## Cardiology



### HOW CARDIOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that cardiologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, cardiologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| Jnl of the Am College of Cardiology*        | <b>82</b> % |
|---|-------------|
| The New England Journal of Medicine         | 65          |
| Circulation                                 | 25          |
| Jnl of the American Medical Association     | 24          |
| American Journal of Cardiology              | 12          |
| Jnl of the Am College of Card-Heart Failure | 10          |
| Cardiology Today                            | 4           |
| Cleveland Clinic Journal of Medicine        | 4           |
| Heart Rhythm                                | 4           |
| Jnl of Am College of Cardiology-Imaging     | 4           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

Jnl of the Am College of Cardiology\*

The New England Journal of Medicine

43

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



\*JACC=Journal of the American College of Cardiology

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read            | their issues two or more times     |              |
|--------------------------|------------------------------------|--------------|
| ESSENTIAL<br>SECONDARY   |                                    | 18%<br>12    |
| THEY SPEND<br>OR DIGITAL | MORE TIME READING EACH             | PRINT        |
| Average numb             | er of minutes spent with each issu | ıe           |
| ESSENTIAL<br>SECONDARY   |                                    | 27 min<br>17 |

### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work

ESSENTIAL 41%

SECONDARY 25

### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Cardiology



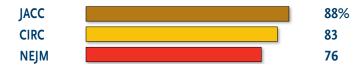
### WHY CARDIOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM | 92% |
|------|-----|
| JACC | 72  |
| CIRC | 61  |

#### The journal influences my clinical decisions.



### Known as authoritative by colleagues and thought leaders.

| NEJM | 83% |
|------|-----|
| JACC | 77  |
| CIRC | 70  |

### The journal offers a balance of cutting-edge and review articles.

| JACC | <b>79</b> % |
|------|-------------|
| NEJM | 78          |
| CIRC | 65          |

#### The journal helps me with emerging clinical challenges.

| JACC | 65% |
|------|-----|
| NEJM | 64  |
| CIRC | 44  |

#### STUDY METHODOLOGY

This independent study was delivered to 478 cardiologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| CARDIOLOGY        |     |
|-------------------|-----|
| Surveys delivered | 478 |
| Surveys completed | 91  |
| Response rate     | 19% |
|                   |     |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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



## Endocrinology



### HOW ENDOCRINOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that endocrinologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, endocrinologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| The New England Journal of Medicine      | <b>65</b> % |
|--|-------------|
| Jnl of Clinical Endo & Metabolism (JCEM) | 62          |
| Diabetes Care                            | 28          |
| Endocrine Practice                       | 27          |
| Endocrine Today                          | 16          |
| Jnl of the American Medical Association  | 10          |
| Annals of Internal Medicine              | 7           |
| Endocrine News                           | 7           |
| Lancet                                   | 6           |
| Cleveland Clinic Journal of Medicine     | 6           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| Jnl of Clinical Endo & Metabolism (JCEM) | 44% |
|--|-----|
| The New England Journal of Medicine      | 40  |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

|           | • |     |
|-----------|---|-----|
| ESSENTIAL |   | 61% |
| SECONDARY |   | 39  |

% who read their issues within three days

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-rea            | d their issues two or more times    |              |
|-------------------------|-------------------------------------|--------------|
| ESSENTIAL<br>SECONDARY  |                                     | 22%<br>12    |
| THEY SPEN<br>OR DIGITAL | D MORE TIME READING EACH<br>. ISSUE | H PRINT      |
| Average num             | ber of minutes spent with each is   | sue          |
| ESSENTIAL<br>SECONDARY  |                                     | 27 min<br>18 |

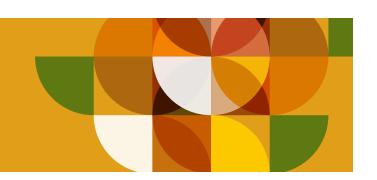
### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Endocrinology



WHY ENDOCRINOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM    | 93% |
|---------|-----|
| JCEM    | 80  |
| DIABCAR | 61  |

#### The journal influences my clinical decisions.

| DIABCAR | 87% |
|---------|-----|
| JCEM    | 80  |
| NEJM    | 72  |

### Known as authoritative by colleagues and thought leaders.

| NEJM    | 85% |
|---------|-----|
| DIABCAR | 83  |
| JCEM    | 82  |

### The journal offers a balance of cutting-edge and review articles.

| JCEM    | <b>75</b> % |
|---------|-------------|
| NEJM    | <b>72</b>   |
| DIARCAR | 48          |

#### The journal helps me with emerging clinical challenges.

| JCEM    | <b>59</b> % |
|---------|-------------|
| DIABCAR | <b>52</b>   |
| NEJM    | 45          |

#### STUDY METHODOLOGY

This independent study was delivered to 313 endocrinologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| ENDOCRINOLOGY     |     |  |
|-------------------|-----|--|
| Surveys delivered | 313 |  |
| Surveys completed | 82  |  |
| Response rate     | 26% |  |
|                   |     |  |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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



## Hematology



### HOW HEMATOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that hematologists consider essential to their practice. Consistent with past studies, these hematologists draw a clear distinction between the top three essential journals and the rest in their field. In addition, hematologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS Blood 93% The New England Journal of Medicine 83 Journal of Clinical Oncology 35 Journal of Thrombosis & Haemostasis 14 Transfusion 10 American Journal of Hematology 7 Journal of the American Medical Association 7 Lancet 7 Nature **ASH Clinical News** 3 THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING Blood 72% The New England Journal of Medicine 69 THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM % who read their issues within three days **ESSENTIAL** 60% **SECONDARY** 22

### THEY RE-READ ESSENTIAL JOURNALS % who re-read their issues two or more times **ESSENTIAL** 15% **SECONDARY** 10 THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE Average number of minutes spent with each issue **ESSENTIAL** 24 min **SECONDARY** 15 THEY FIND VALUABLE CONTENT IN ESSENTIAL **JOURNALS** Average % of issues offering valuable information for their work **ESSENTIAL** 41% **SECONDARY** 22 THEY ARE MORE LIKELY TO LOOK AT ADS IN **ESSENTIAL JOURNALS** % who are certain, very likely, or somewhat likely to look at ads **ESSENTIAL** 31%

Sample size was too small to be statistically significant.

13

**SECONDARY** 

## Hematology



WHY HEMATOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM  | 83% |
|-------|-----|
| BLOOD | 67  |

#### The journal influences my clinical decisions.

| BLOOD | 100% |
|-------|------|
| NEJM  | 75   |

### Known as authoritative by colleagues and thought leaders.

| NEJM  | 83% |
|-------|-----|
| BLOOD | 81  |

### The journal offers a balance of cutting-edge and review articles.

| BLOOD | 74% |
|-------|-----|
| NEIM  | 67  |

#### The journal helps me with emerging clinical challenges.

| BLOOD | 67% |
|-------|-----|
| NEJM  | 54  |

#### STUDY METHODOLOGY

This independent study was delivered to 323 hematologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

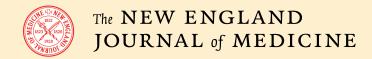
# HEMATOLOGY Surveys delivered 323 Surveys completed 58 Response rate 18%

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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

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### HOW HEMATOLOGISTS/ONCOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that hematologists/ oncologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top two essential journals and the rest in their field. In addition, hematologists/oncologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| The New England Journal of Medicine         | <b>85</b> % |
|---|-------------|
| Journal of Clinical Oncology                | 71          |
| Blood                                       | 47          |
| The ASCO Post                               | 14          |
| Journal of the American Medical Association | 11          |
| Journal of the Nat'l. Comp. Cancer Network  | 11          |
| Journal of the Am. Med. Assoc. Oncology     | 10          |
| Lancet Oncology                             | 8           |
| Annals of Internal Medicine                 | 8           |
| Lancet                                      | 5           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

The New England Journal of Medicine

Journal of Clinical Oncology

50

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

ESSENTIAL 69%

42

% who read their issues within three days

**SECONDARY** 

| THEY RE-READ ESSENTIAL JOURNALS | S |
|---------------------------------|---|
|---------------------------------|---|

| % who re-read t             | their issues two or more time | S            |
|-----------------------------|-------------------------------|--------------|
| ESSENTIAL<br>SECONDARY      |                               | 26%<br>14    |
| THEY SPEND<br>OR DIGITAL IS | MORE TIME READING EA          | CH PRINT     |
| Average numbe               | r of minutes spent with each  | issue        |
| ESSENTIAL SECONDARY         |                               | 26 min<br>16 |

### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work

ESSENTIAL 46%
SECONDARY 28

### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Hematology/Oncology



#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM  | <b>89</b> % |
|-------|-------------|
| JCO   | 73          |
| BLOOD | 68          |

Known as authoritative by colleagues and thought leaders.

| BLOOD | 83% |
|-------|-----|
| JCO   | 81  |
| NEJM  | 77  |

#### The journal influences my clinical decisions.

| JCO   | 90% |
|-------|-----|
| BLOOD | 83  |
| NEJM  | 81  |

The journal offers a balance of cutting-edge and review articles.

| BLOOD | <b>78</b> % |
|-------|-------------|
| NEJM  | 70          |
| JCO   | 68          |

The journal helps me with emerging clinical challenges.

| JCO   | 64% |
|-------|-----|
| BLOOD | 62  |
| NEJM  | 56  |

#### STUDY METHODOLOGY

This independent study was delivered to 332 hematologists/oncologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| •   |
|-----|
| 332 |
| 133 |
| 24% |
|     |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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

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# Hematology/Oncology and Oncology



### HOW HEMATOLOGISTS/ONCOLOGISTS AND ONCOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that hematologists/ oncologists and oncologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, hematologists/oncologists and oncologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

#### TOP TEN ESSENTIAL JOURNALS

| The New England Journal of Medicine         | <b>85</b> % |
|---|-------------|
| Journal of Clinical Oncology                | <b>76</b>   |
| Blood                                       | 39          |
| Lancet Oncology                             | 14          |
| The ASCO Post                               | 13          |
| JAMA Oncology                               | 10          |
| Journal of the American Medical Association | 10          |
| Journal of the Nat'l. Comp. Cancer Network  | 9           |
| Annals of Internal Medicine                 | 7           |
| Oncology Times                              | 4           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| The New England Journal of Medicine | <b>68</b> % |
|-------------------------------------|-------------|
| Journal of Clinical Oncology        | 53          |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

| % who read their issues within three days |  |             |
|---|--|-------------|
| ESSENTIAL                                 |  | <b>70</b> % |
| SECONDARY                                 |  | 45          |

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read their issues two or more times       |              |  |
|--|--------------|--|
| ESSENTIAL SECONDARY                                | 24%<br>14    |  |
| THEY SPEND MORE TIME READING EACH OR DIGITAL ISSUE | PRINT        |  |
| Average number of minutes spent with each iss      | ue           |  |
| ESSENTIAL SECONDARY                                | 27 min<br>18 |  |
| THEY FIND WALLIADLE CONTENT IN ECCE                | NITIAI       |  |

### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



# Hematology/Oncology and Oncology



WHY HEMATOLOGISTS/ONCOLOGISTS AND ONCOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM  | 90% |
|-------|-----|
| JCO   | 71  |
| BLOOD | 68  |

#### The journal influences my clinical decisions.

| JCO   | 91% |
|-------|-----|
| NEJM  | 84  |
| BLOOD | 84  |

### Known as authoritative by colleagues and thought leaders.

| JCO   | 83% |
|-------|-----|
| BLOOD | 83  |
| NEJM  | 80  |

### The journal offers a balance of cutting-edge and review articles.

| BLOOD | 80%       |
|-------|-----------|
| NEJM  | <b>72</b> |
| JCO   | 70        |

#### The journal helps me with emerging clinical challenges.

| JCO   | 66% |
|-------|-----|
| BLOOD | 61  |
| NEJM  | 58  |

#### STUDY METHODOLOGY

This independent study was delivered to 651 hematologists/oncologists and oncologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

### HEMATOLOGY/ ONCOLOGY AND ONCOLOGY

Surveys delivered 651
Surveys completed 153
Response rate 24%

The study sponsor was not

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

#### TO FIND OUT MORE

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



### HOW HEMATOLOGISTS/ONCOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that hematologists/ oncologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, hematologists/oncologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| The New England Journal of Medicine         | <b>85</b> % |
|---|-------------|
| Journal of Clinical Oncology                | 70          |
| Blood                                       | 46          |
| Lancet Oncology                             | 12          |
| The ASCO Post                               | 11          |
| Journal of the American Medical Association | 10          |
| JAMA Oncology                               | 10          |
| Journal of the Nat'l. Comp. Cancer Network  | 8           |
| Annals of Internal Medicine                 | 7           |
| Lancet                                      | 6           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| The New England Journal of Medicine | <b>68</b> % |
|-------------------------------------|-------------|
| Journal of Clinical Oncology        | 48          |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

|           | • |             |
|-----------|---|-------------|
| ESSENTIAL |   | <b>68</b> % |
| SECONDARY |   | 42          |

% who read their issues within three days

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read their issues two or more times    |                             |              |
|---|-----------------------------|--------------|
| ESSENTIAL SECONDARY                             |                             | 22%<br>13    |
| THEY SPEND N                                    | MORE TIME READING EA<br>SUE | ACH PRINT    |
| Average number of minutes spent with each issue |                             |              |
| ESSENTIAL SECONDARY                             |                             | 26 min<br>17 |

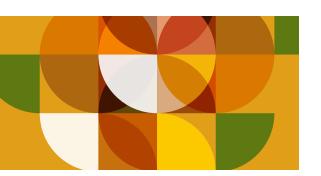
### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



### Hematology, Hematology/ Oncology, and Oncology



WHY HEMATOLOGISTS/ONCOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

#### The articles report on medical breakthroughs.

| NEJM  | 89% |
|-------|-----|
| JCO   | 70  |
| BLOOD | 68  |

#### The journal influences my clinical decisions.

| JCO   | 91% |
|-------|-----|
| BLOOD | 89  |
| NEJM  | 83  |

### Known as authoritative by colleagues and thought leaders.

| JCO   | 82% |
|-------|-----|
| BLOOD | 82  |
| NEJM  | 80  |

### The journal offers a balance of cutting-edge and review articles.

| BLOOD | <b>76</b> % |
|-------|-------------|
| NEJM  | 72          |
| JCO   | 68          |

#### The journal helps me with emerging clinical challenges.

| JCO   | 63% |
|-------|-----|
| BLOOD | 63  |
| NEJM  | 58  |

#### STUDY METHODOLOGY

This independent study was delivered to 974 hematologists/oncologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals. The study sponsor was not identified. The Matalia Group, an independent

HEMATOLOGY,
HEMATOLOGY/
ONCOLOGY,
AND ONCOLOGY

Surveys delivered 974
Surveys completed 211
Response rate 22%

research organization, conducted the study using accepted research methodology.

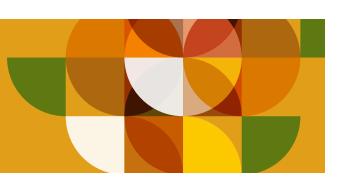
#### TO FIND OUT MORE

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### **Infectious Diseases**



### HOW INFECTIOUS DISEASE SPECIALISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that infectious disease specialists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, infectious disease specialists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| Clinical Infectious Diseases            | <b>78</b> % |
|---|-------------|
| The New England Journal of Medicine     | 78          |
| Jnl of the Am Medical Association       | 37          |
| Jnl of Infectious Diseases              | 30          |
| Annals of Internal Medicine             | 9           |
| Lancet Infectious Diseases              | 8           |
| Lancet                                  | 8           |
| Infection Control and Hosp Epidemiology | 3           |
| NEJM Journal Watch                      | 3           |
| Infectious Disease News                 | 2           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| Clinical Infectious Diseases        | 63% |
|-------------------------------------|-----|
| The New England Journal of Medicine | 61  |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

### % who read their issues within three days

| ESSENTIAL |  | <b>57</b> % |
|-----------|--|-------------|
| SECONDARY |  | 39          |

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read | their issues two or more times |       |
|---------------|--------------------------------|-------|
| ESSENTIAL     |                                | 19%   |
| SECONDARY     |                                | 7     |
|               |                                |       |
| THEY SPEND    | MORE TIME READING EACH         | PRINT |
| OD DICITAL    | ICCLIE                         |       |

### OR DIGITAL ISSUE

Average number of minutes spent with each issue



### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

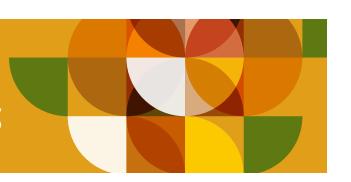
Average % of issues offering valuable information for their work



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



### **Infectious Diseases**



WHY INFECTIOUS DISEASE SPECIALISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM | 84% |
|------|-----|
| JAMA | 76  |
| CID  | 68  |

The journal influences my clinical decisions.

| CID          | 91% |
|--------------|-----|
| NEJM <b></b> | 71  |
| JAMA         | 49  |

Known as authoritative by colleagues and thought leaders.

| CID  | 81% |
|------|-----|
| NEJM | 80  |
| JAMA | 61  |

The journal offers a balance of cutting-edge and review articles.

| CID  | <b>68</b> % |
|------|-------------|
| NEJM | 65          |
| JAMA | 46          |

The journal helps me with emerging clinical challenges.

| CID  | 67% |
|------|-----|
| NEJM | 48  |
| JAMA | 39  |

#### STUDY METHODOLOGY

This independent study was delivered to 465 infectious disease specialists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| INFECTIOUS DIS    | EASES |
|-------------------|-------|
| Surveys delivered | 465   |
| Surveys completed | 89    |
| Response rate     | 19%   |
|                   |       |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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

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|-------------------------|-------------------------------------|
| Chrissy Miller          | (508) 775-3995; cmiller@nejm.org    |
| <b>Corrie Bridgeman</b> | (781) 775-1287; cbridgeman@nejm.org |
| Andrew McGuire          | (973) 771-8926; amcguire@nejm.org   |



### HOW INTERNAL MEDICINE SPECIALISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that internal medicine specialists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, internal medicine specialists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| The New England Journal of Medicine     | <b>54</b> % |
|---|-------------|
| Jnl of the American Medical Association | 54          |
| Annals of Internal Medicine*            | 38          |
| Cleveland Clinic Journal of Medicine    | 18          |
| Medical Economics                       | 10          |
| Mayo Clinic Proceedings                 | 9           |
| American Family Physician               | 9           |
| NEJM Journal Watch                      | 7           |
| Internal Medicine News                  | 7           |
| The Hospitalist                         | 6           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| The New England Journal of Medicine     | <b>42</b> % |
|---|-------------|
| Jnl of the American Medical Association | 28          |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

|           | • |     |
|-----------|---|-----|
| ESSENTIAL |   | 55% |
| SECONDARY |   | 32  |

<sup>\*</sup>ANIM=Annals of Internal Medicine

% who read their issues within three days

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read            | d their issues two or more times    |              |
|--------------------------|-------------------------------------|--------------|
| ESSENTIAL<br>SECONDARY   |                                     | 19%<br>12    |
| THEY SPEND<br>OR DIGITAL | D MORE TIME READING EACH<br>ISSUE   | PRINT        |
| Average numb             | per of minutes spent with each issu | ıe           |
| ESSENTIAL<br>SECONDARY   |                                     | 26 min<br>20 |

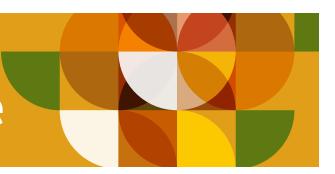
### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



### Internal Medicine



### WHY INTERNAL MEDICINE SPECIALISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

#### The articles report on medical breakthroughs.

| NEJM |  | 94% |
|------|--|-----|
| ANIM |  | 63  |
| JAMA |  | 63  |

#### The journal influences my clinical decisions.

| ANIM | 84% |
|------|-----|
| NEJM | 74  |
| JAMA | 52  |

### Known as authoritative by colleagues and thought leaders.

| NEJM |  | <b>89</b> % |
|------|--|-------------|
| ANIM |  | 66          |
| JAMA |  | 41          |

### The journal offers a balance of cutting-edge and review articles.

| NEJM | 70% | 6 |
|------|-----|---|
| ANIM | 69  |   |
| JAMA | 52  |   |

#### The journal helps me with emerging clinical challenges.

| NEJM | 65% |
|------|-----|
| ANIM | 50  |
| JAMA | 30  |

#### STUDY METHODOLOGY

This independent study was delivered to 369 internal medicine specialists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| INTERNAL MED      | ICINE |
|-------------------|-------|
| Surveys delivered | 369   |
| Surveys completed | 85    |
| Response rate 23% |       |
|                   |       |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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



## Nephrology



### HOW NEPHROLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that nephrologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, nephrologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

#### TOP TEN ESSENTIAL JOURNALS

| <b>64</b> % |
|-------------|
| 63          |
| 56          |
| 32          |
| 19          |
| 11          |
| 7           |
| 3           |
| 3           |
| 3           |
|             |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

Clncl Jnl of the Am Soc of Nephrology (CJASN) 48%

The New England Journal of Medicine 47

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days
ESSENTIAL 51%

SECONDARY 29

#### THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times

| 70 WHO TO TO | then issues two or more times |     |
|--------------|-------------------------------|-----|
| ESSENTIAL    |                               | 32% |
| SECONDARY    |                               | 20  |
|              |                               |     |

### THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

Average number of minutes spent with each issue



### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Nephrology



### WHY NEPHROLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM  | <b>86</b> % |
|-------|-------------|
| JASN  | 73          |
| CJASN | 53          |

#### The journal influences my clinical decisions.

| CJASN | <b>89</b> % |
|-------|-------------|
| JASN  | 73          |
| NEJM  | 62          |

### Known as authoritative by colleagues and thought leaders.

| CJASN | 79% |
|-------|-----|
| NEJM  | 71  |
| JASN  | 60  |

### The journal offers a balance of cutting-edge and review articles.

| NEJM  | 76% |
|-------|-----|
| JASN  | 71  |
| CJASN | 70  |

#### The journal helps me with emerging clinical challenges.

| CJASN | 70% |
|-------|-----|
| JASN  | 58  |
| NEJM  | 48  |

#### STUDY METHODOLOGY

This independent study was delivered to 322 nephrologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| NEPHROLOGY        |     |  |
|-------------------|-----|--|
| Surveys delivered | 322 |  |
| Surveys completed | 75  |  |
| Response rate 23% |     |  |
|                   |     |  |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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



## Neurology



### HOW NEUROLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that neurologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, neurologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| Neurology                               | <b>82</b> % |
|---|-------------|
| The New England Journal of Medicine     | 41          |
| JAMA Neurology                          | 24          |
| Continuum                               | 18          |
| Neurology Today                         | 11          |
| Jnl of the American Medical Association | 11          |
| Muscle & Nerve                          | 11          |
| Lancet Neurology                        | 10          |
| Movement Disorder                       | 10          |
| Neurology Reviews                       | 9           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| Neurology                           | 45% |
|-------------------------------------|-----|
| The New England Journal of Medicine | 25  |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days

| ESSENTIAL | 55% |
|-----------|-----|
| SECONDARY | 38  |

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read their issues two or more times             |           |  |  |
|--|-----------|--|--|
| ESSENTIAL SECONDARY                                      | 19%<br>12 |  |  |
| THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE |           |  |  |
| Average number of minutes spent with each issue          |           |  |  |



### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Neurology



WHY NEUROLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM      | <b>86</b> % |
|-----------|-------------|
| Neurology | 71          |
| JAMA Neur | 59          |

#### The journal influences my clinical decisions.

| Neurology | <b>76</b> % |
|-----------|-------------|
| NEJM      | <b>72</b>   |
| JAMA Neur | 71          |

### Known as authoritative by colleagues and thought leaders.

| NEJM      | 90% |
|-----------|-----|
| Neurology | 83  |
| JAMA Neur | 65  |

### The journal offers a balance of cutting-edge and review articles.

| JAMA Neur | 77% |
|-----------|-----|
| NEJM      | 76  |
| Neurology | 54  |

#### The journal helps me with emerging clinical challenges.

| Neurology | 61% |
|-----------|-----|
| NEJM      | 52  |
| JAMA Neur | 47  |

#### STUDY METHODOLOGY

This independent study was delivered to 325 neurologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals. The study sponsor was not

# NEUROLOGY Surveys delivered 325 Surveys completed 71 Response rate 22%

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

#### TO FIND OUT MORE

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



## Oncology



### HOW ONOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that oncologists consider essential to their practice. Consistent with past studies, these oncologists draw a clear distinction between the top two essential journals and the rest in their field. In addition, oncologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

#### TOP TEN ESSENTIAL JOURNALS

| Journal of Clinical Oncology                | 88% |
|---|-----|
| The New England Journal of Medicine         | 86  |
| Lancet Oncology                             | 31  |
| Blood                                       | 12  |
| ASCO Post                                   | 12  |
| JAMA Oncology                               | 12  |
| Journal of the American Medical Association | 8   |
| Journal of the Nat'l. Comp. Cancer Network  | 6   |
| Cancer                                      | 6   |
| Clinical Cancer Research                    | 6   |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| The New England Journal of Medicine | 74% |
|-------------------------------------|-----|
| Journal of Clinical Oncology        | 61  |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

ESSENTIAL 72%
SECONDARY 53

% who read their issues within three days

#### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read their issues two or more times       |        |
|--|--------|
| ESSENTIAL  | 17%    |
| SECONDARY  | 13     |
| THEY SPEND MORE TIME READING EACH OR DIGITAL ISSUE | PRINT  |
| Average number of minutes spent with each iss      | ue     |
| ESSENTIAL  | 29 min |
| SECONDARY  | 22     |

### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Oncology



WHY ONCOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM    | 91% |
|---------|-----|
| JCO     | 67  |
| LAN ONC | 67  |

#### The journal influences my clinical decisions.

| JCO     | 95% |
|---------|-----|
| NEJM    | 93  |
| LAN ONC | 93  |

### Known as authoritative by colleagues and thought leaders.

| NEJM    | 88% |
|---------|-----|
| JCO     | 88  |
| LAN ONC | 87  |

### The journal offers a balance of cutting-edge and review articles.



### The journal helps me with emerging clinical challenges.

| LAN ONC | 93% |
|---------|-----|
| JCO     | 70  |
| NEJM    | 64  |

#### STUDY METHODOLOGY

This independent study was delivered to 319 oncologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| ONCOLOG           | Υ   |
|-------------------|-----|
| Surveys delivered | 319 |
| Surveys completed | 72  |
| Response rate     | 23% |
|                   |     |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

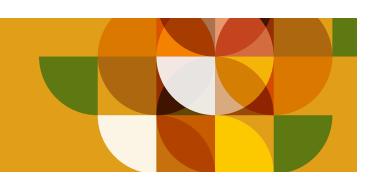
#### TO FIND OUT MORE

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

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## Pulmonology



### HOW PULMONOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent 2019 Essential Journal Study is a benchmark study of the print and digital journals that pulmonologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, pulmonologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| Chest                                       | 81% |
|---|-----|
| The New England Journal of Medicine         | 73  |
| Am Jnl of Resp and Crit Care Med (AJRCCM)   | 35  |
| Journal of the American Medical Association | 16  |
| Annals of Internal Medicine                 | 13  |
| Annals of American Thoracic Society         | 12  |
| Mayo Clinic Proceedings                     | 10  |
| Critical Care Medicine                      | 5   |
| Lancet                                      | 5   |
| Cleveland Clinic Journal of Medicine        | 5   |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| Chest                               | 65% |
|-------------------------------------|-----|
| The New England Journal of Medicine | 55  |

### THEY READ ESSENTIAL JOURNALS SOON AFTER **RECEIVING THEM**

% who read their issues within three days

| ESSENTIAL |  | <b>59</b> % |
|-----------|--|-------------|
| SECONDARY |  | 34          |

### THEY RE-READ ESSENTIAL JOURNALS

| % who re-read their issues two or more times |         |
|--|---------|
| ESSENTIAL                                    | 21%     |
| SECONDARY                                    | 13      |
|  |         |
| THEY SPEND MORE TIME READING EAC             | H PRINT |
| OR DIGITAL ISSUE                             |         |





### THEY FIND VALUABLE CONTENT IN ESSENTIAL **JOURNALS**

Average % of issues offering valuable information for their work



### THEY ARE MORE LIKELY TO LOOK AT ADS IN **ESSENTIAL JOURNALS**



## Pulmonology



### WHY PULMONOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM   | 83% |
|--------|-----|
| AJRCCM | 76  |
| Chest  | 55  |

#### The journal influences my clinical decisions.

| Chest  | 91% |
|--------|-----|
| AJRCCM | 86  |
| NEJM   | 70  |

### Known as authoritative by colleagues and thought leaders.

| NEJM   | <b>78</b> % |
|--------|-------------|
| Chest  | 73          |
| AJRCCM | 72          |

### The journal offers a balance of cutting-edge and review articles.

| Chest  | 73% |
|--------|-----|
| NEJM   | 72  |
| AJRCCM | 62  |

#### The journal helps me with emerging clinical challenges.

| AJRCCM | <b>62</b> % |
|--------|-------------|
| Chest  | 61          |
| NEJM   | 52          |

#### STUDY METHODOLOGY

This independent study was delivered to 366 pulmonologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

# PULMONOLOGY Surveys delivered 366 Surveys completed 82 Response rate 22%

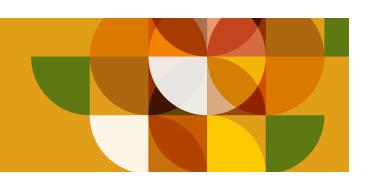
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#### TO FIND OUT MORE

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## Rheumatology



### HOW RHEUMATOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

This independent **2019 Essential Journal Study** is a benchmark study of the print and digital journals that rheumatologists consider essential to their practice. Consistent with past studies, these specialists draw a clear distinction between the top three essential journals and the rest in their field. In addition, rheumatologists spend more time reading essential journals, read them sooner, and value their content more than their secondary journals.

### TOP TEN ESSENTIAL JOURNALS

| Arthritis & Rheumatology (AR&RH)        | <b>69</b> % |
|---|-------------|
| The New England Journal of Medicine     | 51          |
| The Rheumatologist (TR)                 | 29          |
| Arthritis Care and Research             | 21          |
| Rheumatology News                       | 21          |
| Annals of Internal Medicine             | 18          |
| Jnl of Rheumatology                     | 12          |
| Helio Rheumatology                      | 12          |
| Jnl of the American Medical Association | 8           |
| Annals of Rheumatic Diseases            | 8           |

### THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

| Arthritis & Rheumatology            | 45% |
|-------------------------------------|-----|
| The New England Journal of Medicine | 40  |

### THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days

|           | • |           |
|-----------|---|-----------|
| ESSENTIAL |   | 54%       |
| SECONDARY | 4 | <b>45</b> |

### THEY RE-READ ESSENTIAL JOURNALS

| % who re-rea           | d their issues two or more times   |             |
|------------------------|------------------------------------|-------------|
| ESSENTIAL<br>SECONDARY |                                    | <b>20</b> % |
| SECONDARI              |                                    | 11          |
| THEY SPEN              | D MORE TIME READING EACH           | H PRINT     |
| OR DIGITAL             | ISSUE                              |             |
| Average num            | ber of minutes spent with each iss | sue         |
| ESSENTIAL              |                                    | 26 min      |
| SECONDARY              |                                    | 20          |
|                        |                                    |             |

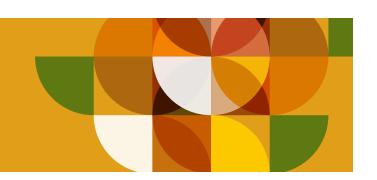
### THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



### THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



## Rheumatology



### WHY RHEUMATOLOGISTS VALUE ESSENTIAL JOURNALS

#### % WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.

| NEJM  | <b>89</b> % |
|-------|-------------|
| AR&RH | 74          |
| TR    | 42          |

#### The journal influences my clinical decisions.



### Known as authoritative by colleagues and thought leaders.

| AR&RH | <b>92</b> % |
|-------|-------------|
| NEJM  | <b>75</b>   |
| TR    | 53          |

### The journal offers a balance of cutting-edge and review articles.

| NEJM  | 61% |
|-------|-----|
| TR    | 58  |
| AR&RH | 56  |

#### The journal helps me with emerging clinical challenges.

| TR    | 42% |
|-------|-----|
| NEJM  | 42  |
| AR&RH | 40  |

#### STUDY METHODOLOGY

This independent study was delivered to 227 rheumatologists selected at random from the AMA mailing list. This was an unaided-recall study and did not include names or photographs of journals.

| RHEUMATOLOGY      |     |  |
|-------------------|-----|--|
| Surveys delivered | 227 |  |
| Surveys completed | 73  |  |
| Response rate     | 32% |  |
|                   |     |  |

The study sponsor was not identified. The Matalia Group, an independent research organization, conducted the study using accepted research methodology.

#### TO FIND OUT MORE

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

