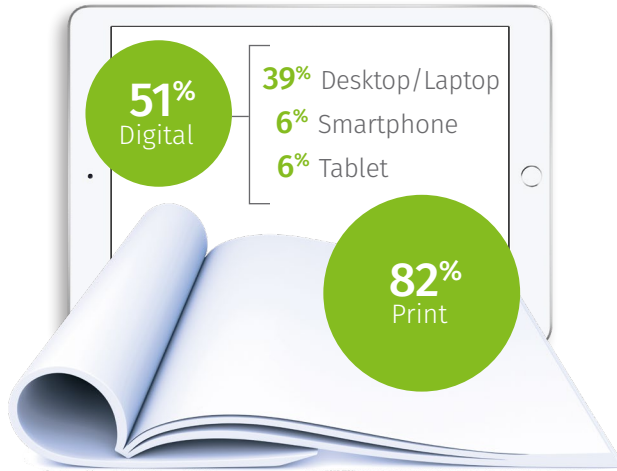
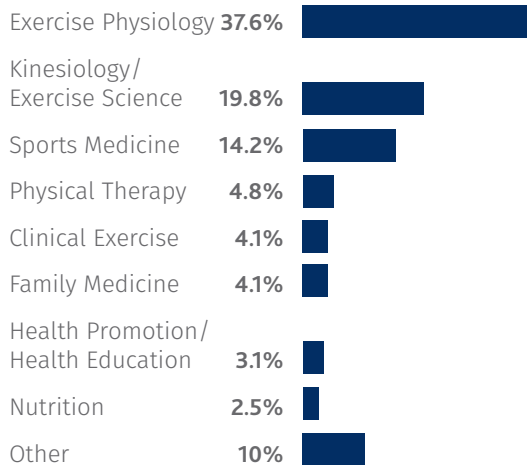


AUDIENCE PROFILE

Preferred Reading Format

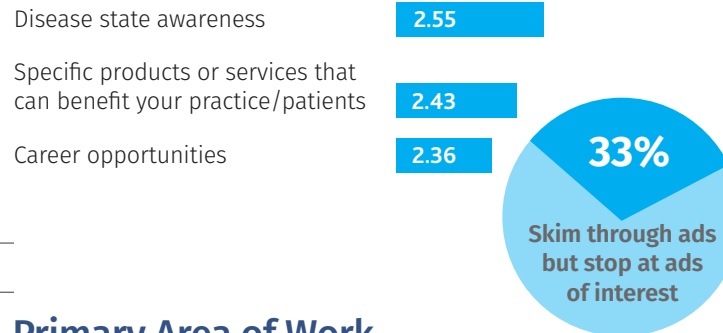


Discipline/Course of Study



Importance of Ad Content

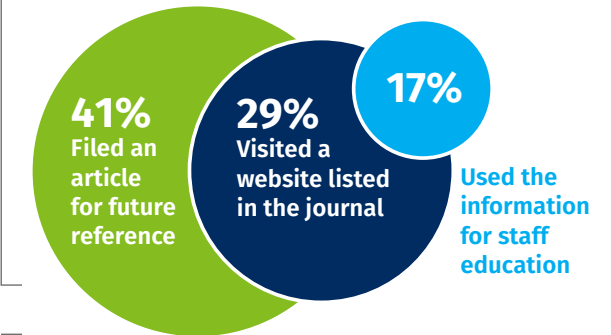
1=Not important, 5=Very Important



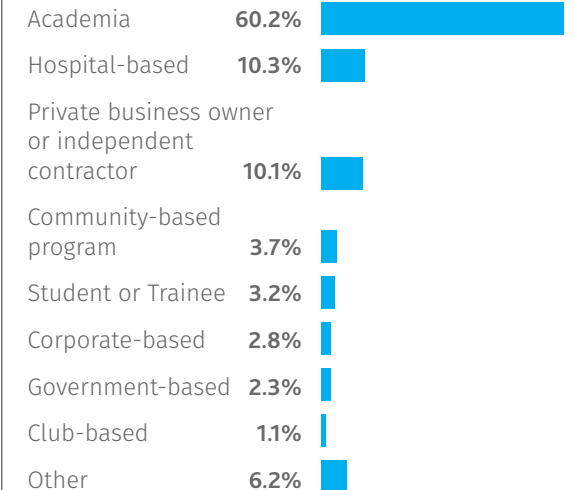
Primary Area of Work



Action After Reading Issue



Primary Work Setting



Source: *Medicine & Science in Sports & Exercise (MSSE)* Ad Recall Study, September 2020, Wolters Kluwer HLRP Market Research