

Audience Insights

Plastic and Reconstructive Surgery®

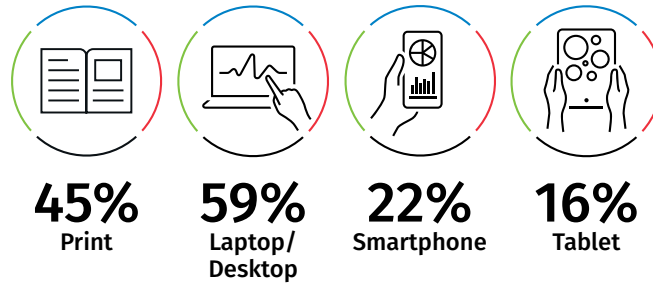


79%

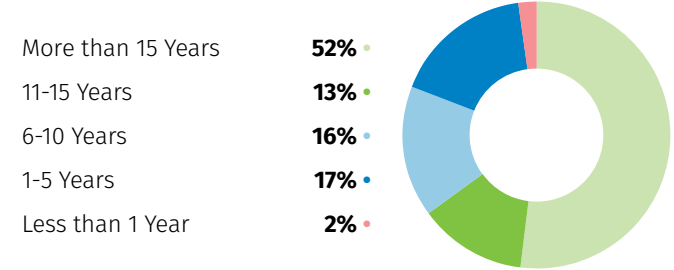
of readers either skim through or look at all ads



Accessing the Journal



Years Employed in Field

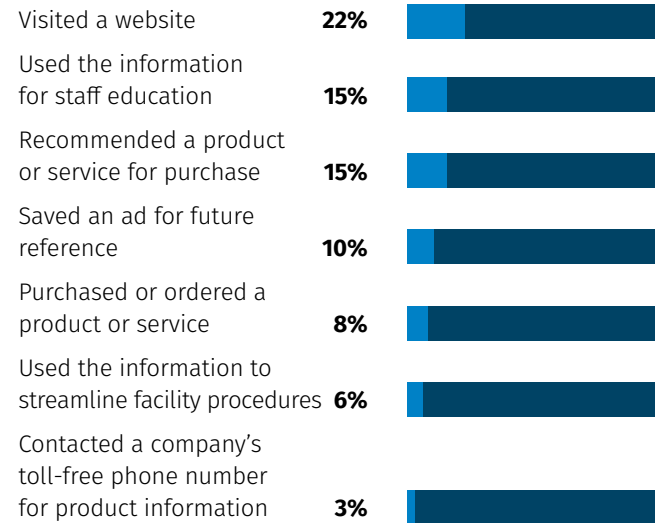


Important Ad Locations

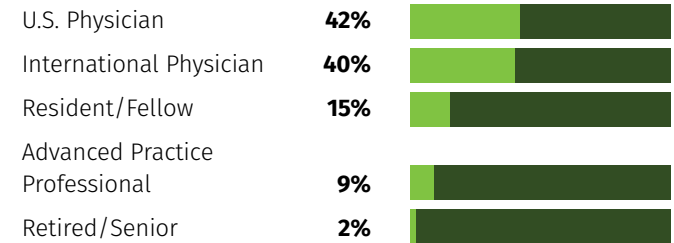


On a scale of 1 to 4, with 4 being *Very Noticeable* and 1 being *Not at all Noticeable*, readers find “attached to the cover page” the most noticeable place for an ad, with half of respondents rating its noticeability as 4 out of 4. The second and third most noticeable locations, “inside front cover”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

Action After Reading Ads



Primary Role



80%+ of readers spend at least some time in the following professions

