

Audience Insights



Noticeable Ad Locations

3+

On a scale of 1 to 4, with 4 being *Very Noticeable* and 1 being *Not at all Noticeable*, 75% of respondents report that “cover tip” is the most noticeable ad location, with an average score of 3.21. “Inside the front cover” and “outsert” are also noticeable locations.

✓ 66%

of respondents say that ads containing specific products or services that benefit their practice are most important

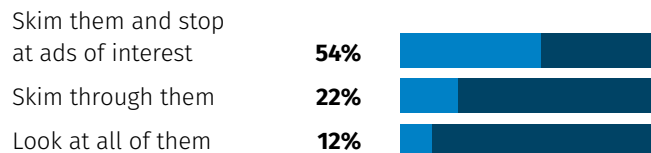
✓ 51%

of respondents believe that seeing an ad multiple times increases overall effectiveness and ability to remember it

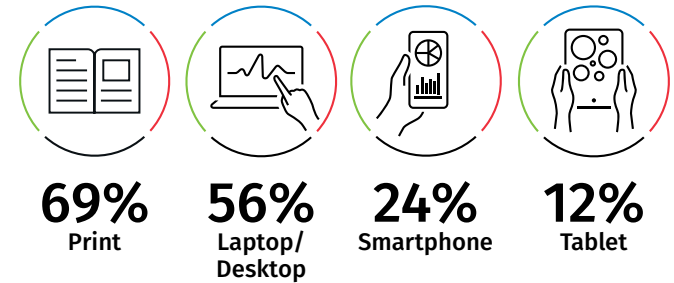
✓ 25%

of respondents would read more about an advertised product online or visit the product’s website after reading an ad in the journal

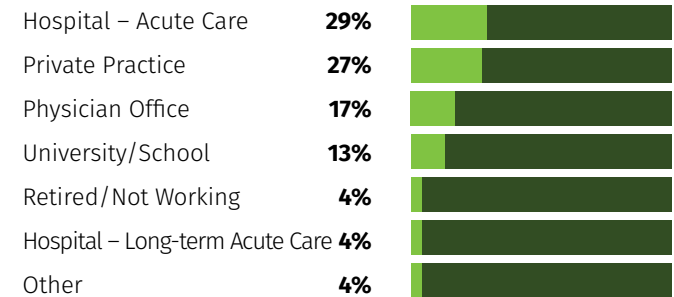
Reaction to Advertisements



Accessing the Journal



Primary Work Setting



Specialty Areas

