ABOUT SCCM

The Society of Critical Care Medicine's (SCCM) mission is to secure the highest-quality care for all critically ill and injured patients.

SCCM is the largest nonprofit healthcare organization dedicated exclusively to promoting excellence and consistency in the practice of critical care. SCCM offers a variety of sponsorship and advertising options through its well-recognized publications and educational media that will increase your exposure among critical care clinicians.

Visit sccm.org/join.

As the only society that exclusively represents all members of the critical care team, SCCM is distinguished by an emphasis on multiprofessional and multidisciplinary inclusion.

Members by Profession

- 70% PHYSICIANS
- 3% PHYSICIAN ASSISTANTS
- 10% NURSES
- 10% PHARMACISTS
- 7% OTHERS (respiratory care therapists, Physical Therapists, Dietitians, Veterinarians)

Membership Types

- 66% PROFESSIONAL MEMBERS
- 16% ASSOCIATE MEMBERS
- 18% SELECT MEMBERS

Associate Members receive basic member benefits from SCCM, including subscription to Critical Connections newsmagazine.

Professional Members receive basic member benefits, plus additional benefits, including subscription to the journal Critical Care Medicine and free access to webcasts.

Select Members are SCCM’s most engaged members. They receive enhanced member benefits, including Critical Connections, Select Edition, free access to webcasts and other educational materials, and invitations to exclusive events.

Learn more about SCCM’s membership tiers at sccm.org/join.

About SCCM

SCCM’s 16,000 MEMBERS represent more than 100 countries worldwide.

- 91% of members are based in North America

Age

*Based on self-reported demographic data. 40% of SCCM members report demographic data.

- 51 MEDIAN AGE
- 43 AVERAGE AGE

- 18% 23 - 38 (MILLENNIALS)
- 22% 39 - 54 (GENERATION X)
- 20% 55 - 73 (BABY BOOMERS)

Visit sccm.org/Sponsorship

Facebook @SCCM1
73,000 Followers

Twitter @SCCM
22,800 Followers

LinkedIn group
17,600 Followers

Instagram @SCCMcriticalcare
1,370 Followers

Learn more about SCCM’s membership tiers at sccm.org/join.
ADVERTISING & SPONSORSHIP

At a Glance  Visit sccm.org/Sponsorship for full details

Digital Advertising
SCCM's website and its digital newsletter editions reach targeted and engaged audiences.

+157,000
SUBSCRIBERS RECEIVE SCCM'S VARIOUS DIGITAL NEWSLETTER EDITIONS.

68,000
MONTHLY WEBSITE VISITORS

Critical Connections Newsmagazine
SCCM's quarterly print newsmagazine that features clinical articles, member profiles, and updates on SCCM activities.

CIRCULATION: 25,000

iCritical Care Podcasts
A trusted source for in-depth interviews, podcasts feature authors from Critical Care Medicine and Pediatric Critical Care Medicine as well as prominent speakers from our educational programs and thought leaders in critical care.

518,000
ANNUAL DOWNLOADS

Other Opportunities

SCCM Initiatives
SCCM develops numerous apps, initiatives, and programs in support of its mission. Contact us to learn about all the opportunities available.

SCCM Print and Online Journals
SCCM's premier peer-reviewed publications, Critical Care Medicine and Pediatric Critical Care Medicine, direct readers to articles aimed at improving the care of all critically ill and injured patients. Critical Care Explorations is SCCM's official online, open-access, peer-reviewed journal.

Educational Events and Activities
SCCM offers many educational events and activities throughout the year that have sponsorship and advertising opportunities. From its annual Critical Care Congress® to hands-on clinical skills training such as ultrasound and echocardiography courses and annual review courses, SCCM can help you reach an engaged audience of critical care practitioners dedicated to improving care.

Career Central
As the largest multiprofessional critical care career portal, SCCM's Career Central allows employers and job seekers to actively pursue talent and professional advancement. Visit sccm.org/careercentral for more details.

Patient and Family Outreach
SCCM has numerous opportunities for sponsors and advertisers interested in patient and family outreach and care, including SCCM’s Patient Communicator App. Contact us for details.

Visit sccm.org/MyICUCare for more details.
SCCM Website
SCCM.org is accessed by thousands of users to learn more about SCCM’s activities, events, initiatives, and membership benefits. The new addition of the LearnICU Library, which offers more than 1,000 clinical resources, is just one area that ensures fresh, relevant content to the site.

68,000 MONTHLY VISITORS
230,000 MONTHLY PAGE VIEWS

Critical Connections, Digital Editions
SCCM’s digital newsletters target specific audiences within SCCM, featuring:
- Society Updates
- Member-Generated Blog Content
- Industry News

Critical Connections, News Edition
(released the second Thursday of each month)
Focuses on member-generated blogs with updates on SCCM’s programs and initiatives and member profiles.

CIRCULATION: 55,000 / OPEN RATE: 28%

Critical Connections, Select Edition
(released the third Thursday of each month)
Provides insider tips and personalized messages from SCCM’s CEO to Select Members, our most engaged members.

CIRCULATION: 2,300 / OPEN RATE: 40%

Critical Care Update
Weekly digital newsletter that provides access to the latest information, trends, and developments in critical care, gathered from sources such as The Associated Press, The New York Times, and leading industry publications. It is produced by Multiview, but contains featured content from SCCM.

CIRCULATION: 103,200 / OPEN RATE: 30%
With more than 13 million downloads and 370 episodes, iCritical Care Podcasts are a trusted source of information on late-breaking critical care topics.

SCCM’s podcast hosts are trusted members of the SCCM community who conduct in-depth interviews with authors from *Critical Care Medicine* and *Pediatric Critical Care Medicine*. They also may feature interviews with prominent thought leaders and SCCM members. The iCritical Care podcasts were among the very first podcasts of their kind when they launched in 2005 and have cultivated a loyal listening audience.

Visit sccm.org/podcasts
- Listen to the latest episodes
- Meet our well-respected podcast hosts and editor

**TOTAL ANNUAL DOWNLOADS: 518,000**  
**AVERAGE DOWNLOADS PER EPISODE: 25,000**

**Frequency:** SCCM releases at least two podcast episodes per month. These episodes feature discussions with authors from *Critical Care Medicine* and *Pediatric Critical Care Medicine*, as chosen by the podcast editorial board.*

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**Top 2018 Podcast Episodes**

<table>
<thead>
<tr>
<th>Podcast Title</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>357 Initial Crystalloid Resuscitation in Sepsis and Septic Shock</td>
<td>72,806</td>
</tr>
<tr>
<td>358 Liberal Glycemic Control in Critically Ill Patients With Type 2 Diabetes</td>
<td>44,155</td>
</tr>
<tr>
<td>356 Repeated Critical Illness and Unplanned Readmissions to PICUs</td>
<td>41,625</td>
</tr>
<tr>
<td>361 Antibiotic Therapy in Comatose Mechanically Ventilated Patients</td>
<td>40,226</td>
</tr>
<tr>
<td>Following Aspiration</td>
<td></td>
</tr>
<tr>
<td>360 Alarm and Alert Fatigue in Critical Care</td>
<td>37,839</td>
</tr>
</tbody>
</table>

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**Pre-Roll and Post-Roll Message***

Your recorded message will be read before the interview begins and after it ends. Your support of the podcast is also noted in the description of the podcast.

*Some months may include more than two episodes. These additional episodes may be Hot Topic Buys or interviews with thought leaders or SCCM members, such as a podcast interview with the president. Episode buys are offered with podcasts related to *Critical Care Medicine* or *Pediatric Critical Care Medicine* articles unless otherwise requested or noted.

**Top 2018 podcasts as of May 2019**

***Pre-Roll and Post-Roll messaging is not exclusive. SCCM reserves the right to offer mid-roll advertising.

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**SCCM offers two ways to support the iCritical Care Podcasts.**

**Episode Buy:** Reach our engaged listenership by purchasing episode buyouts in our traditional interview series, consisting of discussions with authors of articles from *Critical Care Medicine* and *Pediatric Critical Care Medicine*.

**Hot Topic Buy:** Have a specific topic you want covered? This premium option allows you to customize the topic of the podcast. These podcasts are facilitated by a professional podcast host with a medical background.

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**Featured Resource:**

Podcasts supported by Episode Buys and Hot Topic Buys will get top billing in SCCM’s social media and digital newsletters. This includes social media posts and inclusion in *Critical Connections, News Edition.*

<table>
<thead>
<tr>
<th>Episode Buys</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$6,000</td>
</tr>
<tr>
<td>(2 episodes)</td>
<td></td>
</tr>
<tr>
<td>3 Months</td>
<td>$15,000</td>
</tr>
<tr>
<td>(6 episodes)</td>
<td></td>
</tr>
<tr>
<td>6 Months</td>
<td>$24,000</td>
</tr>
<tr>
<td>(12 episodes)</td>
<td></td>
</tr>
<tr>
<td>12 Months</td>
<td>$36,000</td>
</tr>
<tr>
<td>(24 episodes)</td>
<td></td>
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</tbody>
</table>

| Hot Topic Buys | Customize the Topic | $8,000 per episode or customized pricing for a series |
SCCM’s quarterly print newsmagazine features clinical articles, member profiles, and updates on SCCM activities. Readers are key decision-makers who constantly seek new therapies, technologies, and methods to provide the best possible care to their patients.

Critical Connections 2019/2020 Editorial Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Due</th>
<th>Ad Artwork Due</th>
<th>Mailbox ETA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov, Dec 2019, Jan 2020</td>
<td>Sept 20, 2019</td>
<td>Oct 4, 2019</td>
<td>Nov 1, 2019</td>
</tr>
<tr>
<td>Feb, March, April 2020</td>
<td>Dec 27, 2019</td>
<td>Jan 10, 2020</td>
<td>Feb 7, 2020</td>
</tr>
<tr>
<td>May, June, July 2020</td>
<td>March 18, 2020</td>
<td>April 3, 2020</td>
<td>May 1, 2020</td>
</tr>
</tbody>
</table>
**Technical Requirements:**

- Keep live content .5" from trim edge
- High-res PDF is the preferred format for all ads
- File must be saved using the “Press Optimized” setting
- Ads must be in final print size
- Include .125" bleed area in final PDF
- Include crop marks set to .125" offset (outside of the bleed area)
- Fonts must be embedded in file, or converted to outlines
- All images must be embedded and image resolution must be at least 300 dpi
- Colors must be CMYK
- 150 line screen recommended
- Magazine trim size: 9" w x 10.875" h
- Send final PDF to Desiree Ng at dng@sccm.org.
SCCM PRINT & ONLINE JOURNALS

Critical Care Medicine

Media Kit: ccmjournal.org/advertising

Critical Care Medicine (CCM) is the premier peer-reviewed, scientific publication in critical care medicine. Directed toward specialists who treat patients in the intensive care and critical care units, including chest physicians, surgeons, pediatricians, pharmacists, pharmacologists, anesthesiologists, critical care nurses, and other healthcare professionals, CCM covers all aspects of acute and emergency care for the critically ill or injured patient. Each issue presents critical care practitioners with clinical breakthroughs that lead to better patient care, the latest news on promising research, and advances in equipment and techniques.

IMPACT FACTOR: 6.971
IMPACT FACTOR RANKING: 
  • CRITICAL CARE MEDICINE 5/33
CIRCULATION: 14,691

Pediatric Critical Care Medicine

Media Kit: pccmjournal.org/advertising

Pediatric Critical Care Medicine is the first peer-reviewed, scientific journal written for the entire pediatric critical care team: pediatricians, neonatologists, respiratory therapists, nurses, and others who care for critically ill or injured pediatric patients. Content includes clinical articles, scientific investigations, solicited reviews, and abstracts from pediatric critical care meetings.

IMPACT FACTOR: 2.798
IMPACT FACTOR RANKING: 
  • 15/33 IN CRITICAL CARE MEDICINE
  • 21/124 IN PEDIATRICS
CIRCULATION: 2,128

Critical Care Explorations

Media Kit: ccejournal.org/advertising

Critical Care Explorations (CCE) is SCCM’s official open-access, peer-reviewed journal. Designed to complement SCCM’s flagship journals Critical Care Medicine and Pediatric Critical Care Medicine, CCE offers additional articles that encompass the broad scope of critical care, including traditional article types and case reports, as well as time-sensitive information about quality and safety, methodological and technical advances, healthcare economics, advances in predictive modeling, and the impact of new studies on evidence-based practice. This rapid-communication journal is a forum for innovation and new information with the potential to influence the practice of critical care and impact research in the field.

Educational Opportunities

SCCM offers many educational events and activities throughout the year that have sponsorship and advertising opportunities.

Visit sccm.org/sponsorship to find a detailed list of all educational opportunities.
ADVERTISING & SPONSORSHIP

Society of Critical Care Medicine
Desiree Ng, Industry Relations Manager
+1 847 827-7188, dng@sccm.org
- Critical Connections newsmagazine
- iCritical Care podcasts
- Educational events and activities
- Specialty and custom opportunities

Wolters Kluwer Health
Joe Anzuena, National Account Manager
+1 215 521-8532, Joe.Anzuena@wolterskluwer.com
- SCCM journals:
  - Critical Care Medicine
  - Pediatric Critical Care Medicine
  - Critical Care Explorations

Association Revenue Partners
+1 855 790-0001, info@associationrevenuepartners.com
- Critical Connections, Digital Editions
- SCCM Website

Multiview
+ 1 972 402-7070, salesinquires@multiview.com
- Critical Care Update Media Kit

Naylor
Erik Kersteter
+1 703 707-8686 x 2750, Erik.Kersteter@Naylor.com
sccm.org/CareerCentral
- Career Central

Find more information, including detailed media kits from our many advertising partners at sccm.org/sponsorship.