



**CHEST** is the official publication of the American College of Chest Physicians (ACCP). Each month it features cutting edge original research in the multidisciplinary specialties of chest medicine, such as pulmonology, critical care, sleep medicine, thoracic surgery, transplantation, airways disease, and more.

**CHEST** also features Recent Advances, Topics in Practice Management, Contemporary Reviews, and more. Editorials and communications to the editor explore controversial issues and encourage further

discussion by physicians dealing with chest medicine.

## GENERAL INFORMATION

**Frequency:** Monthly.

**Circulation:** 20,261

**Mail class:** Periodicals postage.

**Established:** 1935

**Editorial:** Original manuscripts only (peer reviewed), dealing with the medical or surgical aspects of pulmonary, critical care and sleep medicine, as well as thoracic surgery. Emphasis is placed upon involvement among related disciplines such as: pulmonology, internal medicine, sleep medicine, surgery, as well as anesthesiology, physiology, and radiology.

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## ESSENTIAL JOURNAL STUDY

Please list the names of the publications you regard as essential.

Publication	Percentage
<b>CHEST</b>	81%
The New England Journal of Medicine	55%
American Journal of Respiratory & Critical Care Medicine	44%
Annals of Internal Medicine	17%
Journal of the American Medical Association	10%
Sleep	10%
Critical Care Medicine	7%
Archives of Internal Medicine	5%
Journal of Clinical Sleep Medicine	3%
Mayo Clinic Proceedings	3%

\*Source: Matalia Group Essential Journal Study II; Pulmonology, October 2011

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## READERSHIP STUDY

Media CHECK	Readers	Exposures
<b>CHEST</b>	4,590 (1)	940 (3)
CHEST Physician	4,244	1,784
Other Newspaper	4,061	1,445
Other Journal	3,141	866

## PROJECTED READERSHIP STUDY

FOCUS	Readers	Exposures
<b>CHEST</b>	4,132 (1)	2,616 (1)
CHEST Physician	3,387	2,311
Other Newspaper	3,234	2,195
Other Journal	2,694	1,615

\*Source: Kantar Media (Perq/HCI) Medical/Surgical Readership Study, June 2011

**LINE RATES**

Words	CHEST Only	CHEST & CP
1-50	\$ 215	\$ 420
51-100	\$ 400	\$ 780
101-150	\$ 585	\$1,155
151-200	\$ 775	\$1,525
201-250	\$ 965	Upon request
251-300	\$1,155	Upon request

**INFORMATION**

Prepayment in full is required with all ads.

**LINE AD OPTIONS**

Bold Type	\$45 per issue
Boxed	\$95 per issue
Blind	\$45 per issue

**DISPLAY RATES**

Position	1x	3x	CHEST & CP
Full Page	\$2,460	\$2,410	\$4,450
1/2 Page	\$1,640	\$1,625	\$2,975
1/4 Page	\$1,085	\$1,080	\$1,975

**INFORMATION**

Display space is available for advertisers desiring greater visibility or additional space for their message. All display rates are gross. PRE-PAYMENT IN FULL IS REQUIRED WITH ALL ADS.

**COLOR RATES (PER PAGE)**

Type	CHEST Only	CHEST & CP
Standard	\$ 860	\$1,040
Matched	\$1,215	—
3/4 Color	\$2,040	\$2,520

**CLOSING DATES\***

Issue Date	CHEST
January	12/1
February	1/1
March	2/1
April	3/1
May	4/1
June	5/1
July	6/1
August	7/1
September	8/1
October	9/1
November	10/1
December	11/1

\*Cancellation requests must be confirmed in writing and will be honored for the next applicable issue.

**INSERT REQUIREMENTS**

2-page insert: 8 x 10-3/4"

**Trimming:** Head 1/8"; Foot 1/8"; Outside 1/8"; Gutter 1/8". Inserts jog to the head.

**Stock:** 80 lb. coated or 80 lb. offset maximum. Minimum 60 lb. coated or 60 lb. offset. Samples of stock other than specified should be submitted for approval.

**Quantity:** 20,000 per issue

**PAPER STOCK**

Cover, 100 lb Sterling ultra text. Inside, 40 lb DPO Web.

**BINDING**

Perfect.

**DOMESTIC DISTRIBUTION (14,399 TOTAL)**

Alabama	311	2.16%
Arizona	260	1.81
California	1,337	9.29
Colorado	195	1.35
Connecticut	268	1.86
Washington D.C.	65	0.45
Florida	856	5.94
Georgia	345	2.40
Illinois	717	4.98
Indiana	226	1.57
Iowa	114	0.79
Kansas	125	0.87
Kentucky	177	1.23
Louisiana	222	1.54
Maryland	330	2.29
Massachusetts	455	3.16
Michigan	440	3.06
Minnesota	249	1.73
Missouri	299	2.08
New Jersey	765	5.31
New York	1,371	9.52
North Carolina	373	2.59
Ohio	575	3.99
Oklahoma	120	0.83
Oregon	110	0.76
Pennsylvania	817	5.67
South Carolina	164	1.14
Tennessee	275	1.91
Texas	791	5.49
Virginia	364	2.53
Washington	232	1.61
Wisconsin	235	1.63
Other	949	6.59

**INTERNATIONAL DISTRIBUTION (4,361 TOTAL)**

Argentina	72	1.65%
Australia	147	3.37
Belgium	98	2.25
Brazil	90	2.06
Canada	568	13.02
Egypt	51	1.17
France	192	4.40
Germany	164	3.76
Greece	95	2.18
India	283	6.49
Ireland	50	1.15
Israel	50	1.15
Italy	258	5.92
Japan	696	15.96
Mexico	93	2.13
Netherlands	102	2.34
China	187	4.29
Philippines	100	2.29
Portugal	67	1.54
Romania	65	1.49
Saudi Arabia	94	2.16
South Africa	51	1.17
South Korea	112	2.57
Spain	95	2.18
Switzerland	98	2.25
Taiwan	95	2.18
United Kingdom	187	4.29
Other	762	17.47

## EXECUTIVE SUMMARY

The principal objective of this research was to identify pulmonologists' high priority publications, and these publications' value to their readers. Secondly, the study also sought to profile readers' peer influence, practice demographics and the use of technology.

The study was distributed among a random sample of 1,000 pulmonologists selected from the roster of the American Medical Association (AMA). The results presented in this study are based on a completed sample of 154 returns received over six weeks.

## SOCIETY MEMBERSHIP

### To which professional societies do you belong?

American College of Chest Physicians	83.1%
American Thoracic Society	51.9
American College of Physicians	31.8
American Medical Association	22.1
American Osteopathic Association	10.4
Society of Critical Care Medicine	5.2
American Academy of Sleep Medicine	5.2
American Association of Cardiovascular & Pulmonary Rehabilitation	1.9
Other	10.4

## PRIMARY SPECIALTY

### What is your primary specialty?

Pulmonary diseases	53.9%
Internal medicine	26.6
Pulmonary/critical care medicine	11.0
Infectious diseases	1.3
Pulmonary/internal medicine	1.3
Pulmonary/sleep medicine	1.3
Sleep	1.3
Miscellaneous	2.6

## PRACTICE SETTING

### What is your primary practice setting?

Private Practice	58.4%
Hospital	22.1
Academic	13.6

## TIME ALLOCATION

### Approximately how is your professional time allocated?

Direct Patient Care	82.6%
Administrative	8.3
Teaching	5.2
Research	3.8

## DEVICES USED

### What types of computers do you use for professional needs?

Desktop	91.6%
Laptop	72.7
Smartphone	42.2
iPad	21.4
Other tablets	5.8
None	0.6

## SOCIAL NETWORKS USED

### Which social networks do you use for professional purposes?

Facebook	5.2%
Twitter	0.6
LinkedIn	6.5
MySpace	0.0
Other	1.3
None	82.5

## PROJECTED EXPOSURES

### How many times do you read the same issue before putting it away?

CHEST	15,832
The New England Journal of Medicine	9,104
American Journal of Respiratory & Critical Care Medicine	7,847
Annals of Internal Medicine	4,201
Journal of the American Medical Association	3,070

## PROJECTED JOURNAL EXPOSURES

### How many times do you read the same issue before putting it away?

CHEST	15,832
The New England Journal of Medicine	9,104
American Journal of Respiratory & Critical Care Medicine	7,847
Annals of Internal Medicine	4,201
Journal of the American Medical Association	3,070

## PROJECTED ONLINE VISITORS

### How often do you access the publication online?

CHEST	3,133
The New England Journal of Medicine	2,247
American Journal of Respiratory & Critical Care Medicine	1,771
Annals of Internal Medicine	354
Journal of the American Medical Association	534

\*Source: Matalia Group Essential Journal Study II; Pulmonology, October 2011