.

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
CID	706	13%
NEJM	761	14
JAMA	351	6

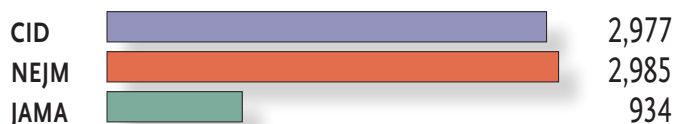
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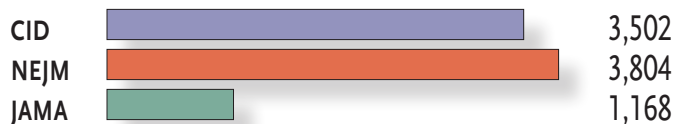
NEJM holds a unique position among multispecialty journals, ranking second only to the leading society publication in every measure of use and value.

WHY ID SPECIALISTS VALUE ESSENTIAL JOURNALS

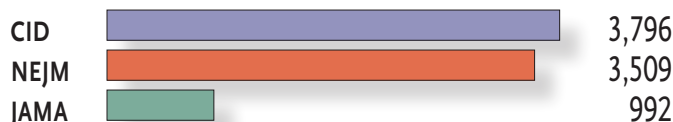
The journal offers scientific insights and advances clinical care.



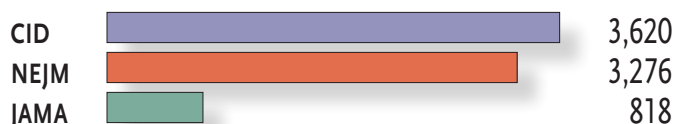
It publishes important new studies and discoveries.



It helps provide “best practices” care.



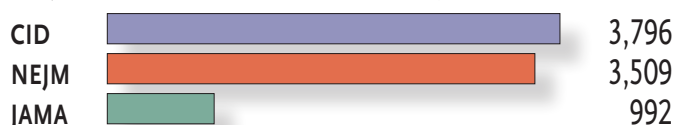
It influences their daily patient care.



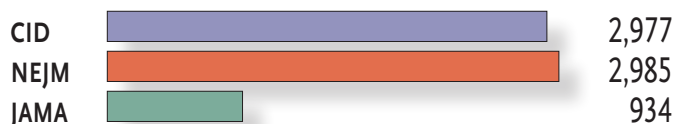
Projected readers measures the number of physicians in the universe of 5,460 ID specialists who call a journal “essential” and detail how they use and value it.

HOW ID SPECIALISTS USE ESSENTIAL JOURNALS

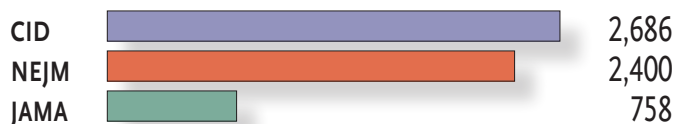
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 500 ID specialists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

INFECTIOUS DISEASES

Surveys mailed	500
Surveys completed	93
Response rate	19.1%

TO FIND OUT MORE

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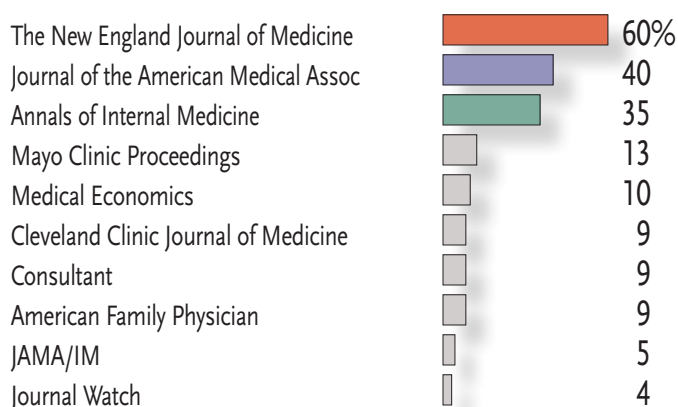
INTERNAL MEDICINE

HOW INTERNISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that internists consider essential to their practice.

This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking first among all publications.

TOP TEN ESSENTIAL JOURNALS



Response rate: 17% or 164 of 1,000 internists surveyed.

INTERNISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
NEJM	30,476	31
JAMA	16,971	26
AIM	16,301	29

These numbers represent reading time projected to the universe of 98,527 internists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
NEJM	23,507	24%
JAMA	12,017	12
AIM	9,018	9

These numbers represent readers projected to the universe of 98,527 internists.

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
NEJM	13,211	13%
JAMA	4,799	5
AIM	4,835	5

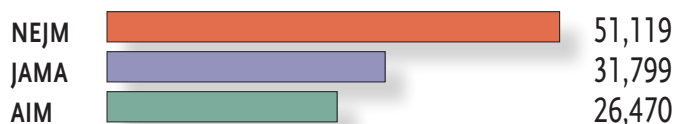
These numbers represent readers projected to the universe of 98,527 internists.

Essential journals help internists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

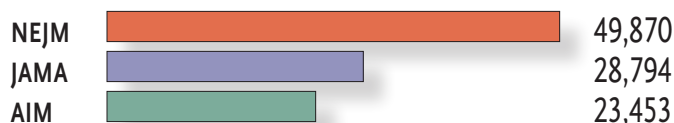
NEJM holds a unique position among multispecialty journals, ranking first among all publications in every measure of use and value.

WHY INTERNISTS VALUE ESSENTIAL JOURNALS

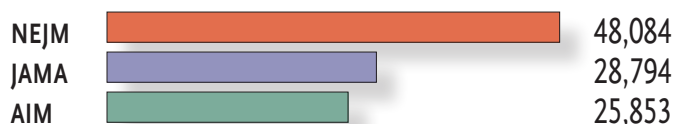
The journal offers scientific insights and advances clinical care.



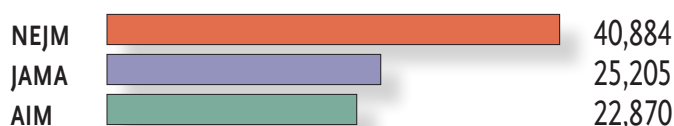
It publishes important new studies and discoveries.



It helps provide "best practices" care.



It influences their daily patient care.

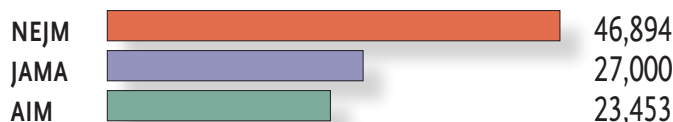


Projected readers measures the number of physicians in the universe of 98,527 internists who call a journal "essential" and detail how they use and value it.

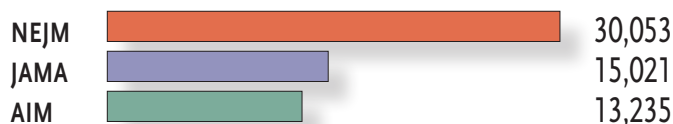
HOW INTERNISTS USE ESSENTIAL JOURNALS

Projected readers

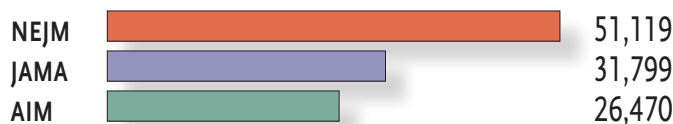
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 1,000 internists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

INTERNAL MEDICINE

Surveys mailed	1,000
Surveys completed	164
Response rate	17.0%

TO FIND OUT MORE

Chrissy Miller 508-775-3995; cmiller@nejm.org
Lew Wetzel 610-357-0724 or 610-566-6152; lwetzel@nejm.org
Corrie Bridgeman 781-775-1287; cbridgeman@nejm.org
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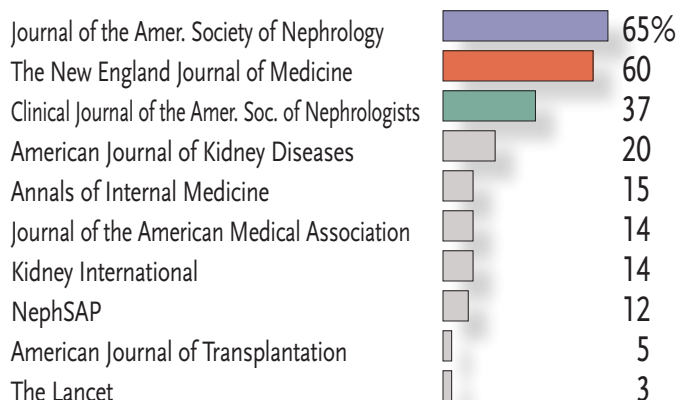
NEPHROLOGY

HOW NEPHROLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that nephrologists consider essential to their practice.

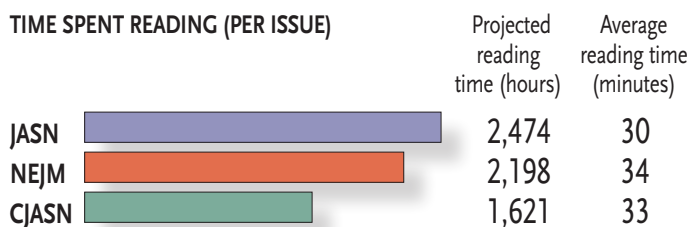
This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading nephrology specialty publication.

TOP TEN ESSENTIAL JOURNALS



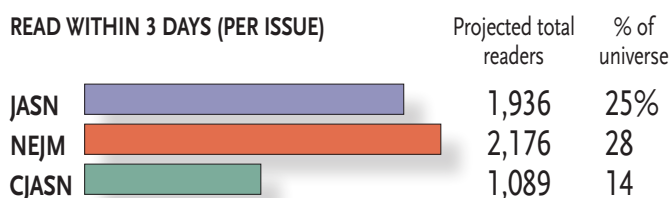
Response rate: 19.3% or 65 of 350 nephrologists surveyed.

NEPHROLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



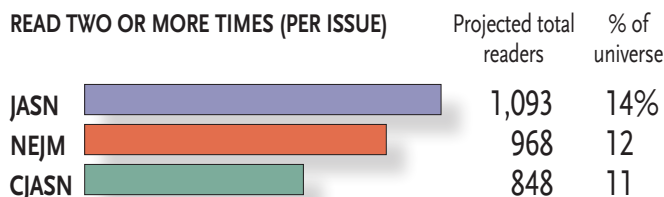
These numbers represent reading time projected to the universe of 7,867 nephrologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 7,867 nephrologists.

THEY RE-READ ESSENTIAL JOURNALS



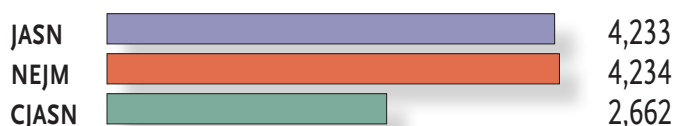
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Essential journals help nephrologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

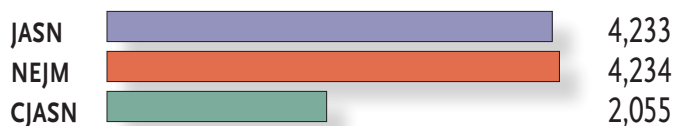
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WHY NEPHROLOGISTS VALUE ESSENTIAL JOURNALS

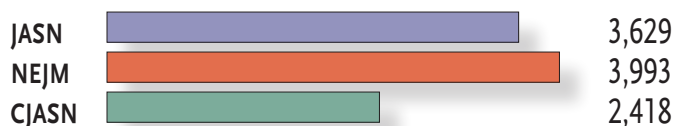
The journal offers scientific insights and advances clinical care.



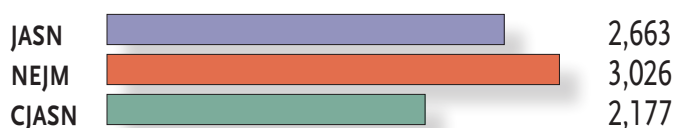
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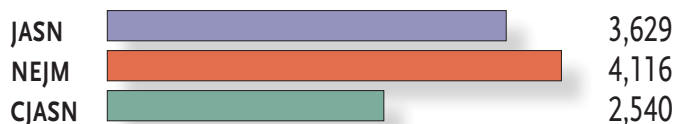


Projected readers measures the number of physicians in the universe of 7,867 nephrologists who call a journal "essential" and detail how they use and value it.

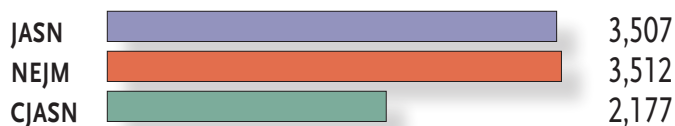
HOW NEPHROLOGISTS USE ESSENTIAL JOURNALS

Projected readers

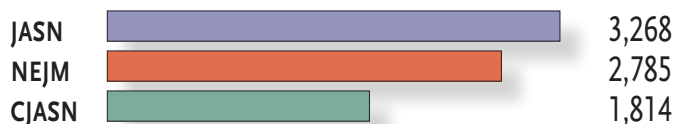
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 350 nephrologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals.

The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

NEPHROLOGY

Surveys mailed	350
Surveys completed	65
Response rate	19.3%

TO FIND OUT MORE

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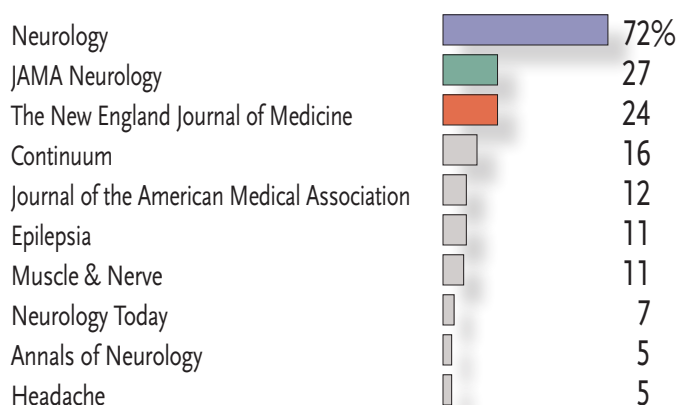
NEUROLOGY

HOW NEUROLOGISTS USE AND VALUE ESSENTIAL JOURNALS

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This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking third only to the leading neurology specialty publications.

TOP TEN ESSENTIAL JOURNALS



Response rate: 22.2% or 75 of 350 neurologists surveyed.

NEUROLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
NEURO	4,016	30
JAMAN	1,707	34
NEJM	1,515	33

These numbers represent reading time projected to the universe of 11,334 neurologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
NEURO	3,476	31%
JAMAN	1,362	12
NEJM	756	7

These numbers represent readers projected to the universe of 11,334 neurologists.

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
NEURO	1,061	9%
JAMAN	303	3
NEJM	152	1

These numbers represent readers projected to the universe of 11,334 neurologists.

Essential journals help neurologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

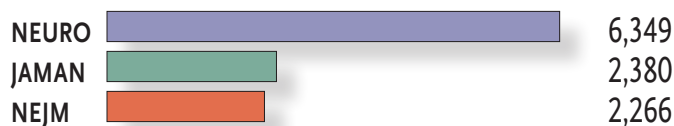
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WHY NEUROLOGISTS VALUE ESSENTIAL JOURNALS

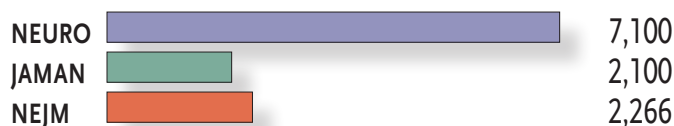
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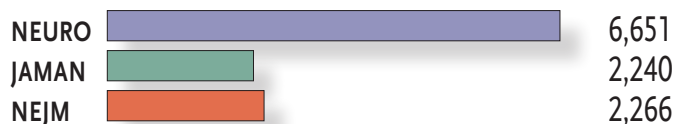
It influences their daily patient care.



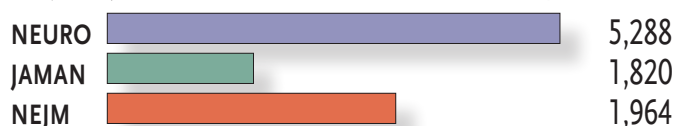
Projected readers measures the number of physicians in the universe of 11,334 neurologists who call a journal “essential” and detail how they use and value it.

HOW NEUROLOGISTS USE ESSENTIAL JOURNALS

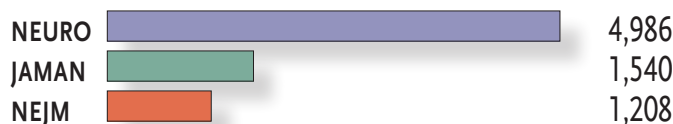
They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 350 neurologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

NEUROLOGY

Surveys mailed	350
Surveys completed	75
Response rate	22.2%

TO FIND OUT MORE

Chrissy Miller 508-775-3995; cmiller@nejm.org
Lew Wetzel 610-357-0724 or 610-566-6152; lwetzel@nejm.org
Corrie Bridgeman 781-775-1287; cbridgeman@nejm.org
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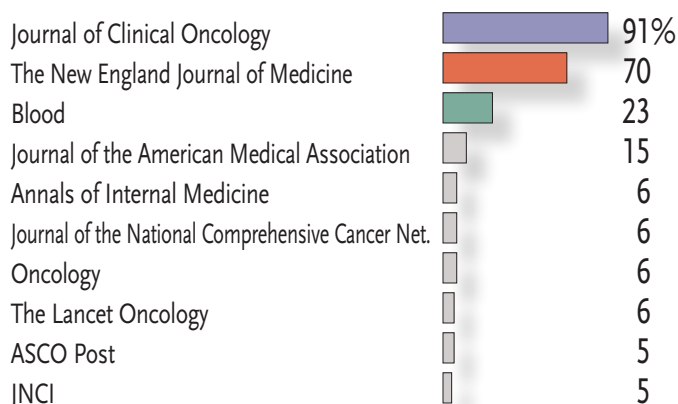
ONCOLOGY

HOW ONCOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that oncologists consider essential to their practice.

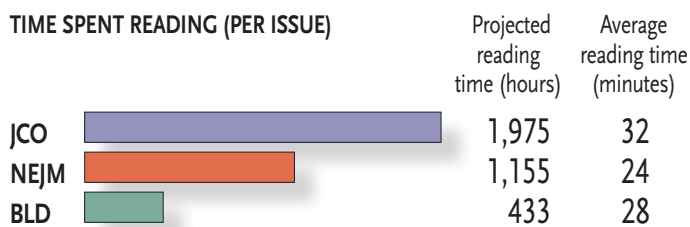
This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading oncology specialty publication.

TOP TEN ESSENTIAL JOURNALS



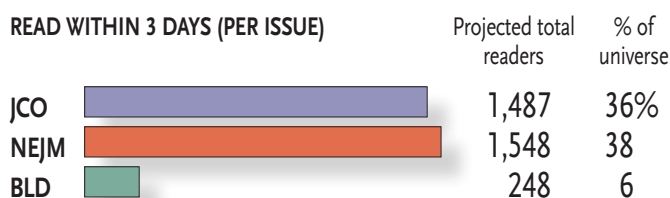
Response rate: 19.2% or 66 of 350 oncologists surveyed.

ONCOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



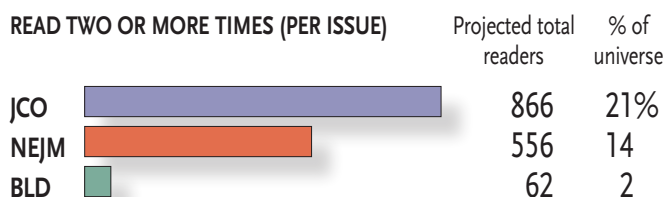
These numbers represent reading time projected to the universe of 4,090 oncologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 4,090 oncologists.

THEY RE-READ ESSENTIAL JOURNALS



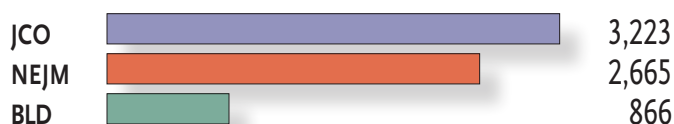
These numbers represent readers projected to the universe of 4,090 oncologists.

Essential journals help oncologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

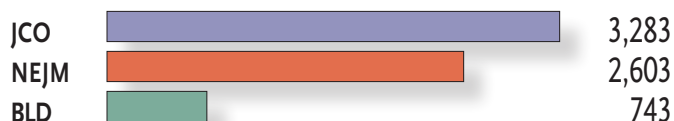
NEJM holds a unique position among multispecialty journals, ranking second only to the leading society publication in every measure of use and value.

WHY ONCOLOGISTS VALUE ESSENTIAL JOURNALS

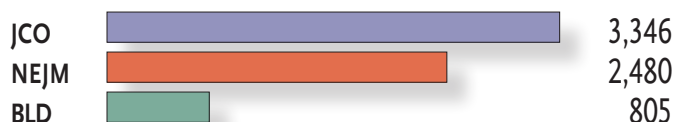
The journal offers scientific insights and advances clinical care.



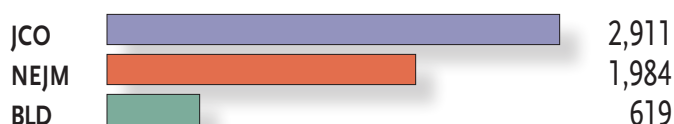
It publishes important new studies and discoveries.



It helps provide "best practices" care.



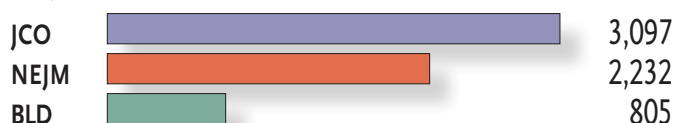
It influences their daily patient care.



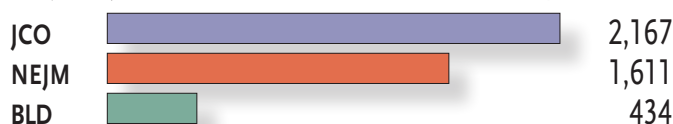
Projected readers measures the number of physicians in the universe of 4,090 oncologists who call a journal "essential" and detail how they use and value it.

HOW ONCOLOGISTS USE ESSENTIAL JOURNALS

They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.



They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 350 oncologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals. The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

ONCOLOGY

Surveys mailed	350
Surveys completed	66
Response rate	19.2%

TO FIND OUT MORE

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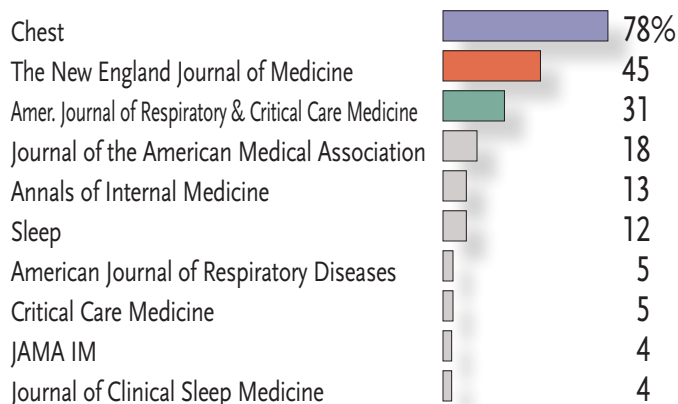
P U L M O N O L O G Y

HOW PULMONOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that pulmonologists consider essential to their practice.

This study confirms that the *New England Journal of Medicine* holds a unique position among multispecialty journals, ranking second only to the leading pulmonology specialty publication.

TOP TEN ESSENTIAL JOURNALS



Response rate: 20.2% or 78 of 400 pulmonologists surveyed.

PULMONOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
CHEST	1,192	31
NEJM	823	21
AJRCC	677	25

These numbers represent reading time projected to the universe of 5,192 pulmonologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
CHEST	999	19%
NEJM	865	17
AJRCC	200	4

These numbers represent readers projected to the universe of 5,192 pulmonologists.

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
CHEST	1,068	21%
NEJM	466	9
AJRCC	400	8

These numbers represent readers projected to the universe of 5,192 pulmonologists.

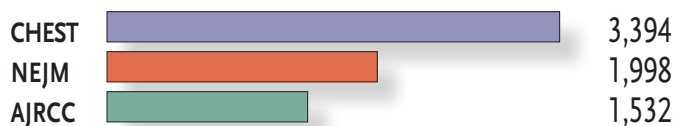
Essential journals help pulmonologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

NEJM holds a unique position among multispecialty journals, ranking second only to the leading society publication in every measure of use and value.

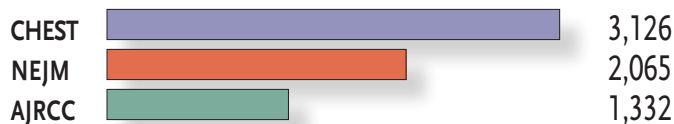
WHY PULMONOLOGISTS VALUE ESSENTIAL JOURNALS

Projected readers

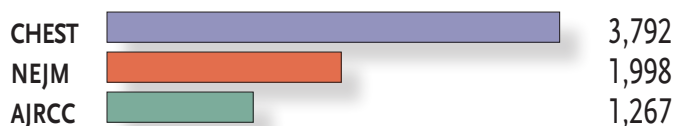
The journal offers scientific insights and advances clinical care.



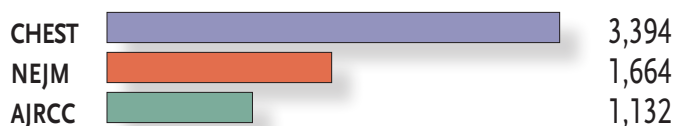
It publishes important new studies and discoveries.



It helps provide "best practices" care.



It influences their daily patient care.

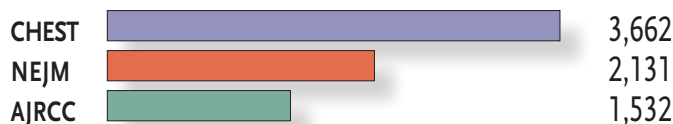


Projected readers measures the number of physicians in the universe of 5,192 pulmonologists who call a journal "essential" and detail how they use and value it.

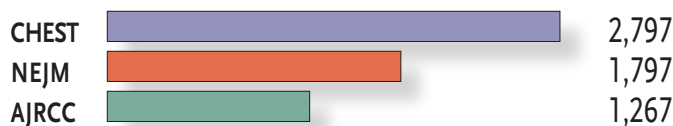
HOW PULMONOLOGISTS USE ESSENTIAL JOURNALS

Projected readers

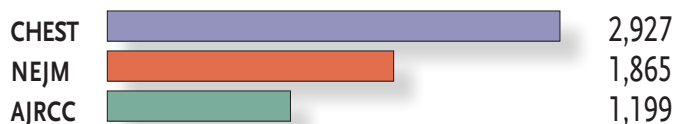
They read at least one article or abstract per issue.



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METHODOLOGY

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The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

PULMONOLOGY

Surveys mailed	400
Surveys completed	78
Response rate	20.2%

TO FIND OUT MORE

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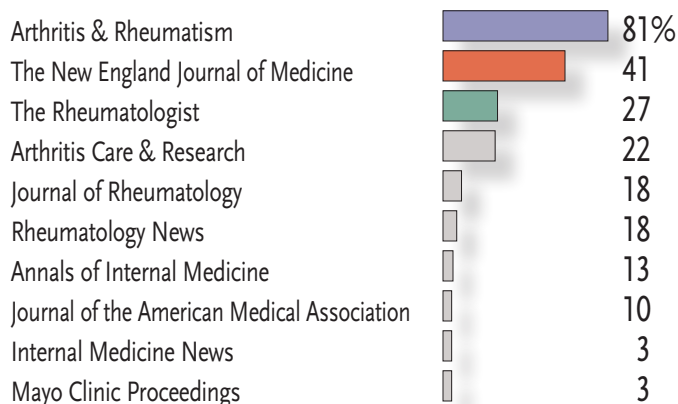
RHEUMATOLOGY

HOW RHEUMATOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that rheumatologists consider essential to their practice.

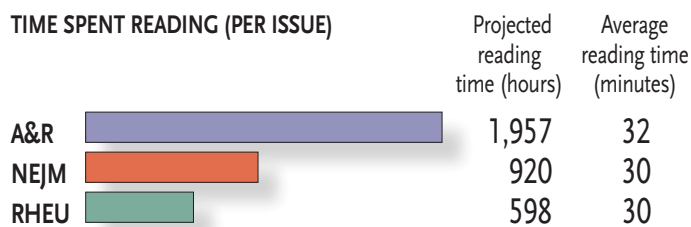
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TOP TEN ESSENTIAL JOURNALS



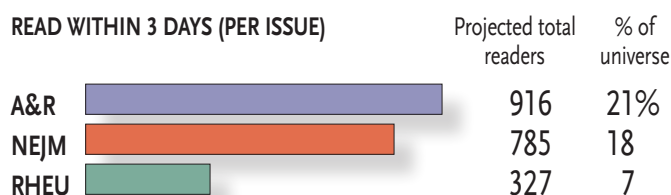
Response rate: 23.4% or 68 of 300 rheumatologists surveyed.

RHEUMATOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS



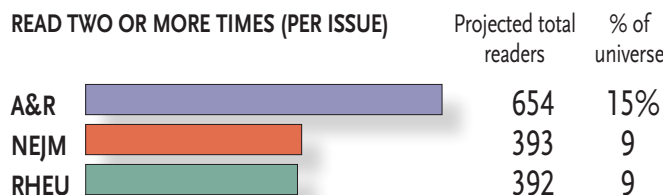
These numbers represent reading time projected to the universe of 4,439 rheumatologists.

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM



These numbers represent readers projected to the universe of 4,439 rheumatologists.

THEY RE-READ ESSENTIAL JOURNALS



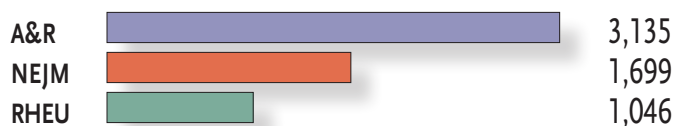
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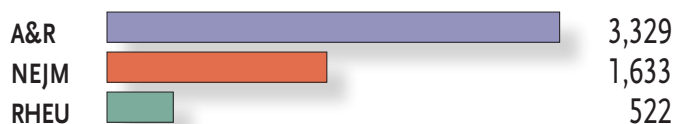
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WHY RHEUMATOLOGISTS VALUE ESSENTIAL JOURNALS

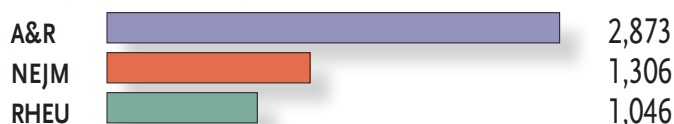
The journal offers scientific insights and advances clinical care.



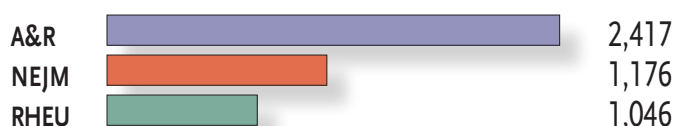
It publishes important new studies and discoveries.



It helps provide "best practices" care.



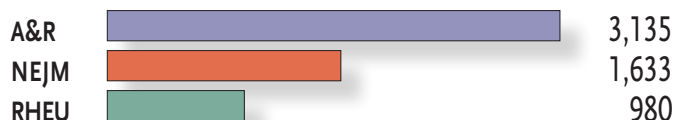
It influences their daily patient care.



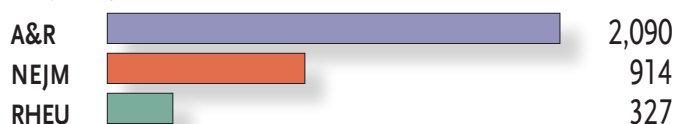
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HOW RHEUMATOLOGISTS USE ESSENTIAL JOURNALS

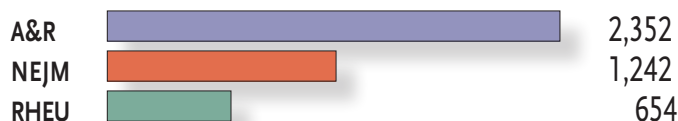
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METHODOLOGY

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RHEUMATOLOGY

Surveys mailed	300
Surveys completed	68
Response rate	23.4%

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