

Audience Insights

ASA Monitor®

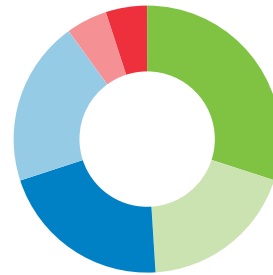
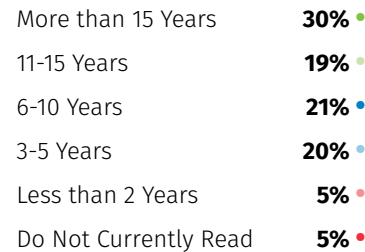


of readers rated *ASA Monitor's* credibility of information positively when compared to other journals in the field



of readers are loyal enthusiasts who will continue to purchase and refer others to the journal

ASA Monitor Readership Tenure



Accessing ASA Monitor



81%
Print

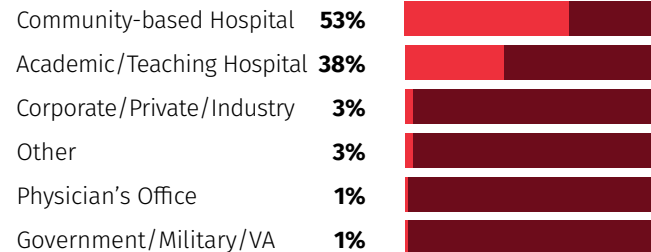


17%
Laptop/Desktop



19%
Smartphone

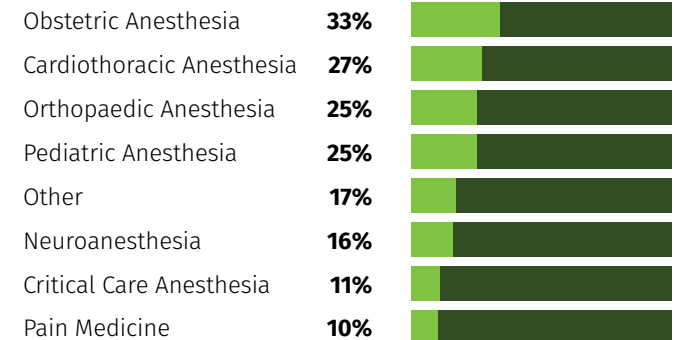
Primary Work Setting



Reading Habits

38% read all or most of each issue

Practice Area/Subspecialty



Years in Profession

