

The New England Journal of Medicine

# NEUROLOGY

PRINT ADVERTISING DEMO

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**29%** of neurologists read an average issue, including pass-along readership.<sup>1</sup>

**8th** in projected average issue readers, including neurology journals.<sup>1</sup>

**9th** in projected average page exposures, including neurology journals.<sup>1</sup>

**2nd** as neurologists' most essential journal.<sup>2</sup>

**3rd** as the journal they use most often to make clinical decisions.<sup>2</sup>

**2nd** among journals in which neurologists who receive NEJM first learn about new pharma products and decide to try a specific product.

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Ar Neuro	\$3,074

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

<sup>2</sup> The Matalia Group, Essential Journal Study, 2011.

<sup>3</sup> Martin Akel & Associates NEJM Subscriber Study, 2010.