Audience Insights



Noticeable Ad Locations



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

Skim them and stop at ads of interest Skim through them Look at all of them



Accessing the Journal









69%

56%
Laptop/
Desktop

24% Smartphone 12% Tablet

Primary Work Setting

Hospital – Acute Care	29%		
Private Practice	27%		
Physician Office	17%		
University/School	13%		
Retired/Not Working	4%		
Hospital – Long-term Acut	e Care 4%		
Other	4%		

Specialty Areas

Sports Medicine	15%	
Hand	13%	
Adult Spine	10%	
Pediatric Orthopaedics	10%	
Total Joint	10%	
Orthopaedic Oncology	8%	
Other	8%	
Foot and Ankle	6%	
Non-operative Practice	6%	
Adult Hip	4%	
Trauma	4%	
Adult Knee	2%	
Arthroscopy	2%	



