

The New England Journal of Medicine

ENDOCRINOLOGY

PRINT ADVERTISING DEMO

The penetration of a specialty journal at a very competitive price.



The NEJM Diabetes/Endocrinology Advertising Demo: it's one of your best, most cost-effective endocrinology buys in print.

ENDOCRINOLOGISTS VALUE NEJM

- 99** endocrinology-related articles to published in the last 12 months.
- 63%** of endocrinologists receive NEJM.¹
- 52%** of endocrinologists read an average issue, including pass-along readership.¹
- 5th** in projected average issue readers, including endocrinology journals.¹
- 6th** in projected average page exposures, including endocrinology journals.¹
- 2nd** as endocrinologists' most essential journal.²
- 2nd** as the journal they use most often to make clinical decisions.²
- 1st** among journals in which endocrinologists who receive NEJM first learn about new pharma products and decide to try a specific product.³

RATES

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¹ © Kantar Media, June 2012 Medical/Surgical Study.
² The Matalia Group, Essential Journal Study, 2011.
³ Martin Akel & Associates NEJM Subscriber Study, 2010.