

NEJM Journal Watch Print

Advertising in an NEJM Journal Watch publication in print offers you the chance to list-target the specialists of your choice in an uncluttered advertising environment and in a vehicle physicians find valuable and timely.

Monthly publications come in 8- or 16-page formats that feature research summaries from leading medical journals.

Advertising opportunities for NEJM 3-, 6-, or 12-month Journal Watch titles are available in 11 key specialties for 6- or 12- month consecutive periods.

NEJM Journal Watch quarterly reprints are topic-specific collections of research summaries reprinted across the NEJM Journal Watch series. They offer a similar opportunity to target the specialists of your choice.

Your advertising program includes the following:

- Optional front-page corporate identification banner
- 2- or 4-page advertising insert
- Distribution to 5,000–15,000+ recipients of your choice (minimum quantity: 3,000)
- Optional list rental

Some restrictions apply. Contact your Sales Director for more information or a quote for additional quantities.

PRINT PUBLICATIONS

- *NEJM Journal Watch Cardiology*
- *NEJM Journal Watch Emergency Medicine*
- *NEJM Journal Watch Gastroenterology*
- *NEJM Journal Watch General Medicine*
- *NEJM Journal Watch Hospital Medicine*
- *NEJM Journal Watch Infectious Diseases*
- *NEJM Journal Watch Neurology*
- *NEJM Journal Watch Oncology and Hematology*
- *NEJM Journal Watch Pediatrics and Adolescent Medicine*
- *NEJM Journal Watch Psychiatry*
- *NEJM Journal Watch Women's Health*

TARGETED REPRINTS

- *NEJM Journal Watch Reprints in Arthritis and Rheumatology*
- *NEJM Journal Watch Reprints in Breast Cancer*
- *NEJM Journal Watch Reprints in Diabetes*
- *NEJM Journal Watch Reprints in Hepatitis and Hepatology*
- *NEJM Journal Watch Reprints in Hypertension*
- *NEJM Journal Watch Reprints in Lipid Management and Heart Disease Prevention*
- *NEJM Journal Watch Reprints in Respiratory Infections*
- *NEJM Journal Watch Reprints in Stroke*

2019 NEJM JOURNAL WATCH SPECIALTY TITLES

| Quantity | Inserts | Gross Price/ Recipient | Min. Gross Price 6 Months | Min. Gross Price 12 Months |
|---------------|---------------------------|---------------------------|------------------------------|-------------------------------|
| 5,000–9,999 | Supplied inserts | \$3.52 | \$105,600 | \$211,200 |
| | Publisher-printed inserts | 3.81 | 114,300 | 228,600 |
| 10,000–14,999 | Supplied inserts | 3.47 | 208,200 | 416,400 |
| | Publisher-printed inserts | 3.68 | 220,800 | 441,600 |
| 15,000–19,999 | Supplied inserts | 3.32 | 298,800 | 597,600 |
| | Publisher-printed inserts | 3.50 | 315,000 | 630,000 |
| 20,000+ | Supplied inserts | 3.28 | 393,600 | 787,200 |
| | Publisher-printed inserts | 3.43 | 411,600 | 823,200 |

*For quantities not shown, or outsert and poly bag mailing options, please contact your Sales Director for a quote.
Not eligible for agency discount.*

 See page 28 for production information.

NEJM Journal Watch Print Specialty Titles and Reprints

NEJM Journal Watch General Medicine

Edited by Allan S. Brett, MD, University of South Carolina School of Medicine

- Surveys 75 medical journals
- 40 to 45 research summaries/issue

NEJM Journal Watch Cardiology

Edited by Harlan M. Krumholz, MD, SM, Yale University School of Medicine

- Surveys 23 cardiology and general medical journals
- 20 to 22 research summaries/issue

NEJM Journal Watch Emergency Medicine

Edited by Richard D. Zane, MD, FAAEM, University of Colorado School of Medicine

- Surveys 43 emergency medicine and general medical journals
- 20 to 25 research summaries/issue

NEJM Journal Watch Gastroenterology

Edited by David J. Bjorkman, MD, MSPH (HSA), SM (Epid.), University of Utah School of Medicine

- Surveys 29 gastroenterology and general medical journals
- 15 to 20 research summaries/issue

NEJM Journal Watch Hospital Medicine

Edited by Neil H. Winawer, MD, SFHM, Emory University School of Medicine

- Surveys 65 medical journals
- 10 to 15 research summaries/issue

NEJM Journal Watch Infectious Diseases

Edited by Richard T. Ellison III, MD, University of Massachusetts Medical School

- Surveys 51 infectious diseases, general medical, and other specialty journals
- 15 to 20 research summaries/issue

NEJM Journal Watch Neurology

Edited by John C. Probasco, MD, Johns Hopkins School of Medicine

- Surveys 42 neurology, general medical, and other specialty journals
- 18 to 20 research summaries/issue



NEJM Journal Watch Oncology and Hematology

Edited by William J. Gradishar, MD, Northwestern University Feinberg School of Medicine

- Surveys 21 oncology, hematology, and general medical journals
- 12 to 15 research summaries/issue

NEJM Journal Watch Pediatrics and Adolescent Medicine

Edited by F. Bruder Stapleton, MD, University of Washington School of Medicine

- Surveys 30 general medical and pediatric and adolescent medicine journals
- 18 to 20 research summaries/issue

NEJM Journal Watch Psychiatry

Edited by Peter Roy-Byrne, MD, University of Washington

- Surveys 56 psychiatry and general medical journals
- 15 to 18 research summaries/issue

NEJM Journal Watch Women's Health

Edited by Andrew M. Kaunitz, MD, University of Florida College of Medicine

- Surveys 35 obstetrics, gynecology, and general medical journals
- 20 to 22 research summaries/issue

continued

NEJM Journal Watch Print Specialty Titles and Reprints *continued*

TOPIC SPECIFIC REPRINTS AND COLLECTIONS: INFORMATION AND PRINT RATES

NEJM Journal Watch Targeted Reprints are topic-specific collections of summaries reprinted from the NEJM Journal Watch series. They're published quarterly and include:

- **NEJM Journal Watch Reprints in Arthritis and Rheumatology**
- **NEJM Journal Watch Reprints in Breast Cancer**
- **NEJM Journal Watch Reprints in Diabetes**
- **NEJM Journal Watch Reprints in Hepatitis and Hepatology**
- **NEJM Journal Watch Reprints in Hypertension**
- **NEJM Journal Watch Reprints in Lipid Management and Heart Disease Prevention**
- **NEJM Journal Watch Reprints in Respiratory Infections**
- **NEJM Journal Watch Reprints in Stroke**

2019 NEJM JOURNAL WATCH REPRINTS AND COLLECTIONS TITLES

| Quantity | Inserts | Gross Price/ Recipient | Min. Gross Price 12 Months/4 Issues |
|---------------|---------------------------|---------------------------|--|
| 5,000–9,999 | Supplied inserts | \$3.68 | \$73,600 |
| | Publisher-printed inserts | 3.97 | 79,400 |
| 10,000–14,999 | Supplied inserts | 3.26 | 130,400 |
| | Publisher-printed inserts | 3.47 | 138,800 |
| 15,000–19,999 | Supplied inserts | 3.12 | 187,200 |
| | Publisher-printed inserts | 3.30 | 198,000 |
| 20,000+ | Supplied inserts | 2.77 | 221,600 |
| | Publisher-printed inserts | 2.92 | 233,600 |

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Not eligible for agency discount.*



See page 28 for production information.