

Today's Physician

2019 MEDIA KIT | RECRUITMENT ADVERTISING

**Practical advice for
early-career physicians**



Get the attention of early-career physicians and 3rd-year residents in five specialties

Today's Physician Magazine is a bi-monthly publication for early-career physicians and third-year residents in the following specialties:

- **Internal Medicine**
- **Family Medicine**
- **Pediatrics**
- **Emergency Medicine**
- **Psychiatry**

Each issue provides information from experts on how to navigate physician careers.



■ PRINT CIRCULATION

20,000+ early career physicians, 3rd-year residents and residency program directors in five specialties.

Frequency: Published bimonthly.

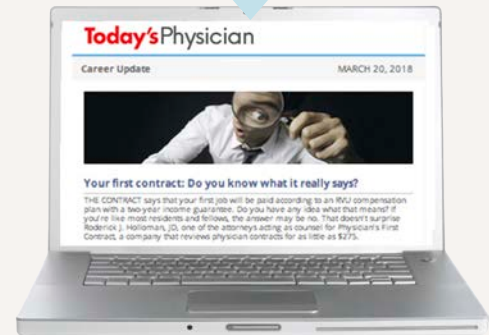
Job board: Recruitment ads in Today's Physician Magazine are also posted on the job board at www.jobs.todaysphysician.com at **NO ADDITIONAL COST!**

■ E-NEWSLETTER CIRCULATION

21,600+ weekly distribution

- **6,000** third-year residents and program directors
- **15,000** 1st, 2nd & 3rd-year practicing physicians

Include your job listing in our weekly career e-newsletter



■ WHAT WE OFFER

Practical advice for early-career physicians.

■ WHO WE REACH

Early career physicians, 3rd-year residents and residency program directors in five specialties.

■ SPECIAL DISCOUNTS

Today's Hospitalist advertisers get a 10% discount in Today's Physician!

■ CONTACT

Kristin Vinciguerra
Recruitment Sales Manager
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Lauren Hanley
Recruitment Sales Assistant
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2019 print advertising rate sheet

■ Circulation

20,000+ early career physicians, 3rd-year residents and residency program directors in five specialties.

	Print	E-mail
Internal Medicine	6,001	10,569
Family Medicine	4,359	4,312
Pediatrics	4,131	2,635
Emergency Medicine	4,082	1,972
Psychiatry	2,236	1,642

Publisher: Roman Press Inc. Established 2003

Publication Dates: Printed bi-monthly. Issues mail the first week of the month

■ Print specifications

Placing Ads: Ads and materials must be submitted by 5 PM on the advertising deadline. Cancellations or changes must be received via e-mail by closing date.

Ad Sizes:

- Full page: 8 1/4" x 11 1/8" with bleed [trim size 8 1/8" x 10 7/8"]
- Half page: Horizontal 7 1/4" x 4 7/8"; Vertical 3 7/16" x 10"
- Quarter: Vertical only: 3 7/16" x 4 7/8"

Ad Submission: E-mail krubia@todayshospitalist.com.

- **Complimentary design services:** E-mail ad copy and a high-resolution logo and we'll design your ad at no charge.
- **Print ready art:** If you have a print-ready file, E-mail it as a PDF with embedded fonts.

■ Job board posting

Print ads are posted on the job board jobs.todayshospitalist.com at no charge.

■ E-mail distribution

Put your job listing in our weekly career e-newsletters sent to 21,600 3rd-year residents, residency program directors and 1st, 2nd and 3rd year practicing physicians in five specialties.

■ Advertising contacts

Kristin Vinciguerra
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866.695.3870, ext. 15

Lauren Hanley
Recruitment Sales Assistant
lhanely@todayshospitalist.com

■ Print advertising rates

Specialty Placement and Rates

Ads are organized by specialty. Advertisers can place ads in multiple categories. There is also a specialty nonspecific section.

Ads per issue	Quarter page	Half page	Full page
1	\$923	\$1,382	\$2,074
2	\$1,663	\$2,489	\$3,731
3	\$2,214	\$3,315	\$4,979

Frequency discount

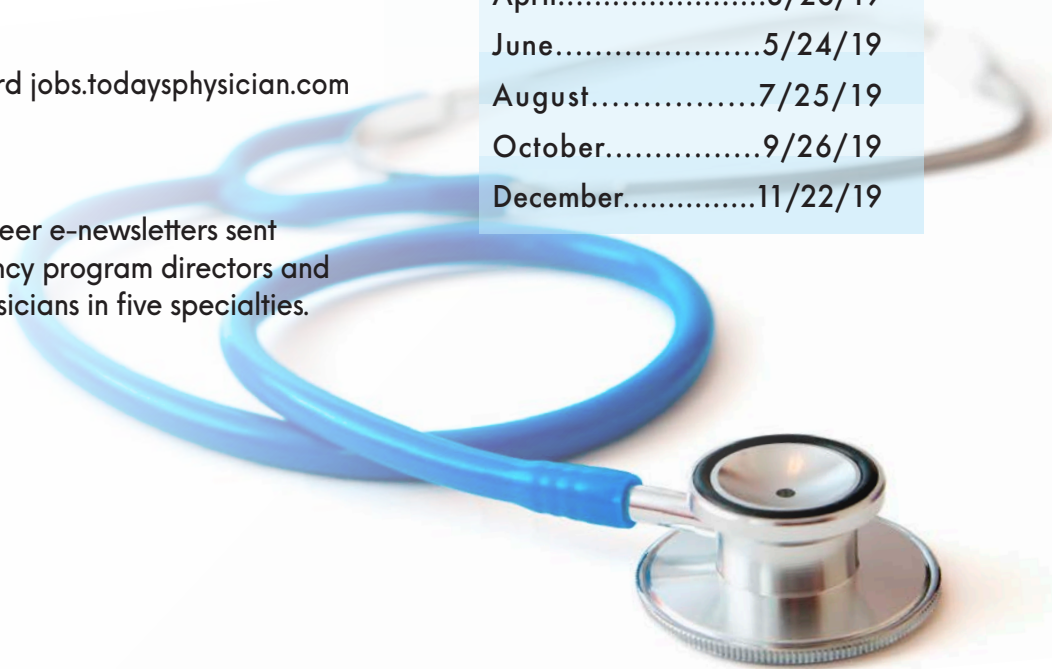
Advertise in two consecutive issues of Today's Physician, and receive a 3% discount. Advertise in four consecutive issues, and receive an 8% discount.

Additional discount for Today's Hospitalist advertisers

Current Today's Hospitalist advertisers receive 10% off of the above rates!

■ Advertising deadlines

Issue	Closing Date
February.....	1/25/19
April.....	3/26/19
June.....	5/24/19
August.....	7/25/19
October.....	9/26/19
December.....	11/22/19



E-mail newsletters

Sent to 21,000 early-career physicians and 3rd-year residents in five specialties!

List your print ad in the career e-newsletter for just \$188.



E-newsletter advertising rates for print advertisers

1x rate:	3x rate:	6x rate:
\$188 per listing	\$170 per listing	\$160 per listing

Banner advertising rates

Specs (580 wide x 120 pixels tall) \$625 per issue

■ Circulation

E-mail newsletters reach early career physicians and third-year residents in five medical specialties: emergency medicine, family medicine, internal medicine, pediatrics and psychiatry.

■ Frequency

Each week, Today's Physician sends five separate e-mails to third-year residents and early career physicians, one for each specialty. While the content of the newsletters will generally be the same, job listings in each issue will be geared toward that specialty. The internal medicine edition, for example, will feature only internal medicine job listings, while the pediatrics edition will feature pediatric jobs.

■ Content

Career Update e-mail newsletters offer new physicians tips to build their careers starting with their first job after training. Articles are short and practical, with tips on how to find jobs that fit and build a career. **Each issue also features listings of job opportunities for each specialty.**

To learn more, contact:

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Who do we reach via e-mail newsletters?

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e-mail