Audience Insights

THE NURSE NP PRACTITIONER

Journal Attribute Ratings

4+
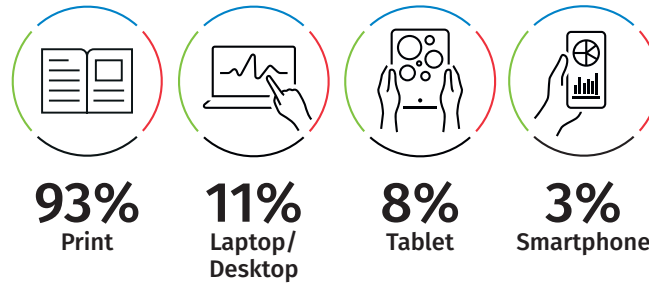
On a scale of 1 to 5, with 5 being *Excellent* and 1 being *Poor,* almost all respondents rated the journal 4 or 5 on credibility of information and keeping the readers clinically current. Overall, 9 in 10 respondents rated the journal 4 or 5.
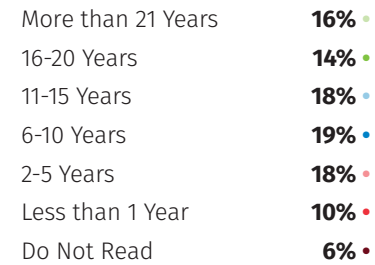
6 in 10 ✓

respondents find that ads keep them informed of the latest pharmaceutical and device options available for patients
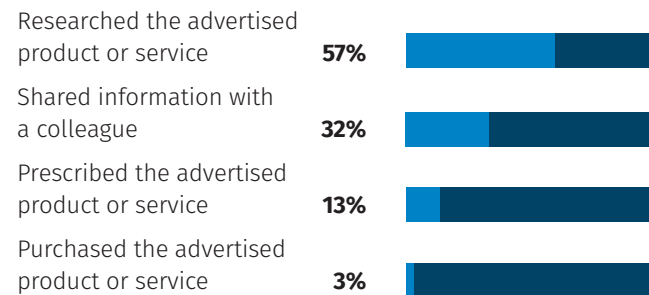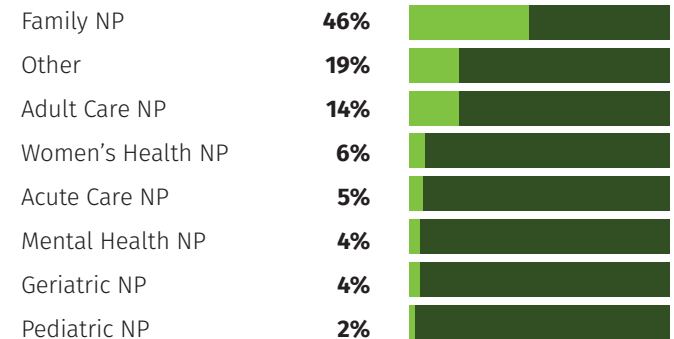
Accessing the Journal

93% Print **11%** Laptop/Desktop **8%** Tablet **3%** Smartphone

Readership Tenure

More than 21 Years	**16%**
16-20 Years	**14%**
11-15 Years	**18%**
6-10 Years	**19%**
2-5 Years	**18%**
Less than 1 Year	**10%**
Do Not Read	**6%**

73% of respondents have been employed in nursing for more than 21 years

Action After Reading Ads

Researched the advertised product or service	**57%**
Shared information with a colleague	**32%**
Prescribed the advertised product or service	**13%**
Purchased the advertised product or service	**3%**

50%+ of readers write one or more prescriptions per week in the following drug classes

Respiratory System	**59%**
Musculoskeletal	**58%**
Cardiovascular	**55%**
Gastrointestinal	**55%**
Infectious Diseases	**55%**
Diabetes	**54%**
Mental Health	**52%**
Dermatologic	**51%**
Migraines/Headaches	**50%**

Primary Role

Family NP	**46%**
Other	**19%**
Adult Care NP	**14%**
Women's Health NP	**6%**
Acute Care NP	**5%**
Mental Health NP	**4%**
Geriatric NP	**4%**
Pediatric NP	**2%**

Primary Work Setting

Primary Care	**29%**
Specialty Practice/Clinic	**22%**
Hospital/Acute Care	**14%**
Other	**14%**
Ambulatory Care	**5%**
Higher Education	**5%**
Urgent Care	**3%**
Home/Community Care	**3%**
Occupational Health	**3%**

Wolters Kluwer