Audience Insights

Plastic and Reconstructive



of readers either skim through or look at all ads

Accessing the Journal



45%



Desktop

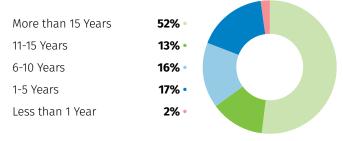


Smartphone





Years Employed in Field



Important Ad Locations



On a scale of 1 to 4, with 4 being Very Noticeable and 1 being Not at all Noticeable, readers find "attached to the cover page" the most noticeable place for an ad, with half of respondents rating its noticeability as 4 out of 4. The second and third most noticeable locations, "inside front cover" and "full wrap around the cover," were given a mean score of 3.

Action After Reading Ads

Visited a website	22%	
Used the information for staff education	15%	
Recommended a product or service for purchase	15%	
Saved an ad for future reference	10%	
Purchased or ordered a product or service	8%	
Used the information to streamline facility procedures	6%	
Contacted a company's toll-free phone number for product information	3%	

Primary Role

U.S. Physician	42%	
International Physician	40%	
Resident/Fellow	15%	
Advanced Practice Professional	9%	
Retired/Senior	2%	

