



**the  
physician  
and  
sportsmedicine**

[www.physsportsmed.com](http://www.physsportsmed.com)

**A PRIMARY CARE  
PERSPECTIVE ON THE  
MEDICAL ASPECTS OF  
EXERCISE, SPORTS  
AND FITNESS**

*Featuring the special role  
of exercise and medicine for  
chronic, acute, and infectious disease*

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## A Word From The Editor

“Our readers offer advice on prevention of disease or injury, prescribe exercise for fitness or rehabilitation, and find ways to help patients with chronic conditions such as asthma or osteoarthritis remain active. This is the very definition of the office-based model of sports medicine. It is the broadbased application of sports medicine for use on athletes and non-athletes alike. The growing emphasis on the office-based practice of sports medicine parallels the accumulation of research and comprehensive reports that urgently recommend exercise for people of all ages and abilities.”

*Gordon Matheson, MD, PhD*  
*Editor-In-Chief*



## *The Physician and Sportsmedicine* - A Unique Blend

*The Physician and Sportsmedicine* covers an extremely broad range of primary care topics, and is the only medical journal that goes beyond the obvious treatment of injuries to address the complementary role – *unique blend* – of exercise & medicine.

*The Physician and Sportsmedicine* offers:

- Unique editorial perspective on the special role of exercise and drug therapy for chronic, acute, and infectious disease
- Large primary care physician audience
- Nearly 100% direct, written request circulation
- Personal and professional appeal
- Top 10 ranking in "time spent reading" among all journals by AAFP members
- Fully interspersed, high-interest, clinical environment
- Powerfully brand-oriented set of custom publishing opportunities including: patient education, single-sponsored publications, and CME sponsorships in print, live, and on-line formats
- High-traffic Web site ([www.physsportsmed.com](http://www.physsportsmed.com)) that appeals to physicians and consumers alike
- Periodic editorial research with physician-readers to gather opinions and insights

## Editorial Mission

*The Physician and Sportsmedicine* serves the practicing physician's personal and professional interest in the medical aspects of exercise, sports, and fitness.

### Clinical Content

Review articles, research, and case reports focus on new and current practical information the physician can apply in day-to-day activities, including:

- The recognition, treatment, and prevention of injury and disease caused by exercise and sports
- The role of physical exercise and sports in the prevention and treatment of chronic disease states
- The medical examination, qualification, and supervision of recreational and competitive athletes
- The medical principles involved in training and conditioning for basic health or athletic achievement

### Topical Content

The topical content deals with medically related subjects that not only help physicians treat patients, but also parallel their personal interest and involvement in exercise, fitness, sports, and medicine.

### Editorial Framework

#### Index Issue

Published yearly in December

#### Electronic Availability

Back issues available online at [www.physsportsmed.com](http://www.physsportsmed.com)

#### Peer Review

All clinical articles are reviewed by two board Members, or other appropriate experts, plus the Editor-in-Chief.

## Reader Profile – Personal & Professional

### Many Conditions Treated with Drugs and Exercise

#### Conditions Most Commonly Treated with Drug Therapy

- Chronic Ischemic Heart Disease
- Headache/Migraine
- Myocardial Infarction
- Asthma
- Osteoarthritis
- Diabetes
- Osteoporosis
- Hypertension
- Depression
- Cancer

#### Conditions Most Commonly Treated with Some Form of Exercise

- Osteoporosis
- Diabetes
- Obesity
- Hypertension
- Osteoarthritis
- Musculoskeletal Injuries
- Sprains/Strains
- Chronic Ischemic Heart Disease
- Depression
- Rheumatoid Arthritis

**100%** of readers are recommending exercise to patients as much or more than in 1999

**100%** of readers' patients are inquiring about exercise as much or more than in 1999

**66%** of readers consider sports medicine to be a regular part of primary care practice

Source: 2000 Practice Profile

#### *The Physician and Sportsmedicine is A Favorite Among Family Physicians*

Average time spent reading:

- AFP – 2.7 hours
- JFP – 2.2 hours
- NEJM – 2.1 hours
- PGM – 1.8 hours
- PATCAR – 1.7 hours
- JAMA – 1.5 hours
- PSM – 1.3 hours**
- CONSUL – 1.3 hours

Source: AAFP, 2000

### Do As I Say and As I Do

#### Activities and Exercise Most Recommended to Patients

- Walking
- Swimming
- Calisthenics/Stretching
- Bicycling
- Strength Training
- Running/Jogging

#### Activities and Exercise Most Participated in by Readers

- Bicycling
- Swimming
- Racquetball
- Skiing
- Walking
- Strength Training
- Golf
- Running/Jogging
- Tennis
- Aerobics

#### Top Reasons Physicians Read *The Physician and Sportsmedicine*

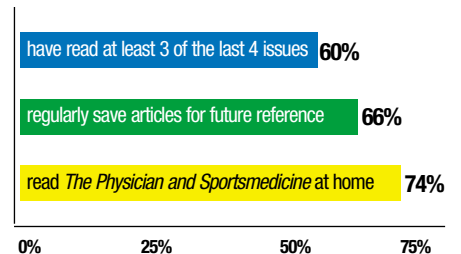
- Personal interest in exercise, sports, and fitness
- Practical clinical articles
- To find exercises to use in conjunction with drug therapy
- Patient education materials and handouts
- CME

Source: 2000 Practice Profile

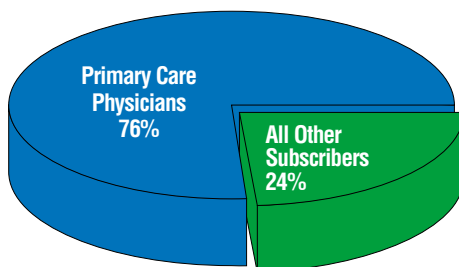
#### The Typical Reader

- 86% Male, 14% Female
- 18 years in practice
- 96 patients treated weekly  
53% female, 47% male
- 48% prescribe exercise for prevention of chronic conditions
- 47% prescribe exercise for treatment of chronic conditions

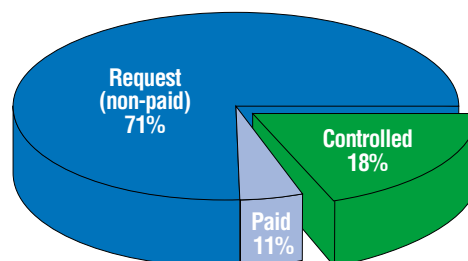
#### How Do They Read *The Physician and Sportsmedicine*?



Source: 2000 Practice Profile and Readex Editorial Audit 1999



**76% Primary Care Circulation!**



**82% Total Request Circulation!**

Source: Publisher's Data - Est. January 2001