

## ***PUBLICATIONS AUDITED - Page 1 of 3 (March 2009 update)***

About 170 publications are audited. The letter D indicates that demographic and full run editions are monitored. Bimonthly publications, e.g., March–April, are said to be issued in the 2<sup>nd</sup> month for the purpose of assignment to calendar quarters. Buyer's guides/supplements generally are included, regardless of whether they are specifically listed below.

\* = Added this year.

### **1] NURSING: General, CC, OR, Infection Control, Wound Care**

Pharmaceuticals are audited in group 1 pubs.  
See group 2 for additional nursing journals.

ADVANCES IN SKIN & WOUND CARE	ADVANCES WOUND CARE
AMER JNL OF CRITICAL CARE – 6	AMER JNL CRIT CARE
AMER JNL OF INFECTION CONTROL – 10	AJIC: AMER JNL INF CNT
AMER JNL OF NURSING (D)	AJN
AORN JNL	AORN
CRITICAL CARE NURSE – 6	CRIT CARE NURSE
ICT: INFECTION CONTROL TODAY	ICT: INFECTION CNT TODAY
INFECTION CONTROL & HOSPITAL EPIDEMIOLOGY	INFECTION CNT & EPID
JNL OF EMERGENCY NURSING – 6	JNL EMER NSG
JNL OF INFUSION NURSING – 6	JNL INFUSION NSG
JNL OF WOUND/OSTOMY/CONTINENCE NURSING – 6	JNL WOCN
MANAGING INFECTION CONTROL	MANAGING INFECTION CNT
NURSING 2009 (D)	NURSING 2009
NURSING 2009 CRITICAL CARE	NURSING 2009 CRIT CARE
NURSING MANAGEMENT (D)	NURSING MGMT
NURSING MANAGEMENT (I.T. SOLUTIONS) – 1	NSG SUPP: I.T. SOLUTIONS
NURSING SUPPLEMENT: CRIT CARE INSIDER – 1	NSG SUPP: CRIT CARE INSIDER
O.R. MANAGER	OR MANAGER
O.R. NURSE – 10	OR NURSE
OSTOMY/WOUND MANAGEMENT	OSTOMY/WOUND MGMT
REHABILITATION NURSING – 6	REHAB NSG
RN (D)	RN

### **2] NURSING: Specialty, Other**

ADVANCES IN NEONATAL CARE – 6	ADVANCES NEONATAL CARE
ENDO NURSE – 6	ENDO NURSE
GASTROENTEROLOGY NURSING – 6	GASTRO NSG
NEONATAL NETWORK – 6	NEONAT NETWORK
PEDIATRIC NURSING – 6	PED NSG
UROLOGIC NURSING – 6	UROLOGIC NSG

### **3] HOME CARE Incl DEALERS**

HOME HEALTHCARE NURSE – 10	HOME HC NURSE
THE REMINGTON REPORT – 6	REMINGTON REPORT
HME BUSINESS (Formerly HOME HEALTH PRODUCTS)	HME BUSINESS
HME NEWS	HME NEWS
HOMECARE (Plus Buyer's Guide)	HOMECARE
HOMECARE XTRA – 4	HOMECARE XTRA

### **4] HOSP/HC MGMT, SYSTEMS**

H&HN: HOSPITALS & HEALTH NETWORKS	H&HN: HOSPITALS
HEALTH DATA MANAGEMENT (Plus Marketplace Guide)	HEALTH DATA
HEALTH MANAGEMENT TECHNOLOGY	HEALTH MGMT TECH
HEALTHCARE FINANCIAL MGMT: HFM (Plus Resource Guide)	HFM: HC FIN MGMT
HEALTHCARE INFORMATICS	HC INFORMATICS
HEALTHCARE FINANCE NEWS	HC FIN NEWS
HEALTHCARE I.T. NEWS	HC I.T. NEWS
HEALTHCARE PURCHASING NEWS (Plus Industry Guide)	HC PURCH NEWS
JNL OF HEALTHCARE CONTRACTING – 6	JNL HC CONTRACTING
MATERIALS MANAGEMENT IN HEALTH CARE	MATERIALS MGMT
MODERN HEALTHCARE – 50	MODERN HC
24 X 7 (Plus Buyer's Guide)	24 X 7

### **5] ANESTHESIOLOGY**

AANA JNL – 6	AANA JNL
AANA NEWS BULLETIN	AANA NEWS
ANESTHESIA & ANALGESIA	ANEST/ANALGESIA
ANESTHESIOLOGY	ANESTHESIOLOGY
ANESTHESIOLOGY NEWS	ANESTHESIOLOGY NEWS
JNL OF CARDIOTHORACIC & VASCULAR ANESTHESIA – 6	JNL CARD ANEST

### **6] CARDIOLOGY, CARD. SURGERY**

See group 20 for  
vascular journals.

AMER HEART JNL	AMER HEART JNL
AMER JNL OF CARDIOLOGY – 24	AMER JNL CARD
ANNALS OF THORACIC SURGERY	ANNALS THOR SURG
CATH LAB DIGEST	CATH LAB DIGEST
CIRCULATION – 50	CIRCULATION
CLINICAL CARDIOLOGY	CLIN CARD
DIAGNOSTIC & INVASIVE CARDIOLOGY – 6	DIAGNOSTIC/INV CARD
EP LAB DIGEST	EP LAB DIGEST
HEART RHYTHM	HEART RHYTHM

CARDIOLOGY LISTING CONTINUES ON PG 2

## **PUBLICATIONS AUDITED - Page 2 of 3**

### **6] CARDIOLOGY – Continued from PG 1**

JACC: JNL OF AMER COLLEGE OF CARDIOLOGY – 50	JACC
JACC: CARDIOVASCULAR IMAGING	JACC: CARD IMAGING
JACC: CARDIOVASCULAR INTERVENTIONS	JACC: CARD INTERVENTION
JASE: JNL OF AMER SOCIETY OF ECHOCARDIOGRAPHY	JASE: JNL ECHOCARD
JNL OF CARDIOVASCULAR ELECTROPHYSIOLOGY	JNL CARD ELECTROPHYS
JNL OF INVASIVE CARDIOLOGY	JNL INVASIVE CARD
JNL OF THORACIC & CARDIOVASCULAR SURGERY	JNL THOR/CD SURG
PACING & CLINICAL ELECTROPHYSIOLOGY	PACE
TEXAS HEART INSTITUTE JNL – 6	TEXAS HEART JNL
THORACIC SURGERY NEWS – 10	THORACIC SURG NEWS

### **7] EMERGENCY Incl. EMT**

ANNALS OF EMERGENCY MEDICINE	ANNALS EMER MED
EMERGENCY MEDICINE	EMER MED
EMERGENCY MEDICINE NEWS	EMER MED NEWS
EMERGENCY MEDICAL SERVICES: EMS	EMS: EMER MED SVCS
JEMS	JEMS

### **8] GASTROENTEROLOGY**

CLINICAL GASTROENTEROLOGY & HEPATOLOGY	CLIN GASTRO/HEPATOLOGY
GASTROENTEROLOGY – 13	GASTROENTEROLOGY
GASTROENTEROLOGY & ENDOSCOPY NEWS	GASTRO/ENDO NEWS
GASTROINTESTINAL ENDOSCOPY	GASTRO ENDOSCOPY

### **9] GENERAL SURGERY/SURG MGMT**

See group 1 for O.R. nursing journals.  
See group 20 for vascular surgery.

AMER JNL OF SURGERY	AMER JNL SURG
DISEASES OF COLON & RECTUM	DIS COLON/RECTUM
GENERAL SURGERY NEWS	GEN SURG NEWS
JNL OF THE AMER COLLEGE OF SURGEONS	JNL ACS
JNL OF TRAUMA	JNL TRAUMA
OBESITY CARE NEWS – 4	OBESITY CARE NEWS
O.R. TODAY	OR TODAY
OUTPATIENT SURGERY	OUTPATIENT SURG
SURGI STRATEGIES	SURGI STRATEGIES
SURGICAL PRODUCTS (Plus Buyer's Guide)	SURG PRODUCTS

### **10] INTERDISCIPLINARY, WOUND CARE**

Also see wound care  
journals in nursing group.

AMERICAN FAMILY PHYSICIAN – 24	AMER FAMILY PHYS
CRITICAL CARE MEDICINE	CRIT CARE MED
JNL OF BURN CARE & RESEARCH – 6	JNL BURN CARE
WOUNDS	WOUNDS

### **11] NEPHROLOGY**

DIALYSIS & TRANSPLANTATION	DIALYSIS/TRANSPLANT
NEPHROLOGY NEWS & ISSUES – 13	NEPHROLOGY NEWS
NEPHROLOGY NURSING JNL – 6	NEPHROLOGY NSG JNL

### **12] NEUROSURGERY**

JNL OF NEUROSURGERY (Plus Pediatric & Spine editions)	JNL NEUROSURG
NEUROSURGERY	NEUROSURGERY
OPERATIVE NEUROSURGERY – 4	OPERATIVE NEUROSURG

### **13] OB/GYN, NEONATOLOGY**

AMER JNL OF OB/GYN	AMER JNL OBGYN
CONTEMPORARY OB/GYN – 13	CONTEMP OBGYN
OBG MANAGEMENT	OBG MGMT
OBSTETRICS & GYNECOLOGY	OBSTETRICS/GYNECOLOGY
NEONATAL INTENSIVE CARE – 7	NEONAT INT CARE
AAPM NEWS	AAPM NEWS
PEDIATRICS	PEDIATRICS

### **14] ORTHOPEDICS**

AAOS NOW	AAOS NOW
AMER JNL OF ORTHOPEDICS	AMER JNL ORTHO
AMER JNL OF SPORTS MEDICINE	AMER JNL SPORTS
ARTHROSCOPY	ARTHROSCOPY
JBJS: JNL OF BONE & JOINT SURGERY (AMER ED)	JBJS
JNL OF AMER ACADEMY OF ORTHO SURGEONS	JNL AAOS
JNL OF ARTHROPLASTY – 8	JNL ARTHROPLASTY
JNL OF HAND SURGERY – 10	JNL HAND SURG
JNL OF KNEE SURGERY – 4	JNL KNEE SURG
JNL OF ORTHOPAEDIC TRAUMA – 10	JNL ORTHO TRAUMA
JNL OF SHOULDER & ELBOW SURGERY – 6	JNL SHOULDER/ELBOW
ORTHOPEDICS	ORTHOPEDICS
ORTHOPEDICS TODAY (Excl. International edition)	ORTHO TODAY
SPINE – 26	SPINE

### **15] OTOLARYNGOLOGY**

ANNALS OF OTO/RHINO/LAR	ANNALS OTO/RHI/LAR
OTOLARYNGOLOGY - HEAD & NECK SURGERY	OTO/HEAD/NECK SURG

Listings continue on page 3...

## PUBLICATIONS AUDITED - Page 3 of 3

### 16] PLASTIC SURGERY

PLASTIC/RECONSTRUCTIVE SURG

PLASTIC/RCN SURG

### 17] RADIOLOGY, NUCLEAR MED.

See cardiology and also vascular disease category listings for related journals.

AJNR: AMER JNL OF NEURORADIOLOGY – 10

AJR: AMER JNL OF ROENTGENOLOGY

APPLIED RADIOLOGY

APPLIED RADIOLOGY: CARD IMG & THERAPEUTICS SUPP – 2

ASRT SCANNER – 6

DIAGNOSTIC IMAGING

DIAGNOSTIC IMAGING – RSNA IN REVIEW, 1q; ADVISOR, 4q

DIAGNOSTIC IMAGING – (CARD, I.T. & other supps.)

ENTERPRISE IMAGING (Formerly ADVANCE IMG/ONC)

IMAGING ECONOMICS (Plus Buyer's Guide)

IMAGING TECHNOLOGY NEWS – 9

INT JNL OF RADIATION ONCOLOGY – 15

JDMS: JNL OF DIAGNOSTIC MED SONOGRAPHY – 6

JMRI: JNL OF MAGNETIC RESONANCE IMAGING

JNL OF CLINICAL ULTRASOUND – 9

JNL OF NUCLEAR CARDIOLOGY – 6

JNL OF NUCLEAR MEDICINE

JNL OF NUCLEAR MEDICINE TECHNOLOGY – 4

JNL OF ULTRASOUND IN MEDICINE

JNL OF VASCULAR & INTERVENTIONAL RAD

RADIATION THERAPIST – 2

RADIOGRAPHICS – 6

RADIOLOGY

RADIOLOGY MANAGEMENT – 6

RADIOLOGY TODAY – 26

AJNR: AMER JNL NEURORAD

AJR

APPLIED RAD

APPLIED RAD: CARD IMG SUPP

ASRT SCANNER

DIAGNOSTIC IMG

DIAG IMG (RSNA Review/Advisor)

DIAG IMG (Name of supp.)

ENTERPRISE IMG

IMG ECONOMICS

IMG TECHNOLOGY NEWS

INT JNL RAD ONCOL

JDMS: JNL MED SONO

JMRI

JNL CLIN ULTRASOUND

JNL NUC CARD

JNL NUC MED

JNL NUC MED TECH

JNL ULTRASOUND MED

JVIR

RADIATION THERAPIST

RADIOGRAPHICS

RADIOLOGY

RADIOLOGY MGMT

RADIOLOGY TODAY

### 18] RESP. CARE, SLEEP THERAPY

AARC TIMES

ADVANCE FOR MANAGERS RESP CARE – 10

RESPIRATORY CARE

RESPIRATORY MANAGEMENT – 9

RT (Incl. RT PRODUCTS)

SLEEP REVIEW – 10

AARC TIMES

ADVANCE MGR RESP

RESP CARE

RESP MGMT

RT

SLEEP REVIEW

### 19] UROLOGY

JNL OF UROLOGY

UROLOGY

UROLOGY TIMES – 13

JNL UROLOGY

UROLOGY

UROLOGY TIMES

### 20] VASCULAR DISEASE & SURGERY

JNL OF ENDOVASCULAR THERAPY – 6

JNL OF VASCULAR SURGERY

VASCULAR DISEASE MANAGEMENT – 6

VASCULAR SPECIALIST – 10

VASCULAR & ENDOVASCULAR SURGERY – 6

JNL ENDOVASCULAR THER

JNL VASCULAR SURG

VASCULAR DISEASE MGMT

VASCULAR SPECIALIST

VASCULAR/ENDO SURG

### 21] HOSPITAL PHARMACY

AJHP – 24

HOSPITAL PHARMACY

PHARMACY PRACTICE NEWS

AJHP

HOSP PHAR

PHAR PRACTICE NEWS

### 22] LONG-TERM CARE & OTHER

LONG-TERM LIVING (Formerly NURSING HOMES)

MCKNIGHT'S LONG-TERM CARE

PROVIDER

REPertoire (Plus Resource Guide)

LONG-TERM LIVING

MCKNIGHTS LT CARE

PROVIDER

REPertoire

Note: The following are not monitored: otolaryngologic or neurologic devices, unless they are of an imaging or endoscopic nature; diagnostic agents other than imaging; infant nutritionals; clinical lab products; manufacturers of primarily maintenance accessories. Also - associations, meetings, subscriptions, hospitals; recruitment; dealer ads.

## SCOPE AND USES

CASH® is a quarterly audit of advertising insertions and expenditures for products and services promoted to the healthcare market. To facilitate usage, there are **4 industry sections**. Within each classification, data are shown by ADVERTISER and by PRODUCT in alphabetic order, and include:

- Dollar **expenditures** by quarter, in thousands, with year-to-date totals.
- Number of **ad insertions** in each publication. Ad page data are available as well.

About **170 publications** are monitored. Disciplines covered include:

- Hospital/HC Management & Systems
- Nursing
- Emergency Services
- Surgery/Medicine (15 specialties - see list)
- Radiology
- Respiratory, Home & LT Care

The information is useful in answering the following questions that arise in marketing and media planning, or in new business presentations.

**Manufacturers and Ad Agencies:** How much do my competitors spend? Which target markets are being reached? Through which publications? What changes are there in competitive spending vs. last quarter or last year? Where to look for competitive tearsheets?

**Publications:** Who are the major and the many minor advertisers in each product line? Which publications are on each schedule, and how often? Considering the product's publication mix, can a strategy be devised to attract the advertiser into my publication?

## ARRANGEMENT OF DATA

There are **4 industry sections**. Subsidiaries or divisions are listed as separate advertisers, and not under parent company name. Each page carries a 3-letter symbol which identified the section it belongs in.

Section No.	3-Letter Code	Section Name
1	MSE	Medical/Surgical Equipment & Supplies
2	DRG	Drug & Toiletry Products (Nursing journals only)
3	RAD	Radiology (All imaging disciplines)
4	OTH	Other Selected Categories

A few companies promote products which appear in more than one section, i.e., O.R. as well as Radiology equipment. This company would be listed in MSE with the notation (Also in RAD) after its name, to indicate that additional products are in Section 3 (RAD). The Radiology listing would be referenced with (Also in MSE).

## DETERMINATION/REPORTING OF AD EXPENDITURES

Each ad unit is assigned a cost based on its size and color, with a premium added for cover positions. The rates used are at a level closest to each publication's issue frequency - up to 26x. In some cases we raise the frequency to account for discounts by publishers of several titles in the same field. **Inserts** are priced in the same way as regular pages. It would destroy comparability of ad values to report just media costs associated with inserts, which do not include printing. Expenditure totals are **reported in thousands**. Due to rounding, an advertiser may have 4 products, each shown with an expenditure of \$25 (thousand) and a correct company total of \$101 (thousand).

Numbers reported for publications indicate **how many ad insertions** were placed. Consecutive ads are counted as individual insertions if they are considered independent units, or if separated by editorial.

## INCLUSION OF PRODUCTS

Advertising of one-third page or more (one-quarter page if a major company)—for **medical/surgical** or **radiologic** products, major providers of information systems or management/consulting services—is included automatically.\* Additionally, practically all products are included in nursing journals.\* While all of the above are entered in the data file, printed reports exclude some of the smallest advertisers. The usual criteria for inclusion are minimal: **year-to-date** ad expenditure of \$10,000 for the 1st quarter report; \$20,000 – 6 month report; \$25,000 - 9 month report; \$30,000 – year end report. Known clients of advertising agency subscribers and companies our clients have asked us to track are reported regardless of these criteria. Finally, a 2<sup>nd</sup> insertion of the **same** creative execution in the **same** issue generally (though not always) is considered a free, promotional ad and is not included.

\*See page 3 of journal listing for exclusion of certain product groups.