

The New England Journal of Medicine

NEPHROLOGY

PRINT ADVERTISING DEMO

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



The NEJM Nephrology Advertising Demo: it's one of your best, most cost-effective nephrology buys in print.

NEPHROLOGISTS VALUE NEJM

- 60** nephrology-related articles published in the last 12 months.
- 60%** of nephrologists receive NEJM.¹
- 43%** of nephrologists read an average issue, including pass-along readership.¹
- 6th** in projected average issue readers, including nephrology journals.¹
- 5th** in projected average page exposures, including nephrology journals.¹
- 1st** as nephrologists' most essential journal.²
- 1st** among journals in which nephrologists who receive NEJM first learn about new pharma products and decide to try a specific product.³

RATES

Neph Times	\$4,630
Ren & UR N+	\$4,050
NEJM	\$4,040
J A Soc NP	\$3,695

Gross rates for 1-pg ad,
4-color, 48x-52x

You can advertise in the NEJM Nephrology Ad Demo for less than the cost of an ad in most nephrology journals in print.

Find out more from your NEJM Sales Director or call 781.434.7353.

1 © Kantar Media, June 2012 Medical/Surgical Study.

2 The Matalia Group, Essential Journal Study, 2009.

3 Martin Akel & Associates NEJM Subscriber Study, 2010.