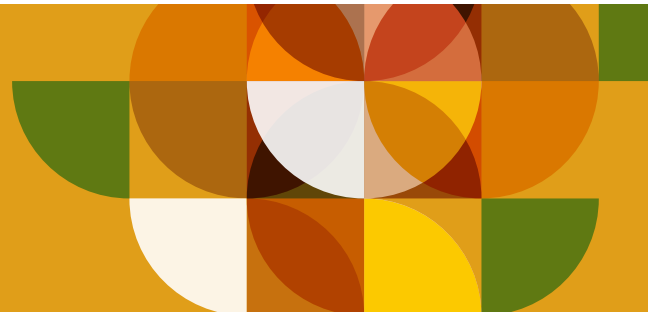


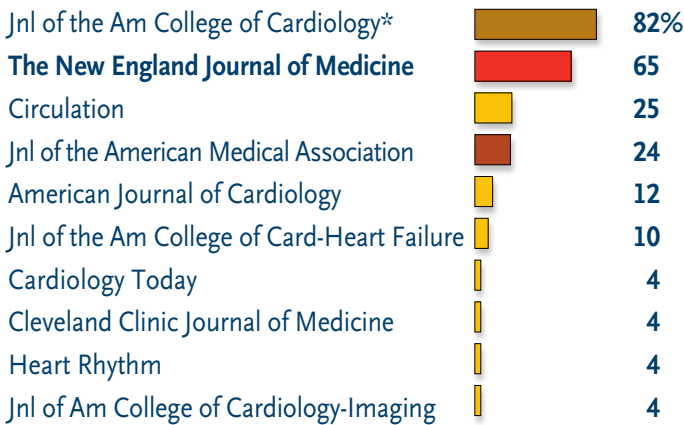
Cardiology



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



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING

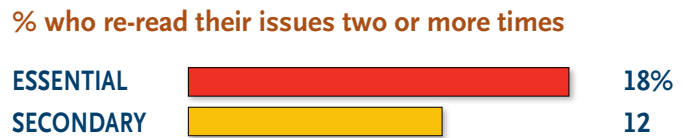


THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

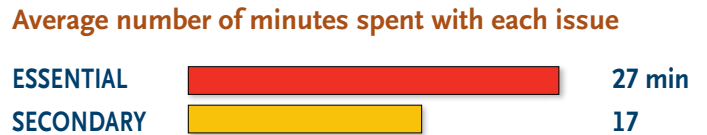


*JACC=Journal of the American College of Cardiology

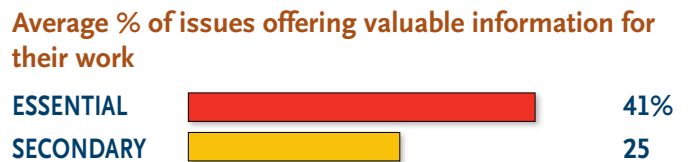
THEY RE-READ ESSENTIAL JOURNALS



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE



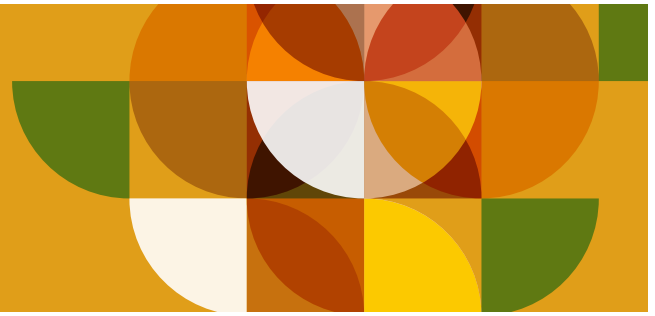
THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS



THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS



Cardiology



WHY CARDIOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

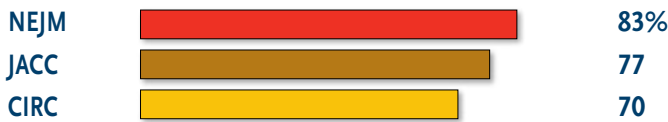
The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

CARDIOLOGY	
Surveys delivered	478
Surveys completed	91
Response rate	19%

TO FIND OUT MORE

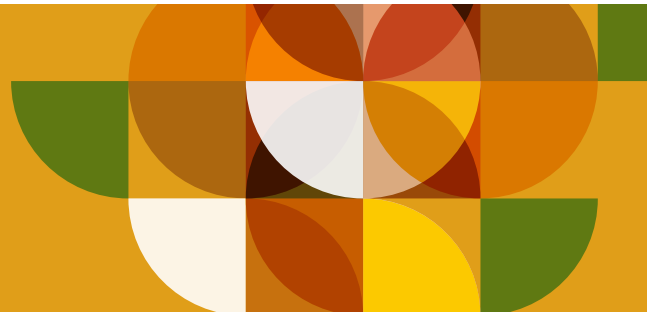
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- Corrie Bridgeman** (781) 775-1287; cbridgeman@nejm.org
- Andrew McGuire** (973) 771-8926; amcguire@nejm.org



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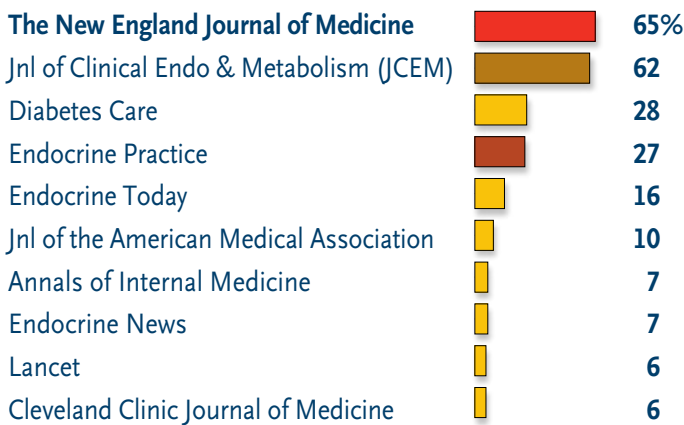
Endocrinology



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 TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



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

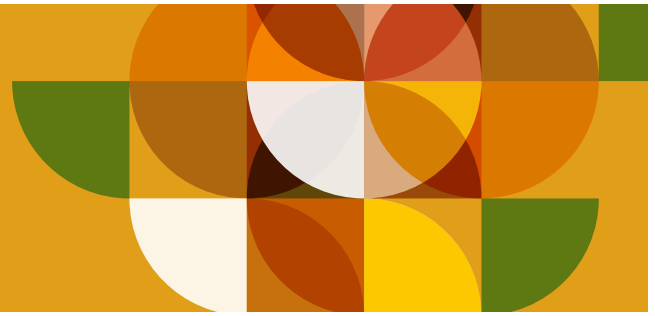


THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS

% who are certain, very likely, or somewhat likely to look at ads



Endocrinology



WHY ENDOCRINOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

ENDOCRINOLOGY	
Surveys delivered	313
Surveys completed	82
Response rate	26%

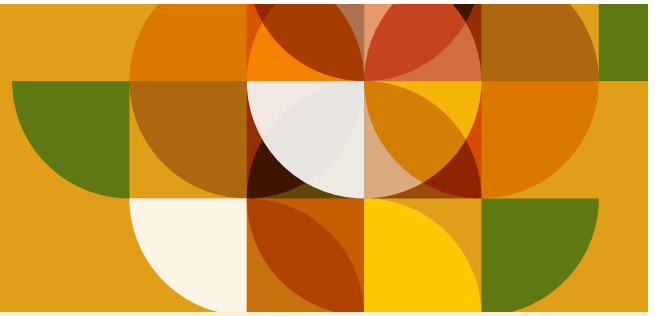
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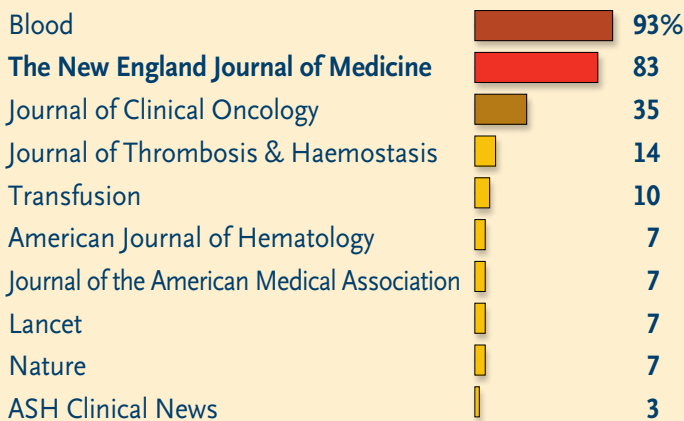
The **NEW ENGLAND**
JOURNAL of **MEDICINE**



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



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



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



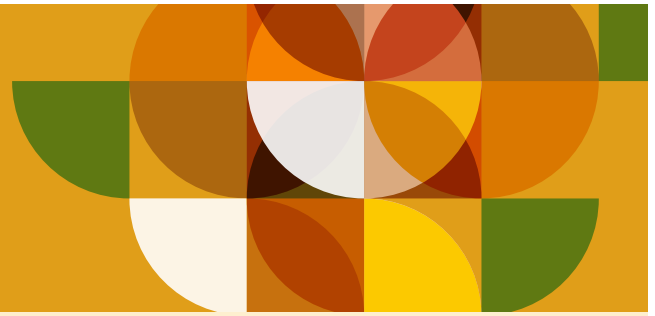
THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS

% who are certain, very likely, or somewhat likely to look at ads



Sample size was too small to be statistically significant.

Hematology



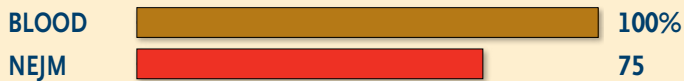
WHY HEMATOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



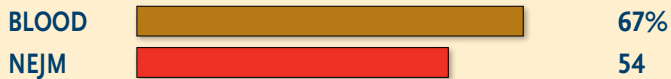
Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

HEMATOLOGY

Surveys delivered	323
Surveys completed	58
Response rate	18%

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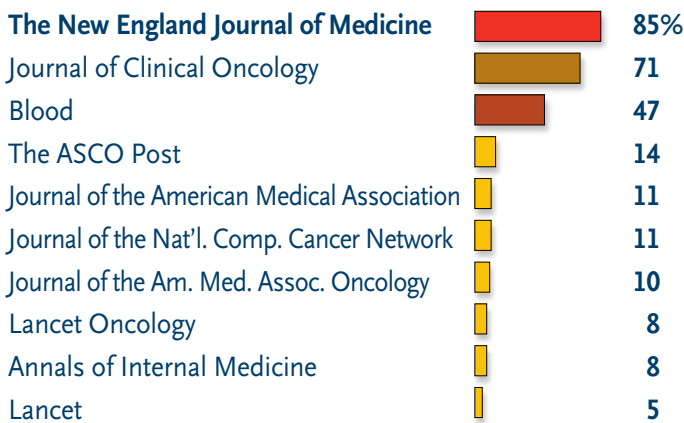
The **NEW ENGLAND**
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Hematology/Oncology

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 TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



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

% who are certain, very likely, or somewhat likely to look at ads



2019 ESSENTIAL JOURNAL STUDY

Hematology/Oncology

WHY HEMATOLOGISTS/ONCOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

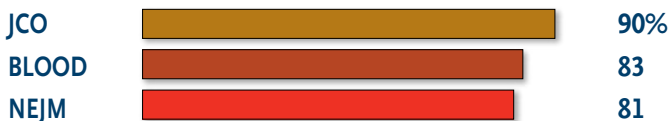
The articles report on medical breakthroughs.



Known as authoritative by colleagues and thought leaders.



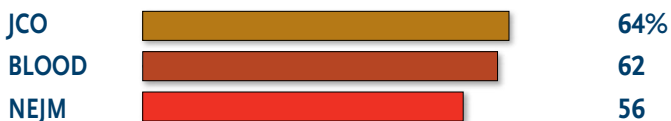
The journal influences my clinical decisions.



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



The journal helps me with emerging clinical challenges.



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.

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

HEM/ONC

Surveys delivered	332
Surveys completed	133
Response rate	24%

TO FIND OUT MORE

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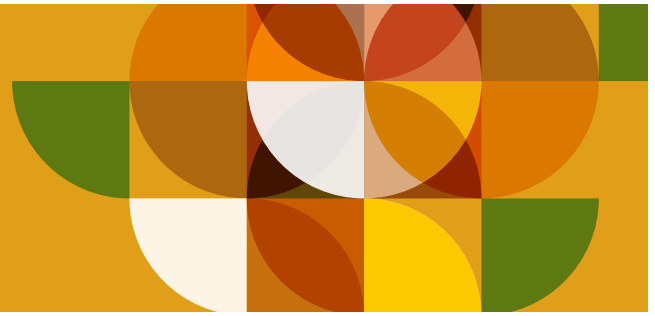


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2019 ESSENTIAL JOURNAL STUDY

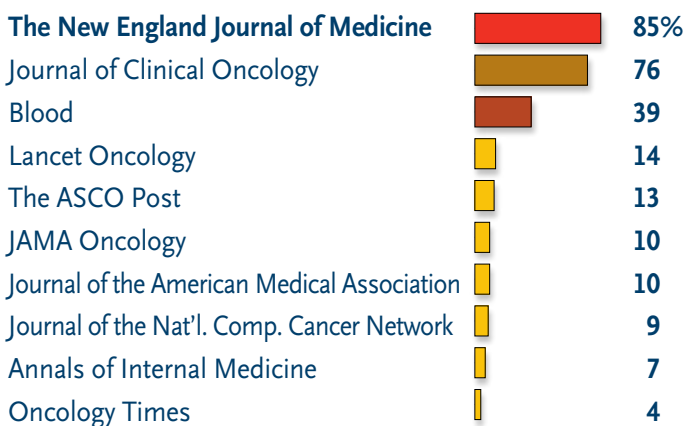
Hematology/Oncology and Oncology



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 TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



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



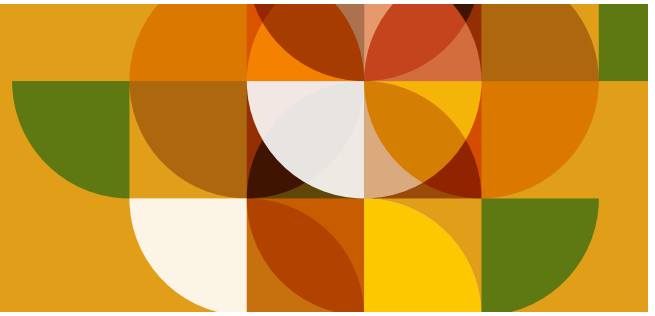
THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS

% who are certain, very likely, or somewhat likely to look at ads



2019 ESSENTIAL JOURNAL STUDY

Hematology/Oncology and Oncology



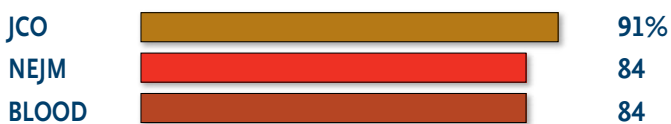
WHY HEMATOLOGISTS/ONCOLOGISTS AND ONCOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



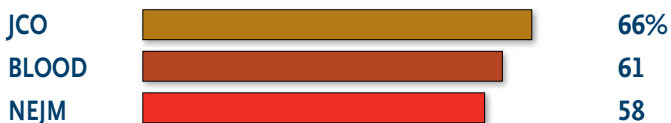
Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

HEMATOLOGY/ ONCOLOGY AND ONCOLOGY

Surveys delivered	651
Surveys completed	153
Response rate	24%

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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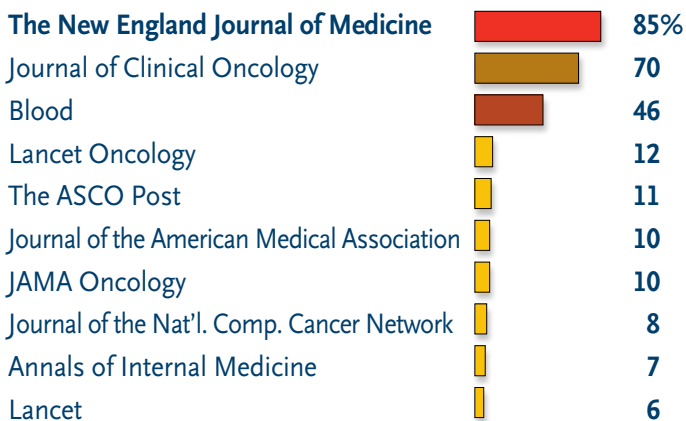
2019 ESSENTIAL JOURNAL STUDY

Hematology, Hematology/ Oncology, and Oncology

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 TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



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

% who are certain, very likely, or somewhat likely to look at ads



2019 ESSENTIAL JOURNAL STUDY

Hematology, Hematology/ Oncology, and Oncology

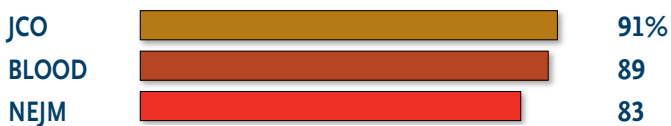
WHY HEMATOLOGISTS/ONCOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



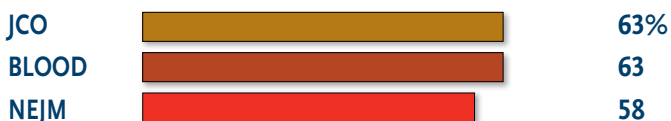
Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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 research organization, conducted the study using accepted research methodology.

HEMATOLOGY, HEMATOLOGY/ ONCOLOGY, AND ONCOLOGY

Surveys delivered	974
Surveys completed	211
Response rate	22%

TO FIND OUT MORE

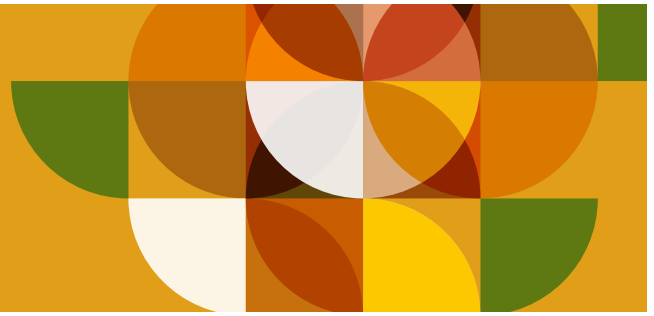
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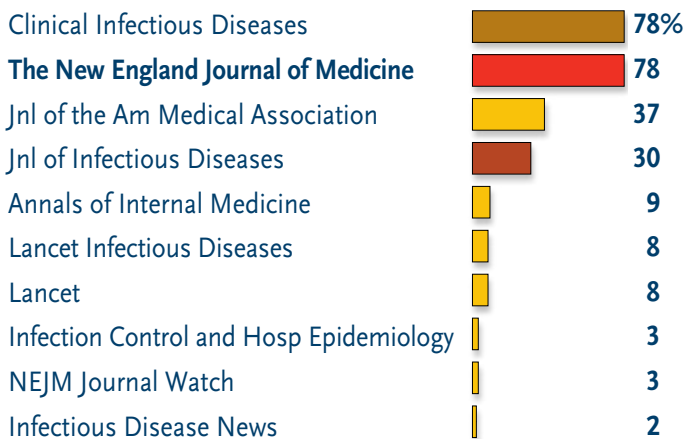
Infectious Diseases



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



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

Average number of minutes spent with each issue



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS

% who are certain, very likely, or somewhat likely to look at ads



Infectious Diseases

WHY INFECTIOUS DISEASE SPECIALISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



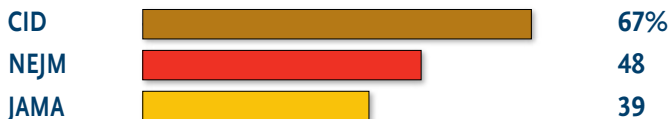
Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

INFECTIOUS DISEASES

Surveys delivered	465
Surveys completed	89
Response rate	19%

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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Andrew McGuire (973) 771-8926; amcguire@nejm.org



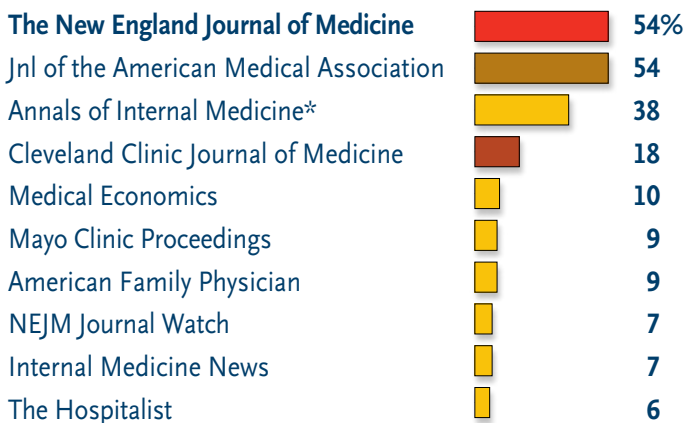
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Internal Medicine

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 TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



*ANIM=Annals of Internal Medicine

THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



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

% who are certain, very likely, or somewhat likely to look at ads



Internal Medicine

WHY INTERNAL MEDICINE SPECIALISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

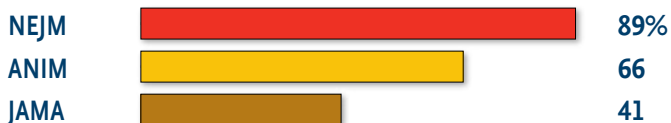
The articles report on medical breakthroughs.



The journal influences my clinical decisions.



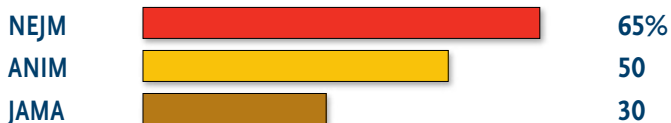
Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

INTERNAL MEDICINE

Surveys delivered	369
Surveys completed	85
Response rate	23%

TO FIND OUT MORE

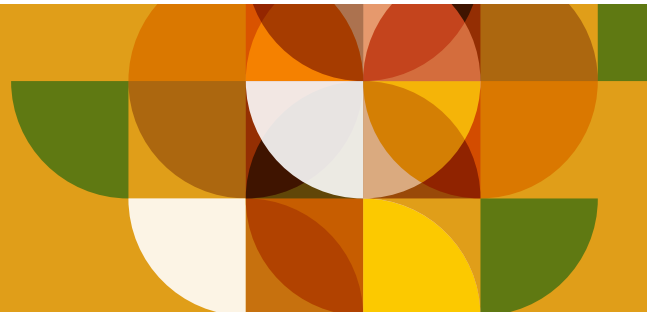
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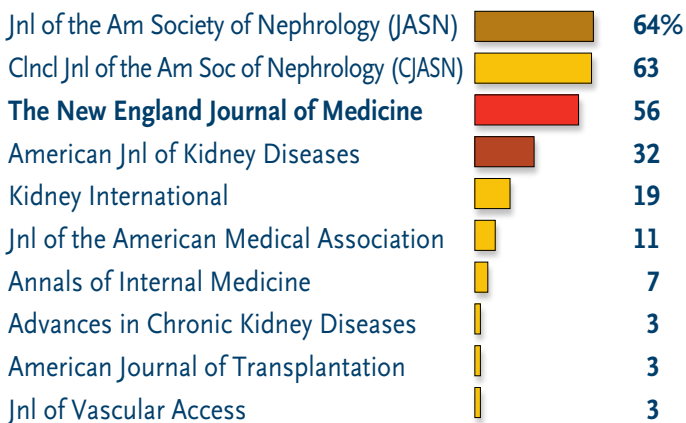
Nephrology



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



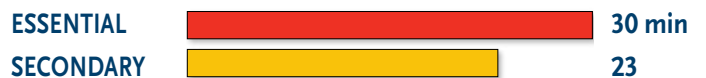
THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

Average number of minutes spent with each issue



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days

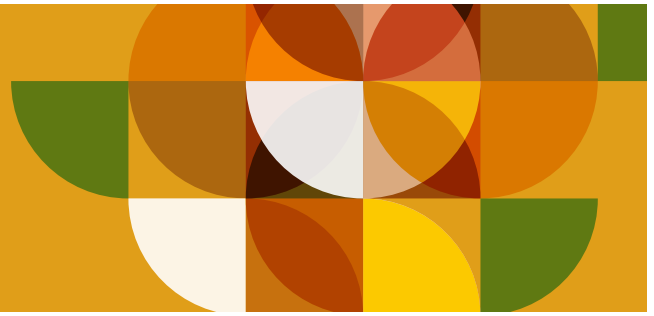


THEY ARE MORE LIKELY TO LOOK AT ADS IN ESSENTIAL JOURNALS

% who are certain, very likely, or somewhat likely to look at ads



Nephrology



WHY NEPHROLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

NEPHROLOGY

Surveys delivered	322
Surveys completed	75
Response rate	23%

TO FIND OUT MORE

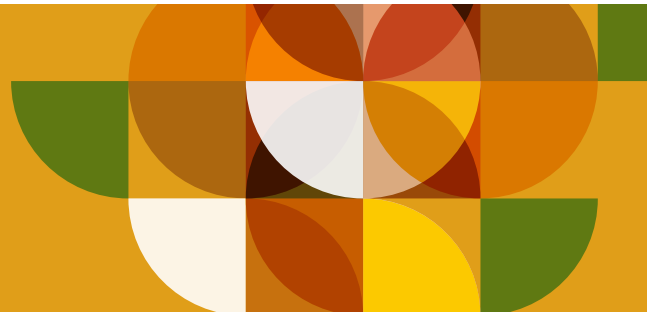
about essential journals and their value to medical marketers, contact your NEJM Sales Director or visit NEJMadSales.org.

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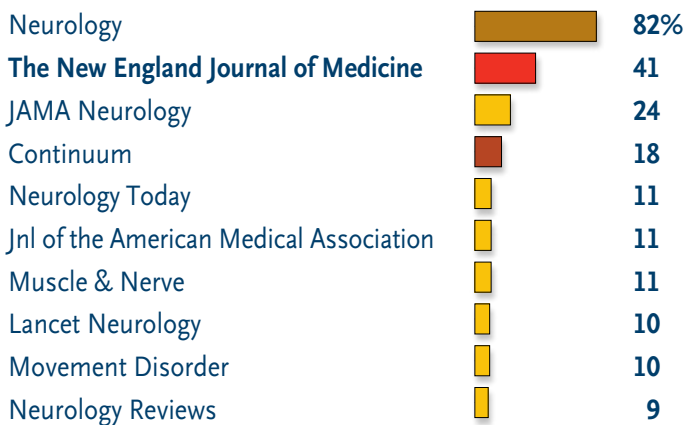
Neurology



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



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

Average number of minutes spent with each issue



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY FIND VALUABLE CONTENT IN ESSENTIAL JOURNALS

Average % of issues offering valuable information for their work



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days

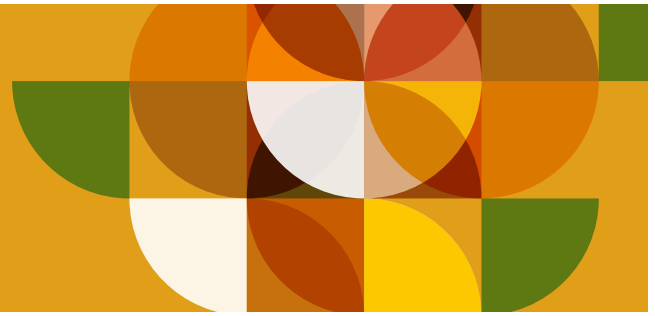


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% who are certain, very likely, or somewhat likely to look at ads



Neurology



WHY NEUROLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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

NEUROLOGY	
Surveys delivered	325
Surveys completed	71
Response rate	22%

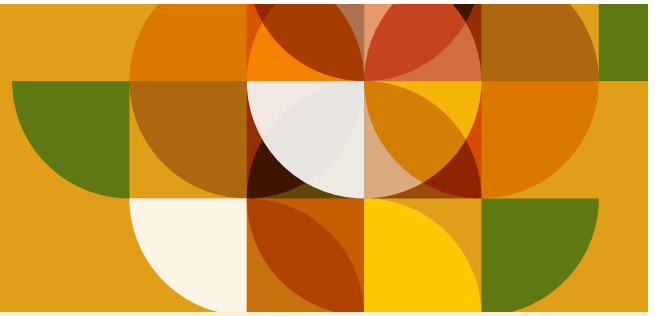
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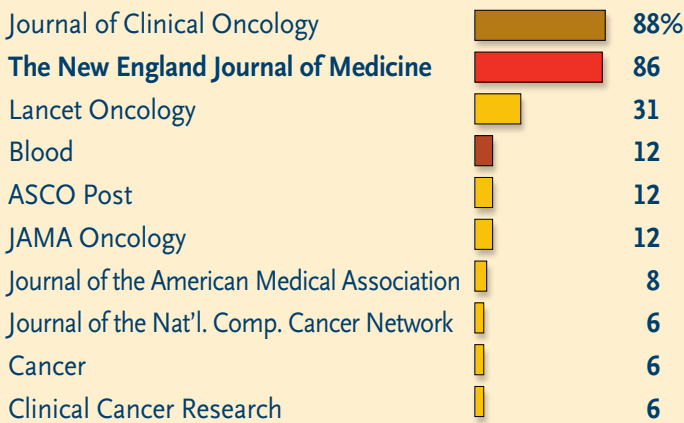
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HOW ONCOLOGISTS USE AND VALUE ESSENTIAL JOURNALS

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



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

Average number of minutes spent with each issue



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



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

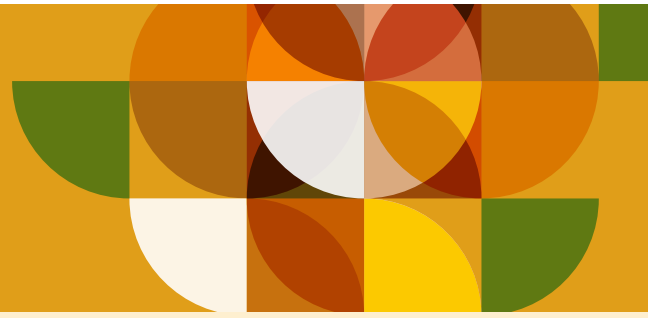
% who are certain, very likely, or somewhat likely to look at ads



Sample size was too small to be statistically significant.

2019 ESSENTIAL JOURNAL STUDY

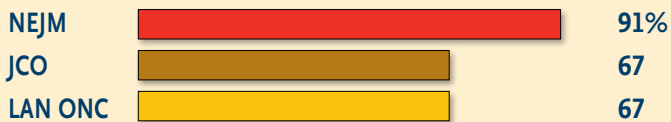
Oncology



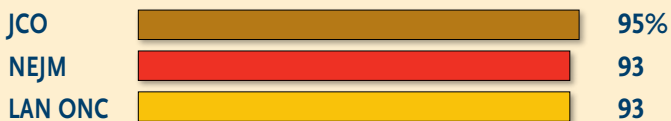
WHY ONCOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

ONCOLOGY

Surveys delivered	319
Surveys completed	72
Response rate	23%

TO FIND OUT MORE

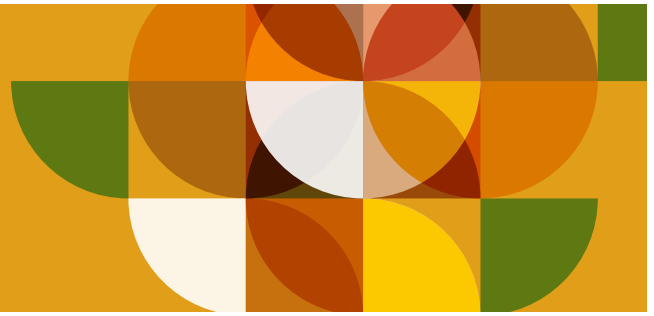
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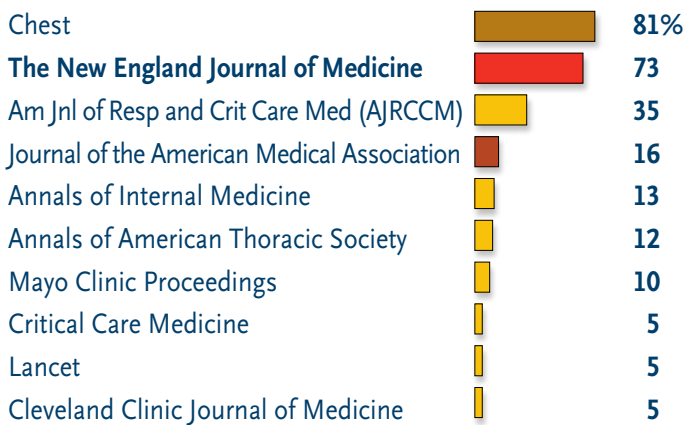
Pulmonology



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



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

Average number of minutes spent with each issue



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



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

% who are certain, very likely, or somewhat likely to look at ads



Pulmonology

WHY PULMONOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

PULMONOLOGY

Surveys delivered	366
Surveys completed	82
Response rate	22%

TO FIND OUT MORE

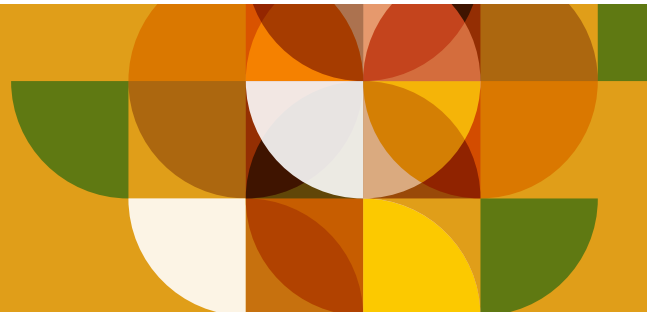
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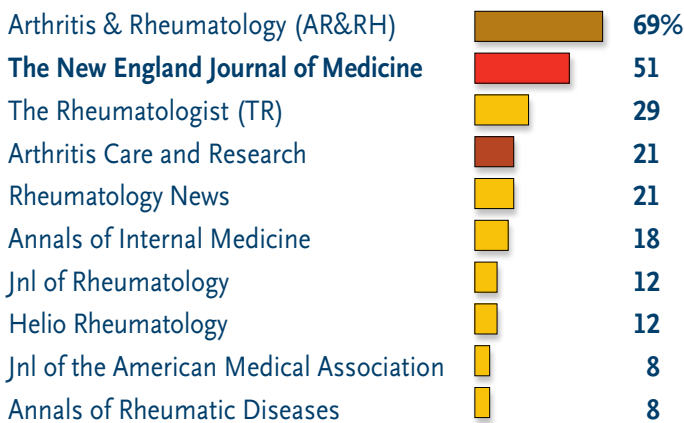
Rheumatology



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



THE TWO ESSENTIAL JOURNALS THEY MOST LOOK FORWARD TO READING



THEY READ ESSENTIAL JOURNALS SOON AFTER RECEIVING THEM

% who read their issues within three days



THEY RE-READ ESSENTIAL JOURNALS

% who re-read their issues two or more times



THEY SPEND MORE TIME READING EACH PRINT OR DIGITAL ISSUE

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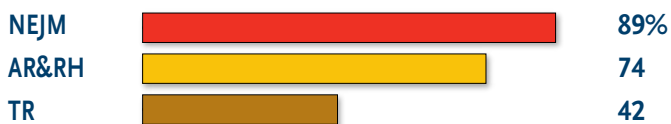


Rheumatology

WHY RHEUMATOLOGISTS VALUE ESSENTIAL JOURNALS

% WHO AGREE WITH THESE STATEMENTS

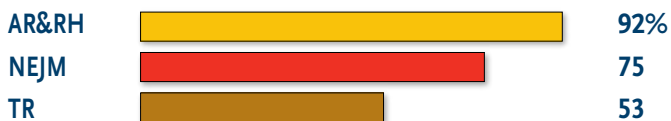
The articles report on medical breakthroughs.



The journal influences my clinical decisions.



Known as authoritative by colleagues and thought leaders.



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



The journal helps me with emerging clinical challenges.



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.

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

RHEUMATOLOGY

Surveys delivered	227
Surveys completed	73
Response rate	32%

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