

Our readers say that **Diagnostic Imaging** provides useful information on conference & research **news** coverage, political & economic **trends** within the radiology market, advances in imaging **technology**, **clinical** developments, and radiology **practice**



\*Source: 2008 Diagnostic Imaging Market Survey

2010

YOUR GLOBALLY POSITIONED SOURCE FOR IMAGING INTELLIGENCE



NEWS • TRENDS • TECHNOLOGY • CLINICAL • PRACTICE

# DIAGNOSTIC IMAGING

**Diagnostic Imaging** has been the authoritative voice of the imaging community for over 30 years. Every month, **Diagnostic Imaging** reaches 32,100 radiologists and radiology administrators, providing them with objective, timely coverage of diagnosis, treatment, technology, and practice trends in medical imaging. **Diagnostic Imaging's** reputation for unbiased, cutting-edge news and clinical reporting on practice-critical topics has made it the trusted choice for radiology decision makers.



## Critical reports on:

- Breast Imaging
- Cardiovascular Imaging
- Contrast Imaging
- CT
- Enterprise Imaging & Informatics
- Intervention
- Molecular Imaging
- MR
- Nuclear Medicine
- Radiology Practice
- Teleradiology
- Ultrasound
- X-ray
- Advanced Visualization

## Features:

- **CLINICAL ADVANCES**  
A monthly look at research, equipment, and techniques that are changing the practice of imaging
- **CASE OF THE MONTH**
- **OVERREAD**  
Clinical and practice trends
- **IMAGING & THE LAW**  
Legislation & policy updates
- **TECH WATCH**
- **PERTURBATIONS**  
Dr. Eric Trefelner's important practice perspectives
- **BACKSCATTER**  
Dr. Brad Tipler's humorous observations on the imaging field and day-to-day practice



### EDITOR

John C. Hayes

John C. Hayes' publishing and news experience spans more than 30 years, several media, and dozens of audiences. John became involved in medical journalism in 1990, and since 1997 has focused on the imaging market, first as news editor, then as editor for *Diagnostic Imaging* and *DiagnosticImaging.com*.

John also serves as editorial director of *Oncology NEWS International*. In leading both publications, John has made it his job to understand the needs of their print and online audiences and to give them information that helps in their daily practice.

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### Diagnostic Imaging 2010 Circulation

<b>TOTAL CIRCULATION:</b>	<b>32,100</b>		
<b>Physicians:</b>		<b>Executives:</b>	
Diagnostic Radiology	20,689	Radiology Administrator	4,513
Nuclear Medicine	1,597	Rad. Bus. Manager	262
Vasc./Interv. Radiology	514	PACS Administrator	297
Neuroradiology	554	CIO/IS Dir./IS Mgr	73
Nuclear Radiology	123	CEO/Pres/Exec. Dir./Chm	287
Pediatric Radiology	101	CFO/COO/Other Exec	325
Other M.D.	1,297	Others Allied to the Field	1,468
<b>TOTAL</b>	<b>24,875</b>	<b>TOTAL</b>	<b>7,225</b>

Publisher's projected 2010 circulation based on current (8/20/09) Hallmark Data Systems and Direct Medical Data Inc. counts. Total Qualified BPA July 2009 Circulation is 32,100



### Evolving and expanding with the imaging market Diagnostic Imaging publishes:

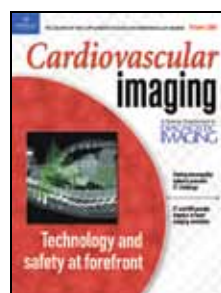
#### Enterprise Imaging & IT - 3x per year special section



The definitive resource for relevant coverage of the adoption and evolution of PACS and informatics in radiology since 1995. The information needs of radiologists and information technology professional intersect and **Diagnostic Imaging's Enterprise Imaging & IT** brings them together.

**Frequency:** 3x  
**Issuance:** February, June, September  
**Bonus distribution:** HIMSS, ECR, SIIM, SNM, BIC, RSNA

#### Cardiovascular Imaging - Special Section



This special supplement brings the critical issues and best practices in cardiac imaging into focus for cardiologists and radiologists. **Cardiovascular Imaging's** commentary and reports distill and present objective information on cardiovascular acquisition and interpretation in every issue.

**Frequency:** 1x  
**Issuance:** March  
**Bonus distribution:** ACC, NCBC, AIUM, MSCT

<b>Enterprise Imaging &amp; IT 2010 Circulation</b>	
Diagnostic Imaging's total 2010 circulation	32,100
Key healthcare enterprise CIOs & IT decision-makers	5,000
<b>2010 TOTAL CIRCULATION:</b>	<b>37,100</b>

<b>Cardiovascular Imaging 2010 Circulation</b>	
Diagnostic Imaging's total 2010 circulation	32,100
AMA Cardiologists	2,000
<b>2010 TOTAL CIRCULATION:</b>	<b>34,100</b>

### Enterprise Imaging & IT and Cardiovascular Imaging are digitized for extended reach.

**JANUARY**

**EDITORIAL HIGHLIGHTS**


- Developments in breast imaging
- Multislice CT development
- News from the RSNA

**SUPPLEMENT**  
**RSNA In Review**

**STRETCH CIRCULATION TO 4,000 RSNA ATTENDEES!**

**SUPPLEMENT BONUS DISTRIBUTION**

- HIMSS  
March 1-4  
Atlanta, GA
- AIUM  
March 24-27  
San Diego, CA
- ISMRM  
May 1-7  
Stockholm, Sweden



Issue Closes  
December 31, 2009

Materials Due  
January 6, 2010

**FEBRUARY**

**EDITORIAL HIGHLIGHTS**

- Trends in CT
- ECR preview
- Trends in breast imaging
- Practice management updates


**SPECIAL SECTION**  
**Enterprise Imaging & IT**

- Radiology & the EMR
- Expanding reach with imaging networks

**STRETCH CIRCULATION TO C & IT TITLES!**

**BONUS DISTRIBUTION**

- HIMSS  
March 1-4  
Atlanta, GA
- ECR  
March 4-8  
Vienna, Austria



Issue Closes  
January 29, 2010

Materials Due  
February 4

**MARCH**

**EDITORIAL HIGHLIGHTS**

- Ultrasound
- Breast imaging

**SPECIAL SECTION**  
**Cardio Imaging**

**STRETCH CIRCULATION TO CARDIOLOGISTS!**

**BONUS DISTRIBUTION**

- American College of Cardiology  
March 14-16  
Orlando, FL
- NCBC  
March 20-21  
Las Vegas, NV
- AIUM  
March 24-27  
San Diego, CA
- Stanford MSCIT  
May 18-21  
San Francisco



Issue Closes  
February 12

Materials Due  
February 19

**APRIL**

**EDITORIAL HIGHLIGHTS**

- Developments in pediatric imaging
- News from ISET
- News from SCMR

**SPECIAL SECTION**  
**Women's Health**

**BONUS DISTRIBUTION**

- International Congress of Radiology (ICR)  
April 9-12  
Shanghai, China

Issue Closes  
February 13

Materials Due  
February 19

**MAY**

**EDITORIAL HIGHLIGHTS**

- The mainstreaming of 3T MR
- CT update
- News from SIR

**SPECIAL SECTION**  
**CAD**

**SPECIAL SECTION**  
**Oncology Imaging**

**BONUS DISTRIBUTION**

- ISMRM  
May 1-7 - Stockholm, Sweden
- Stanford MDCT  
May 18-21 - San Francisco, CA
- ASCO  
June 4-8 - Chicago, IL
- RBMA  
May 23-26 - Colorado Springs, CO

Issue Closes  
March 29

Materials Due  
April 1

**JUNE**

**EDITORIAL HIGHLIGHTS**

- Cancer staging with PET: state of the art
- Multislice CT scanning
- Ultrasound developments

**SPECIAL SECTION**  
**Enterprise Imaging & IT**

**STRETCH CIRCULATION TO C & IT TITLES!**

**BONUS DISTRIBUTION**

- SIIM  
June 3-6  
Minneapolis, MN
- SNM  
June 5-9  
Salt Lake City, UT



Issue Closes  
May 10

Materials Due  
May 13

**JULY**

**EDITORIAL HIGHLIGHTS**

**Annual Mid-Year Clinical Update:**

Ten advances that will influence radiology practice

- Latest developments in cardio CT

**SPECIAL SECTION** **NEW!**  
**Advanced Visualization**

**BONUS DISTRIBUTION**

- Society of Cardiovascular CT (SCCT)  
July 16-19  
Orlando, FL

**Advertiser Bonus:**  
Annual Readex Ad Impact Study

Issue Closes  
June 4

Materials Due  
June 9

**AUGUST**

**EDITORIAL HIGHLIGHTS**

- Practice challenges for today's radiology administrator
- Multislice CT scanning
- Nuclear medicine/PET developments

**SPECIAL SECTION**  
**MR**

**BONUS DISTRIBUTION**

- American Healthcare Radiology Administrators (AHRA)  
August 9-13  
Las Vegas, NV

Issue Closes  
July 9

Materials Due  
July 14

**SEPTEMBER**

**EDITORIAL HIGHLIGHTS**

- Breast imaging
- Practice management
- Advances in GI radiology
- News from SCCT

**SPECIAL SECTION**  
**Women's Imaging**

**SPECIAL SECTION**  
**Enterprise Imaging & IT**

**STRETCH CIRCULATION TO C & IT TITLES!**

**BONUS DISTRIBUTION**

- RSNA  
November 28-December 2  
Chicago, IL



Issue Closes  
August 16

Materials Due  
August 19

**OCTOBER**

**EDITORIAL HIGHLIGHTS**

- Current technology developments
- Molecular imaging
- Trends in practice

**SPECIAL SECTION**  
**CR & DR**

**SUPPLEMENT**  
**Teleradiology**

**SUPPLEMENT BONUS DISTRIBUTION**

- RSNA  
November 28-December 2  
Chicago, IL

Issue Closes  
September 7

Materials Due  
September 10

**NOVEMBER**

**EDITORIAL HIGHLIGHTS**


- Annual RSNA issue
- PACS & informatics news
- New developments in MR & CT
- New developments in ultrasound
- CR and DR

**SUPPLEMENT**  
**RSNA Technology Advisor**

**STRETCH CIRCULATION TO 4,000 RSNA PRE-REGISTRANTS!**

**BONUS DISTRIBUTION**

- RSNA  
November 28-December 2  
Chicago, IL



Issue Closes  
October 11

Materials Due  
October 14

**DECEMBER**

**EDITORIAL HIGHLIGHTS**

- Clinical CT
- Molecular imaging
- News from BIC
- Breast imaging

**SPECIAL SECTION**  
**Contrast Imaging Latest Trends**

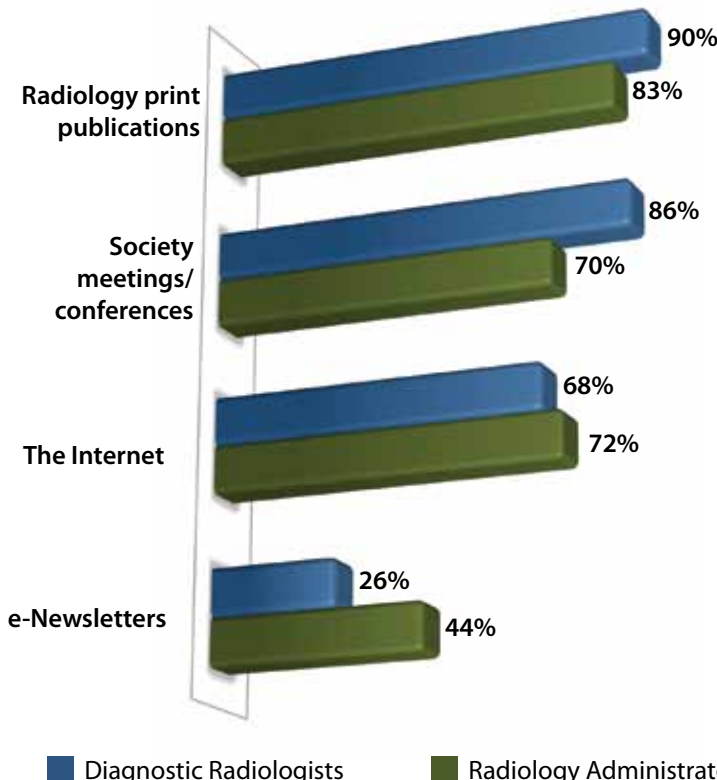
**BONUS DISTRIBUTION**

- San Antonio Breast Cancer Symposium (SABCS)  
December 8-12  
San Antonio, TX

Issue Closes  
October 29

Materials Due  
November 3

**Resource Ranking**



**Diagnostic Imaging provides useful information on:\***

	% Usefulness
Radiology practice	90%
Advances in imaging technology	89%
Clinical developments	84%
PACS and informatics	84%
Teleradiology	78%
Political & economic trends in radiology	76%
Conference & research news/coverage	70%
Cardiac imaging	67%

\*Percentages represent the net of Extremely useful/Very useful/Useful  
Source: Diagnostic Imaging 2008 Market Study