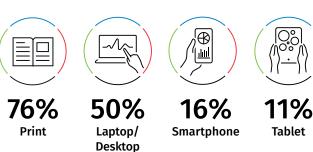


# **Action After Reading Ads**

Visited a website listed in the journal 13% Filed an article for future reference 8% Used the information for staff education 6% Used the information to help streamline facility procedures 4% Recommended a product/ service for purchase 3% Purchased/ordered a product or service featured in the journal 2% Contacted a company's toll-free phone number



### Accessing the Journal



### **Reading On Devices**

	Laptop/Desktop
\	Apple iPhone
)	None (Print Only)
	Apple iPad
	Microsoft Surface
	Apple iPad Mini
	Android Smartphone
	Android Tablet
	Windows Smartphone

63%	
35%	
31%	
19%	
4%	
2%	
1%	
1%	
1%	

### **Important Ad Content**



On a scale of 1 to 4, with 4 being Very Important and 1 being Not Important, readers gave the following JBJS ad content a rating of 2 or higher: specific products or services that can benefit their practice, disease state awareness, career opportunities, and practice management tools

#### 63% say ads about products or services that benefit their practice are most important

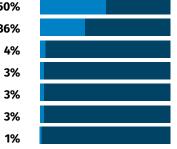
Tablet

## **Primary Role**

Orthopaedic Surgeon	50
Resident	30
Other	4
Professor/Academic	:
Fellow	1
Retired Surgeon	:
Physician Assistant	

### **Primary Work Setting**

Residency	34%
Clinical Practice	34%
Teaching/Academic Practice	24%
Other	8%
Orthopaedic Research	<1%



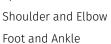
#### Sports Medicine Other Hand and Wrist Hip

**Specialty Areas** 

•	
Trauma	
Pediatrics	

General

Knee Spine



### 36% 11% 10% 8% 7% 6% 6% 5%

5%

3%

3%