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/Sponsorship

**Members by Profession***

- 65% PHYSICIANS
- 3% PHYSICIAN ASSISTANTS
- 11% NURSES
- 11% PHARMACISTS
- 10% OTHERS (respiratory care therapists, Physical Therapists, Dietitians, Veterinarians)

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.

**Membership Types***

- 64% PROFESSIONAL MEMBERS
- 18% ASSOCIATE MEMBERS
- 17% 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.

*Information reported from August 2020

SCCM’s 17,000 MEMBERS represent more than 100 countries worldwide.

95% of members are based in North America.

67% of members say that they are tech-savvy.

Visit sccm.org/Sponsorship

Age*

*Based on self-reported demographic data. 60% of SCCM members report demographic data.

- 45 MEDIAN AGE
- 47 AVERAGE AGE

32% 23 - 38 (MILLENNIALS)
37% 39 - 54 (GENERATION X)
29% 55 - 73 (BABY BOOMERS)

Visit sccm.org/Sponsorship

Facebook @SCCM1
80,440 Followers

Twitter @SCCM
35,000 Followers

LinkedIn
18,500 Followers

Instagram @SCCMcriticalcare
8,250 Followers
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.

77,000 MONTHLY WEBSITE VISITORS

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

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

CIRCULATION: 25,000
NEW: Digital magazine format in addition to print!

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

1.3 Million ANNUAL DOWNLOADS

SCCM offers several opportunities to reach its engaged audience of critical care professionals. Contact us to tailor an advertising and sponsorship package that reaches your target audience and fits your budget.

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/MylICUCare 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.

77,000 MONTHLY VISITORS
260,000 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, Education Edition**
(released the first Thursday of each month)
Focuses on educational products, opportunities and events for the entire multiprofessional critical care team; equipping practitioners with the tools needed to provide care to all critically ill and injured patients.

**CIRCULATION:** 55,000
**OPEN RATE:** 30%

**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:** 57,000
**OPEN RATE:** 30%

**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:** 2,600
**OPEN RATE:** 44%

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. Access the Media Kit

**CIRCULATION:** 101,000 / **OPEN RATE:** 36%
With more than 15 million downloads and 419 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, Pediatric Critical Care Medicine, and Critical Care Explorations. 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

**Top 2019 Podcast Episodes**

<table>
<thead>
<tr>
<th>Podcast</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>377 Procalcitonin Guidance in Patients with Sepsis</td>
<td>38,951</td>
</tr>
<tr>
<td>378 Procalcitonin Guidance during Antibiotics Management</td>
<td>37,737</td>
</tr>
<tr>
<td>379 Opioid-Induced Respiratory Depression Risk Prediction Tool</td>
<td>36,995</td>
</tr>
<tr>
<td>376 2018 PADIS Guidelines</td>
<td>36,633</td>
</tr>
<tr>
<td>388 Choosing Wisely in Critical Care</td>
<td>34,423</td>
</tr>
</tbody>
</table>

**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, Pediatric Critical Care Medicine, or Critical Care Explorations articles unless otherwise requested or noted.

**Top 2019 podcasts as of August 2020**

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

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, Pediatric Critical Care Medicine, and Critical Care Explorations.

**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.

Hot Topic Buys must align to one of SCCM’s 24 Knowledge Lines. Only 4 hot topic podcasts per Knowledge Line are allowed per calendar year. Slots are on a first come, first served basis. SCCM’s Knowledge lines are:

- Administration
- Cardiovascular
- Disaster
- Endocrine
- Epidemiology-Outcomes
- Ethics and End of Life
- GI-Nutrition
- Hematology
- Immunology
- Integument
- Neurology
- Obstetrics
- Patient and Family
- Support
- Pediatrics
- Pharmacology
- Procedures
- Professional Development
- Pulmonary
- Quality and Patient Safety
- Renal
- Research
- Resuscitation
- Well Being
- Sepsis
- Shock
- Trauma

**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.
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 2021 Editorial Schedule**

**Winter 2021: The Future of Critical Care**
As SCCM approaches its 50th Anniversary and critical care professionals continue to evaluate how COVID-19 has changed the landscape, this issue will focus on a future filled with possibility. Articles will focus on new ICU design principles, top bedside technologies to help improve care, and the future of ICU Liberation.

**Spring 2021: Critical Care Workforce**
Highlighting the critical care team, this issue will highlight the challenges facing the critical care workforce. Articles will focus on utilizing advanced practice providers and utilizing SCCM’s Fundamentals training to prepare for emergencies.

**Summer 2021: Clinical Issues of the Day**
Critical care professionals are looking for the latest research. This issue will feature the late-breaking information about SCCM guidelines and cherry pick hot topics from thought-leaders.

**Fall 2021: Life After COVID-19**
COVID-19 took the world by storm, and this issue will feature articles on lessons learned more than a year later. Articles will focus on mental health, post-intensive care syndrome, and the latest data to help critical care professionals deliver the highest quality care.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Due</th>
<th>Ad Artwork Due</th>
<th>Mailbox ETA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>September 29, 2020</td>
<td>October 14, 2020</td>
<td>November 15, 2020</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>April 1, 2021</td>
<td>April 15, 2021</td>
<td>May 15, 2021</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>July 1, 2021</td>
<td>July 15, 2021</td>
<td>August 15, 2021</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>October 1, 2021</td>
<td>October 15, 2021</td>
<td>November 15, 2021</td>
</tr>
</tbody>
</table>
## Advertising Rates

<table>
<thead>
<tr>
<th>Size (Includes 4/color charge of $1,775)</th>
<th>1 issue</th>
<th>2 issues</th>
<th>3 issues</th>
<th>4 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,765</td>
<td>$4,630</td>
<td>$4,425</td>
<td>$4,065</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$9,530</td>
<td>$9,260</td>
<td>$8,850</td>
<td>$8,130</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,640</td>
<td>$3,600</td>
<td>$3,395</td>
<td>$3,180</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$3,170</td>
<td>$3,130</td>
<td>$3,010</td>
<td>$2,880</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,260</td>
<td>$6,058</td>
<td>$5,750</td>
<td>$5,210</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,513</td>
<td>$5,344</td>
<td>$5,088</td>
<td>$4,638</td>
</tr>
</tbody>
</table>

### Contact us to learn about these additional advertising opportunities.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Trim Size</th>
<th>Required Bleed Size</th>
<th>Optional No-Bleed Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>18&quot; w x 10.875&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 18.25&quot; x 11.125&quot;</td>
<td>Spread ad with no bleed: 17.5&quot; w x 10.375&quot; h</td>
</tr>
<tr>
<td>Full Page</td>
<td>9&quot; w x 10.875&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 9.25&quot; x 11.125&quot;</td>
<td>Full page ad with no bleed: 8.5&quot; w x 10.375&quot; h</td>
</tr>
<tr>
<td>Half Page</td>
<td>9&quot; w x 5.375 &quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 9.25&quot; x 5.625&quot;</td>
<td>Half page ad with no bleed: 8&quot; w x 5&quot; h</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.375&quot; w x 5.375&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 4.625&quot; x 5.625&quot;</td>
<td>Quarter page with no bleed: 3.91&quot; w x 5&quot; h</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:** 7.414

**IMPACT FACTOR RANKING:**
- **5/36 IN CRITICAL CARE MEDICINE**

**CIRCULATION:** 13,266

---

Pediatric Critical Care Medicine

Media Kit: pccmjournall.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:** 2.854

**IMPACT FACTOR RANKING:**
- **17/36 IN CRITICAL CARE MEDICINE**
- **20/128 IN PEDIATRICS**

**CIRCULATION:** 2,007

---

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.
COVID-19 RESOURCES AND EFFORTS

The Society of Critical Care Medicine (SCCM) has been a leader in the COVID-19 response since the start of the pandemic. SCCM was among the first to release management guidelines for treating critically ill patients with COVID-19 in the ICU (Alhazzani, et al. Crit Care Med. 2020 48:e440-e469) and quickly followed with the COVID-19 Rapid Resource Center, which is an open-access repository that contains hundreds of COVID-19 resources for clinicians, including podcasts, journal articles, webcasts, and microlearning presentations.

In addition, SCCM is meeting the needs of non-ICU clinicians who would benefit from critical care training by providing complimentary educational material. Patient surges in ICUs across the United States are possible as hot spots emerge, and non-ICU clinicians may be called on again to care for critically ill patients. More than half a million people have already taken advantage of these free online learning modules, but more resources and clinical education are needed to ensure that healthcare professionals are prepared, especially in the absence of a vaccine.

PARTNER WITH SCCM IN ITS UNPRECEDENTED COVID-19 RESPONSE.

Communications Bundle:
$15,000 for 1 month
$25,000 for 3 months

A communications bundle offers exposure on SCCM’s highly visited COVID-19 web pages. Your company’s logo and preferred URL will be displayed on these pages. The bundle also includes opportunities to promote product news or resources in SCCM’s COVID-19 eNewsletter within the Industry Partner Resources section. Advertiser provides assets, including logo, preferred URL, and editorial (subject to editing).

Available Web Pages:

Emergency Resources: COVID-19
Landing page for all SCCM COVID-19 response efforts.

250,000+ VISITORS

COVID-19 Rapid Resource Center
SCCM’s library of COVID-19 resources, launched in April 2020, featuring hundreds of items aimed at educating critical care professionals on the latest developments and treatments.

68,000+ VISITORS

COVID-19 Resources for Non-ICU Clinicians
Critical care resources and education to help non-ICU clinicians prepare for COVID-19 patient surges.

518,000+ VISITORS

Visitors include both ICU and non-ICU clinicians who may be managing or preparing to manage critically ill patients. Professions include physicians, advanced practice providers (nurse practitioners and physician assistants), respiratory therapists, pharmacists, and other frontline healthcare professionals. Specialties include:

- Anesthesiology
- Critical care
- Dermatology
- Emergency medicine
- Family practice
- General practice
- Hospitalists
- Immunology
- Infectious diseases
- Internal medicine
- Neurology
- Obstetrics/gynecology
- Pathology
- Pediatrics
- Physiatry
- Primary care
- Radiology
- Surgery
- Vascular medicine
COVID-19 RESOURCES AND EFFORTS

PARTNER WITH SCCM IN ITS UNPRECEDENTED COVID-19 RESPONSE.

COVID-19 Newsletter, Digital Edition
$7,500: One-time purchase
(outside the Communications Bundle)

The digital newsletter focuses on the latest COVID-19 news and educational resources, such as guideline updates, surveys, new additions to the COVID-19 Rapid Resource Center, featured blog content, and announcements about upcoming events.

CIRCULATION UP TO 118,000

Webcast Supporter
Investment of $9,500

SCCM’s COVID-19 webcasts attract a captive and engaged audience interested in taking deep dives into the latest issues related to the pandemic. Sponsors are able to display a company logo and preferred URL (subject to approval) at the start and end of each webinar, in marketing materials, and in the publicly available archived product.

SCCM hosts webcasts with designated faculty addressing the most relevant topics.

COVID-19 Q&A Webcasts
In this series, expert faculty provide insightful answers to questions related to COVID-19 care. Questions are gathered from attendees ahead of the live event and from social media, blogs, and listservs.

COVID-19 Topical Webcasts
Topical webcasts offer overviews, therapeutic debates, and discussions from subject matter experts in a specific knowledge area. Content is derived from SCCM or in partnership with other societies.

Non-ICU Clinician Webcasts
This series gives non-ICU clinicians an opportunity to ask questions about caring for critically ill patients during the COVID-19 pandemic to a panel of seasoned critical care experts.

<table>
<thead>
<tr>
<th>Webinar Type</th>
<th># Registered</th>
<th>Post-Event Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q&amp;A</td>
<td>389</td>
<td>27,000+</td>
</tr>
<tr>
<td>Topical</td>
<td>889</td>
<td>10,000+</td>
</tr>
<tr>
<td>Non-ICU Clinicians</td>
<td>525</td>
<td>14,900+</td>
</tr>
</tbody>
</table>
ADVERTISING & SPONSORSHIP CONTACTS

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
- COVID-19 Activities

Wolters Kluwer Health
Tom Pitfosky, Sr. National Account Manager, Print, Digital and Online
+1 661-296-8213, tom.pitofsky@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, salesinquiries@multiview.com
- Critical Care Update Digital Newsletter

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

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