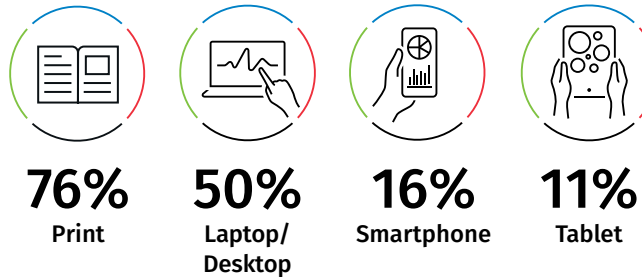


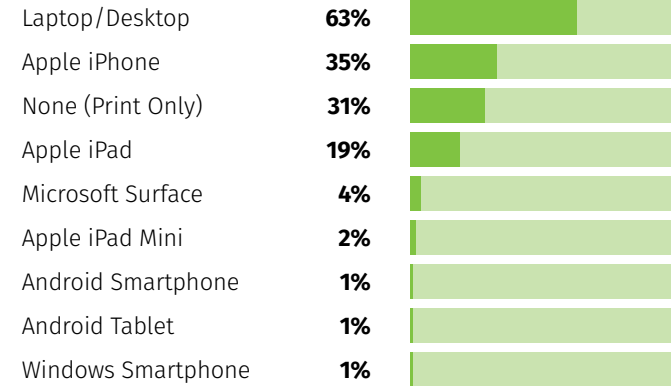
Audience Insights



Accessing the Journal



Reading On Devices



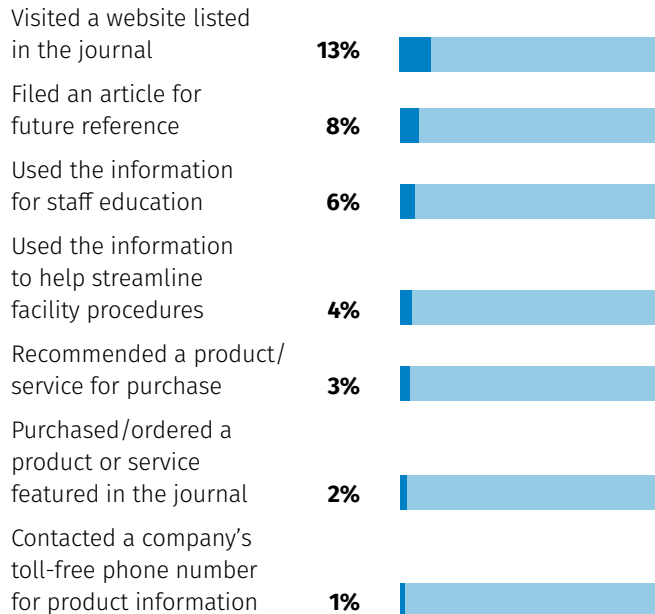
Important Ad Content



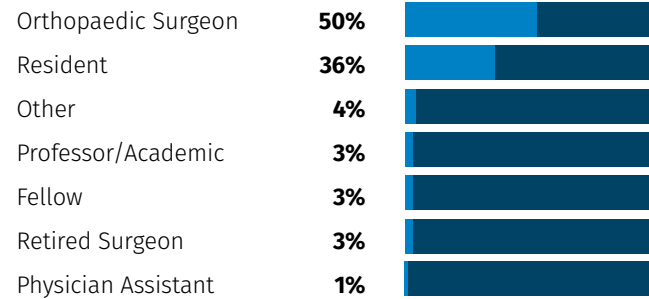
On a scale of 1 to 4, with 4 being *Very Important* and 1 being *Not Important*, readers gave the following *JBJS* ad content a rating of 2 or higher: specific products or services that can benefit their practice, disease state awareness, career opportunities, and practice management tools

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

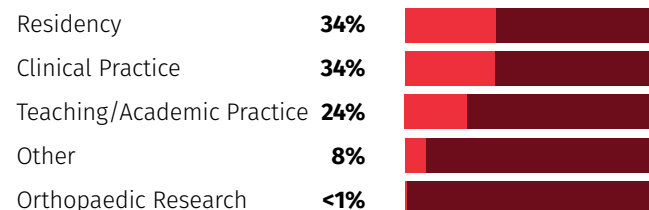
Action After Reading Ads



Primary Role



Primary Work Setting



Specialty Areas

