

THE NURSE NP PRACTITIONER



TNPJ.com



Preferred Reading Formats

11% Tablet 9% Desktop/Laptop 6% Smartphone

26% Net Digital

85% of readers agree that the journal has the **right balance of topics and clinical information.**

83% of readers say that they often **use what they've read in the journal on the job.**

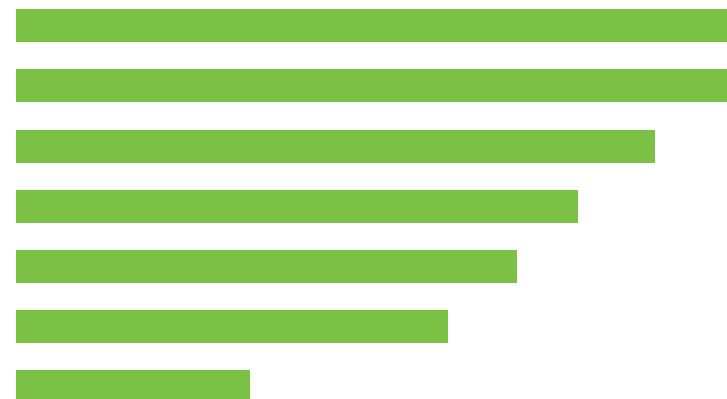
56% of readers **read at least three-quarters of each issue on average.**

29% **read most/all of each issue.**

Prescription Writing

At least 6 in 10 readers write prescriptions in a typical week for the following drug classes:

Gastrointestinal 67%
 Musculoskeletal 67%
 Respiratory System 66%
 Cardiovascular 65%
 Infectious Disease 64%
 Dermatologic 63%
 Diabetes 60%



Average Rounded Monthly Ad Impressions

35,000 U.S.

50,000 Non-U.S.

Average Unique Visitors Per Month

16,885 U.S.

9,703 Non-U.S.

75,424 Print Subscribers

Average Page Views Per Month

30,199 U.S.

13,981 Non-U.S.

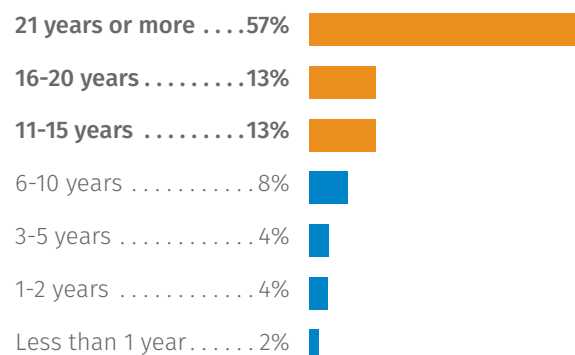
Action After Reading Print Issue

64% Save for reference

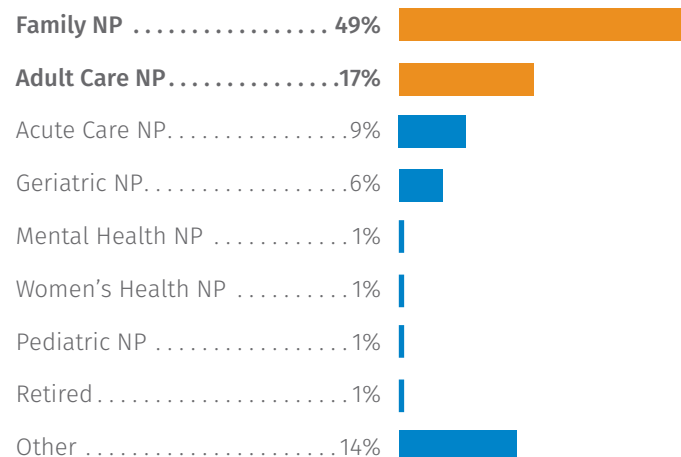
30% Share with a colleague

THE NURSE NP PRACTITIONER®

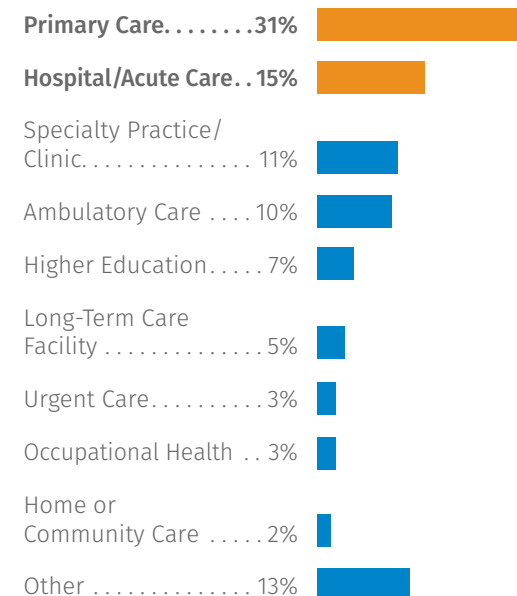
Years in Profession



Job Title/Function



Primary Work Setting



22%
of readers are
considering a
DNP program ...



... with four in ten of
them (40%) planning
to start within the
next two years.