

ESSENTIAL MEDICAL JOURNALS
AND THEIR IMPORTANCE TO ADVERTISERS



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.

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

Journal of the American College of Cardiology	88%
The New England Journal of Medicine	59
Journal of the American Medical Association	29
Circulation	28
American Journal of Cardiology	11

ENDOCRINOLOGY

Journal of Clinical Endocrinology & Metabolism The New England Journal of Medicine	66% 62
Diabetes Care	39
Endocrine Practice	16
Journal of the American Medical Association	16

GASTROENTEROLOGY

American Journal of Gastroenterology	61%
Gastroenterology	58
The New England Journal of Medicine	40
Gastrointestinal Endoscopy	37
Clinical Gastroenterology & Hepatology	29

HEMATOLOGY

The New England Journal of Medicine Journal of Clinical Oncology	61% 54
Blood	53
Annals of Internal Medicine	10
Journal National Comprehensive Cancer Network	8

HEMATOLOGY/ONCOLOGY

Journal of Clinical Oncology	86%
The New England Journal of Medicine	74
Blood	47
Journal of the American Medical Association	16
The Lancet Oncology	13

HOSPITAL MEDICINE

The New England Journal of Medicine	49%
Annals of Internal Medicine	30
Journal of the American Medical Association	28
Journal of Hospital Medicine	28
The Hospitalist	16

INFECTIOUS DISEASE

Clinical Infectious Diseases	77%
The New England Journal of Medicine	75
Journal of the American Medical Association	31
Journal of Infectious Diseases	27
Annals of Internal Medicine	23

TOP ESSENTIAL JOURNALS BY SPECIALTY

INTERNAL MEDICINE

The New England Journal of Medicine

Journal of the American Medical Association

Annals of Internal Medicine

Mayo Clinic Proceedings

Medical Economics

60%

40

35

13

ONCOLOGY

Journal of Clinical Oncology
The New England Journal of Medicine
Blood
Journal of the American Medical Association
Annals of Internal Medicine

91%
70
23
Journal of the American Medical Association
6

NEPHROLOGY

Journal of the Amer. Society of Nephrology
The New England Journal of Medicine
Clinical Journal of the Amer. Soc. of Nephrologists
American Journal of Kidney Diseases
Annals of Internal Medicine

65%
37

20

37

37

PULMONOLOGY

Chest 78%
The New England Journal of Medicine 45
Amer. Journal of Respiratory & Critical Care Medicine 31
Journalof the American Medical Association 18
Annals of Internal Medicine 13

NEUROLOGY

Neurology	72%
JAMA Neurology	27
The New England Journal of Medicine	24
Continuum	16
Journal of the American Medical Association	12

RHEUMATOLOGY

Arthritis & Rheumatism	81%
The New England Journal of Medicine	41
The Rheumatologist	27
Arthritis Care & Research	22
Journal of Rheumatology	18

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	Surveys	Response
	Mailed	Completed	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%

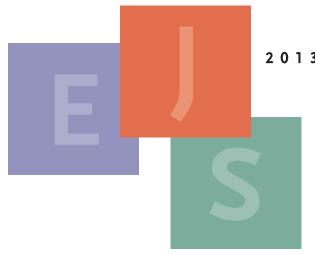
To find out more about essential journals and their value to medical marketers, contact your NEJM Sales Director or visit NEJMadsales.org.

NEIM SALES DIRECTORS

Chrissy Miller 508-775-3995 cmiller@nejm.org **Lew Wetzel** 610-357-0724 610-566-6152 lwetzel@nejm.org

Corrie Bridgeman 781-775-1287 cbridgeman@nejm.org Meg Ainley 773-327-5917 mainley@nejm.org





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

Journal of the American College of Cardiology The New England Journal of Medicine Journal of the American Medical Association Circulation	88% 59 29 28
American Journal of Cardiology	11
Mayo Clinic Proceedings	10
Clinical Cardiology	7
JACC INTCD	5
Cleveland Clinic Journal of Medicine	5
Catheterization and CV Intervention	4

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



CARDIOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
JACC	11,597	30
NEJM	6,531	25
JAMA	3,037	24

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ W	/ITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
JACC		11,204	43%
NEJM		9,230	36
JAMA		4,205	16

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

THEY RE-READ ESSENTIAL JOURNALS

READ T	WO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
JACC NEJM		4,752 1,954	18% 8
JAMA		1,117	4

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

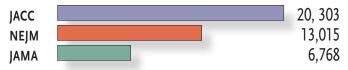
Essential journals help cardiologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

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.



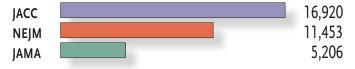
It publishes important new studies and discoveries.

JACC	18,481
NEJM	12,234
JAMA	6,768

It helps provide "best practices" care.

JACC	19,262
NEJM	12,234
JAMA	5,987

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.

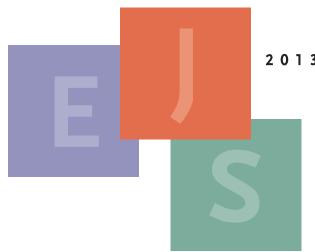
CARDIOLOGY			
Surveys mailed 500			
Surveys completed 88			
Response rate	17.9%		

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

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





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

	((0/
Journal of Clinical Endocrinology & Metabolism	66%
The New England Journal of Medicine	62
Diabetes Care	39
Endocrine Practice	16
Journal of American Medical Association	16
Annals of Internal Medicine	13
Endocrine Today	13
Clinical Endocrinology	9
Thyroid	9
Endocrine News	7

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



ENDOCRINOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT RE	ADING (PER ISSUE)	reading	Average reading time (minutes)
JCEM		2,353	45
NEJM		1,728	35
DC		1,059	39

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
JCEM NEJM DC	1,890 1,622 878	40% 34 18

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

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe	
JCEM NIEW	1,081 947	23% 20	
NEJM DC	202	4	

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.

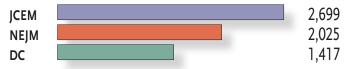
WHY ENDOCRINOLOGISTS VALUE ESSENTIAL JOURNALS

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 4,790 endocrinologists who call a journal "essential" and detail how they use and value it.

HOW ENDOCRINOLOGISTS 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.

JCEM	2,429
NEJM	1,957
DCA	1,012

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

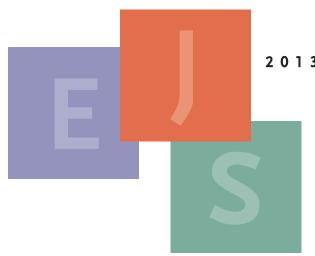
Surveys mailed 350
Surveys completed 71
Response rate 21.3%

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

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





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

	670/
American Journal of Gastroenterology	61%
Gastroenterology	58
The New England Journal of Medicine	40
Gastrointestinal Endoscopy	37
Clinical Gastroenterology & Hepatology	29
Gastroenterology & Hepatology	19
Hepatology	8
Practical Gastroenterology	7
Gastroenterology & Endoscopy News	6
Journal of the American Medical Association	6

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



GASTROENTEROLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)		Projected reading time (hours)	Average reading time (minutes)
AJG		4,399	36
GSTR		4,331	37
NEJM		2,174	27

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ W	THIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
AJG		2,982	25%
GSTR		2,305	19
NEJM		1,624	14

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

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 4,790 gastroenterologists who call a journal "essential" and detail how they use and value it.

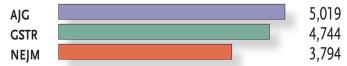
HOW GASTROENTEROLOGISTS USE ESSENTIAL JOURNALS

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.

AJG		5,019
GSTR		4,744
NEJM		3,794

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,

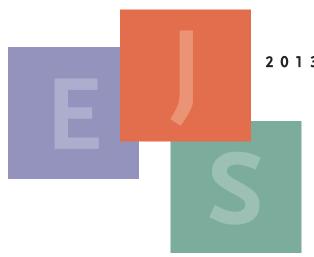
GASTROENTEROLOGY
Surveys mailed 450
Surveys completed 89
Response rate 20.1%

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

TO FIND OUT MORE

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Corrie Bridgeman 781-775-1287; cbridgeman@nejm.org
Meg Ainley 773-327-5917; mainley@nejm.org





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

Journal of Clinical Oncology	86%
The New England Journal of Medicine	74
Blood	47
Journal of the American Medical Association	16
The Lancet Oncology	13
Journal National Comprehensive Cancer Network	7
Oncology	5
Annals of Internal Medicine	5
Hem/Onc today	5
The Lancet	5

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



HEM/ONCS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SF	PENT 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 NEJM BLD	1,886 1,187 841	35% 22 16

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

THEY RE-READ ESSENTIAL JOURNALS

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

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

Essential journals help hematologist/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 HEM/ONCS 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 5,381 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.

JCO	2,587
NEJM	1,676
BLD	1,468

METHODOLOGY

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

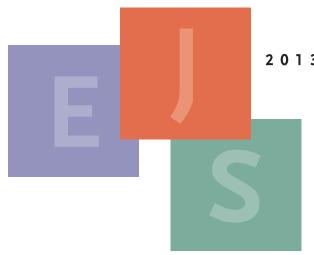
HEM/ONC		
Surveys mailed	350	
Surveys completed	77	
Response rate	22.8%	

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

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





HEMATOLOGY

HOW HEMATOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

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

The New England Journal of Medicine	61%
Journal of Clinical Oncology	54
Blood	53
Annals of Internal Medicine	10
Journal National Comprehensive Cancer Network	8
Hem/Onc Today	8
The ASCO Post	7
Biology of Bone Marrow Transplantation	6
The Lancet	4
British Medical Journal	3

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



HEMATOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SP	PENT 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 JCO BLD	250 96 154	18% 7

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

Projected readers

The journal offers scientific insights and advances clinical care.



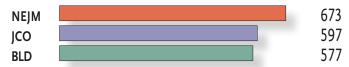
It publishes important new studies and discoveries.

NEJM	731
JCO	655
BLD	635

It helps provide "best practices" care.

NEJM		731
JCO		655
BLD		635

It influences their daily patient care.

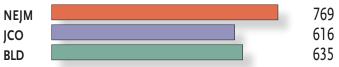


Projected readers measures the number of physicians in the universe of 1,385 hematologists who call a journal "essential" and detail how they use and value it.

HOW HEMATOLOGISTS USE ESSENTIAL JOURNALS

Projected readers

They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.

NEJM		692
JCO		558
BLD		635

They read it when they have few or no distractions.

NEJM	597
JCO	462
BLD	423

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.

HEMATOLOGY

Surveys mailed 350

Surveys completed 72

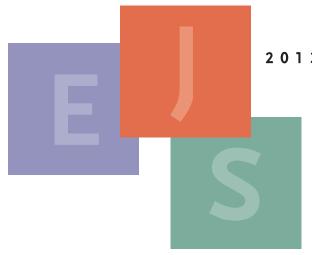
Response rate 21.6%

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H O S P I T A L M E D I C I N E

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

The New England Journal of Medicine	49%
Annals of Internal Medicine	30
Journal of the American Medical Association	28
Journal of Hospital Medicine	28
The Hospitalist	16
ACP Hospitalist	12
Mayo Clinic Proceedings	11
American Family Physician	10
Cleveland Clinic Journal of Medicine	10
Today's Hospitalist	9

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

NEJM GROUP

HOSPITALISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
NEJM	1,906	32
AIM	1,044	29
JAMA	955	28

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
NEJM AIM	1,486 860	21% 12
JAMA	1,019	14

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

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
NEJM AIM JAMA	1,018 466 548	14% 7 8

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 publictions in every measure of use and value.

WHY HOSPITALISTS VALUE ESSENTIAL JOURNALS

Projected readers

The journal offers scientific insights and advances clinical care.



It publishes important new studies and discoveries.

NEJM	2,662
AIM	1,329
JAMA	1,490

It helps provide "best practices" care.

NEJM	2,662
AIM	1,876
JAMA	1,333

It influences their daily patient care.

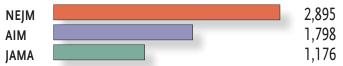


Projected readers measures the number of physicians in the universe of 7,202 hospitalists who call a journal "essential" and detail how they use and value it.

HOW HOSPITALISTS USE ESSENTIAL JOURNALS

Projected readers

They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.

NEJM	1,958
AIM	1,016
JAMA	942

They read it when they have few or no distractions.

NEJM		1,958
AIM		1,563
JAMA		862

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.

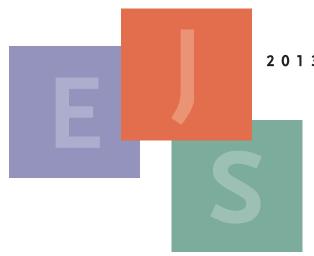
Surveys mailed 500
Surveys completed 92
Response rate 22.8%

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

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





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

Clinical Infectious Diseases	77%
The New England Journal of Medicine	75
Journal of the American Medical Association	31
Journal of Infectious Diseases	27
Annals of Internal Medicine	23
The Lancet – Infectious Diseases	14
MMWR	8
The Lancet	7
Infectious Disease News	5
AIDS	4

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



ID SPECIALISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SP	ENT 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) P	Projected total readers	% of universe
CID		706	13%
NEJM		761	14
JAMA		351	6

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

Essential journals help ID specialists 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 ID SPECIALISTS 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 5,460 ID specialists who call a journal "essential" and detail how they use and value it.

HOW ID SPECIALISTS 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 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.

Surveys mailed 500
Surveys completed 93
Response rate 19.1%

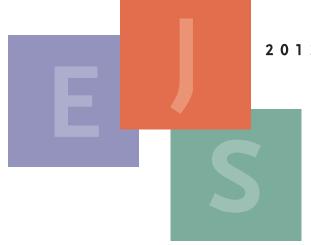
The Matalia Group, Inc., an independent research organization, conducted the study using accepted research methodology.

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







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

The New England Journal of Medicine	60%
Journal of the American Medical Assoc	40
Annals of Internal Medicine	35
Mayo Clinic Proceedings	13
Medical Economics	10
Cleveland Clinic Journal of Medicine	9
Consultant	9
American Family Physician	9
JAMA/IM	5
Journal Watch	4

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
JAMA AIM	13,211 4,799 4,835	13% 5 5

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

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

Projected readers

The journal offers scientific insights and advances clinical care.



It publishes important new studies and discoveries.

NEJM	49,870
JAMA	28,794
AIM	23,453

It helps provide "best practices" care.

NEJM	48,084
JAMA	28,794
AIM	25,853

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.

NEJM	51,119
JAMA	31,799
AIM	26,470

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.

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

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

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



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

	CEO/
Journal of the Amer. Society of Nephrology	65%
The New England Journal of Medicine	60
Clinical Journal of the Amer. Soc. of Nephrologists	37
American Journal of Kidney Diseases	20
Annals of Internal Medicine	15
Journal of the American Medical Association	14
Kidney International	14
NephSAP	12
American Journal of Transplantation	5
The Lancet	3

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



NEPHROLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
JASN	2,474	30
NEJM	2,198	34
CJASN	1,621	33

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
JASN NEJM	1,936 2,176	25% 28
CJASN	1,089	14

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

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
JASN NEJM CJASN	1,093 968 848	14% 12 11

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

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.

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

WHY NEPHROLOGISTS VALUE ESSENTIAL JOURNALS

Projected readers

The journal offers scientific insights and advances clinical care.



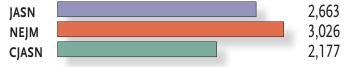
It publishes important new studies and discoveries.

JASN	4,233
NEJM	4,234
CJASN	2,055

It helps provide "best practices" care.

JASN	3,629
NEJM	3,993
CJASN	2,418

It influences their daily patient care.



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.

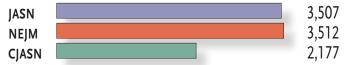
HOW NEPHROLOGISTS USE ESSENTIAL JOURNALS

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.

JASN	3,268
NEJM	2,785
CJASN	1,814

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.

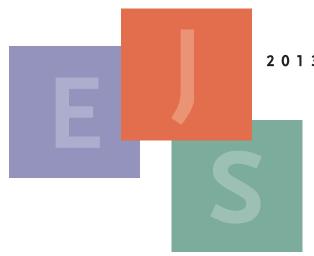
NEPHROLOGY		
Surveys mailed	350	
Surveys completed	65	
Response rate	19.3%	

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

TO FIND OUT MORE

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





NEUROLOGY

HOW NEUROLOGISTS USE AND VALUE ESSENTIAL JOURNALS

The independent **Essential Journal Study** is an important guide to the **advertising effectiveness** of the journals that neurologists 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 neurology specialty publications.

TOP TEN ESSENTIAL JOURNALS

Neurology	72%
0 /	•
JAMA Neurology	27
The New England Journal of Medicine	24
Continuum	16
Journal of the American Medical Association	12
Epilepsia	11
Muscle & Nerve	11
Neurology Today	7
Annals of Neurology	5
Headache	5

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.

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

WHY NEUROLOGISTS VALUE ESSENTIAL JOURNALS

Projected readers

The journal offers scientific insights and advances clinical care.



It publishes important new studies and discoveries.

NEURO	6,349
JAMAN	2,380
NEJM	2,266

It helps provide "best practices" care.

NEURO		7,100
JAMAN		2,100
NEJM		2,266

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

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.

NEURO	4,986
JAMAN	1,540
NEJM	1,208

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.

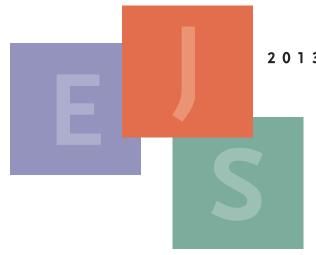
NEUROLOGY		
Surveys mailed	350	
Surveys completed	75	
Response rate	22.2%	
'		

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

TO FIND OUT MORE

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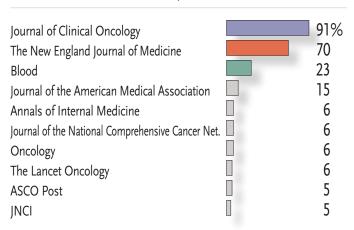
ONCOLOGY

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

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
JCO	1,975	32
NEJM	1,155	24
BLD	433	28

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
JCO NEJM BLD	1,487 1,548 248	36% 38 6

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

THEY RE-READ ESSENTIAL JOURNALS

READ T	WO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
JCO		866	21%
NEJM		556	14
BLD		62	2

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

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 4,090 oncologists who call a journal "essential" and detail how they use and value it.

HOW ONCOLOGISTS 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.

JCO	2,480
NEJM	1,859
BLD	557

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.

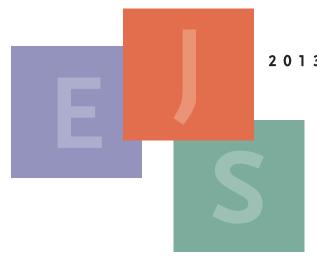
ONCOLOGY		
Surveys mailed	350	
Surveys completed	66	
Response rate	19.2%	
	, .	

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

TO FIND OUT MORE

Chrissy Miller 508-775-3995; cmiller@nejm.org
Lew Wetzel 610-357-0724 or 610-566-6152; lwetzel@nejm.org
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PULMONOLOGY

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

Chest	78%
Cliest	
The New England Journal of Medicine	45
Amer. Journal of Respiratory & Critical Care Medicine	31
Journal of the American Medical Association	18
Annals of Internal Medicine	13
Sleep	12
American Journal of Respiratory Diseases	5
Critical Care Medicine	5
JAMA IM	4
Journal of Clinical Sleep Medicine	4

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 NEJM AJRCC	1,068 466 400	21% 9 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.



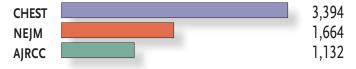
It publishes important new studies and discoveries.

CHEST		3,126
NEJM		2,065
AJRCC		1,332

It helps provide "best practices" care.

CHEST	3,792
NEJM	1,998
AJRCC	1,267

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.



They use journal content for lectures and manuscripts.

CHEST	2,797
NEJM	1,797
AJRCC	1,267

They read it when they have few or no distractions.

CHEST	2,927
NEJM	1,865
AJRCC	1,199

METHODOLOGY

This independent study was mailed to 400 pulmonologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals.

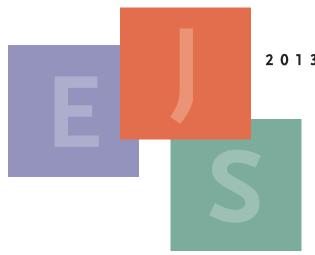
Surveys mailed 400
Surveys completed 78
Response rate 20.2%

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

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





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.

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

TOP TEN ESSENTIAL JOURNALS

Arthritis & Rheumatism	81%
The New England Journal of Medicine	41
The Rheumatologist	27
Arthritis Care & Research	22
Journal of Rheumatology	18
Rheumatology News	18
Annals of Internal Medicine	13
Journal of the American Medical Association	10
Internal Medicine News	3
Mayo Clinic Proceedings	3
,	

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



RHEUMATOLOGISTS SPEND SIGNIFICANT TIME READING ESSENTIAL JOURNALS

TIME SPENT READING (PER ISSUE)	Projected reading time (hours)	Average reading time (minutes)
A&R	1,957	32
NEJM	920	30
RHEU	598	30

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

THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

READ WITHIN 3 DAYS (PER ISSUE)	Projected total readers	% of universe
A&R	916	21%
NEJM	785	18
RHEU	327	7

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

THEY RE-READ ESSENTIAL JOURNALS

READ TWO OR MORE TIMES (PER ISSUE)	Projected total readers	% of universe
A&R	654	15%
NEJM	393	9
RHEU	392	9

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

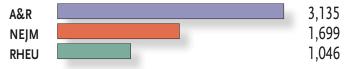
Essential journals help rheumatologists become the kinds of physicians they aspire to be. They value these journals for their guidance in everything from scientific discoveries to daily patient care.

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

WHY RHEUMATOLOGISTS VALUE ESSENTIAL JOURNALS

Projected readers

The journal offers scientific insights and advances clinical care.



It publishes important new studies and discoveries.

A&R	3,329
NEJM	1,633
RHEU	522

It helps provide "best practices" care.

A&R	2,873
NEJM	1,306
RHEU	1,046

It influences their daily patient care.



Projected readers measures the number of physicians in the universe of 4,439 rheumatologists who call a journal "essential" and detail how they use and value it.

HOW RHEUMATOLOGISTS USE ESSENTIAL JOURNALS

Projected readers

They read at least one article or abstract per issue.



They use journal content for lectures and manuscripts.

A&R	2,090
NEJM	914
RHEU	327

They read it when they have few or no distractions.



METHODOLOGY

This independent study was mailed to 300 rheumatologists selected at random from the AMA membership list. This was an unaided-recall study and did not include names or photographs of journals.

RHEUMATOLOGY

Surveys mailed 300

Surveys completed 68

Response rate 23.4%

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

TO FIND OUT MORE

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