

THE HOSPITAL LEADER

OFFICIAL BLOG OF SOCIETY OF HOSPITAL MEDICINE

www.HospitalLeader.org

Growth and Reach Since Launch in November 2013

2015 Performance Metrics to Date (*January through April*):



54 blog posts

35% increase compared to same period in 2014

29,670 unique page views

94% increase compared to same period in 2014



1.38 pages per session

Users spend an average of **2 minutes and 44 seconds** on a page



19,761 users

140% increase compared to same period in 2014



2014 Metrics Summary

- Users: 30,227 • Unique page views: 54,493 • Pages per session: 1.52
- Extended views: Viewers spent an average of 2 minutes and 38 seconds on a page
- Content was republished throughout healthcare media, including:

KevinMD.com
Social media's leading physician voice

Forbes

Medscape

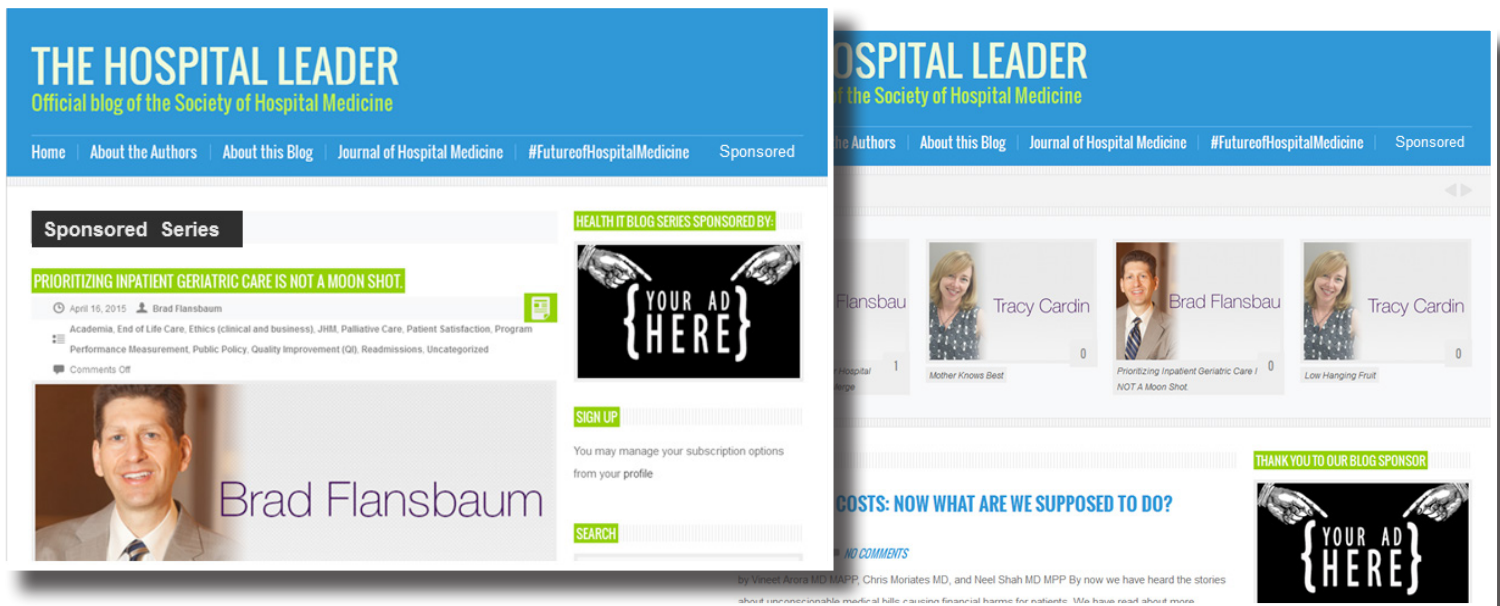
**Sound
Medicine**

- The Health Care Blog • Health Leaders Media • Modern Healthcare

www.HospitalLeader.org | **shm**
Society of Hospital Medicine

Underwrite a Blog Series on Society of Hospital Medicine's (SHM) Official Blog for \$7,500

The Hospital Leader blog launched in November 2013 and features contributors who provide insights and expertise on the most compelling issues in the specialty of hospital medicine. Your company can distinguish itself within the hospital medicine movement and promote your brand directly to hospital medicine leaders. With your support, SHM will host a blog series on a broad topic of your company's choosing.* A series includes three unique blogs over six months. In addition, the sponsored blog series will have its own dedicated page where the posts will be archived and will be accessible via the top-level navigation on *The Hospital Leader*. Here is an illustrated example of what recognition of your company's support would look like on the blog:



This opportunity affords your company a greater connection to hospitalists and hospital leaders. Help SHM continue to grow its audience, and maintain recognition in healthcare media as a leading voice in hospital medicine by underwriting a blog series on *The Hospital Leader*.

*SHM reserves the right to reject topics.

- **Dedicated page on the blog for the blog series to host the content with exclusive ad space and acknowledgment of underwriter on that page**
- **Archived blog posts from the series that you can share**
- **When a post in the series is released, SHM will promote the post and acknowledge the sponsor in Twitter and Facebook posts**
- **Metrics provided after 6 and 12 months**