

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 3.13. “Inside the front cover” and “back cover” are also noticeable locations.



66% of respondents say that ads containing specific products or services that benefit their practice are most important

Accessing the Journal



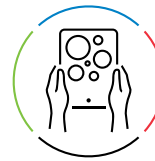
79%
Print



43%
Laptop/
Desktop



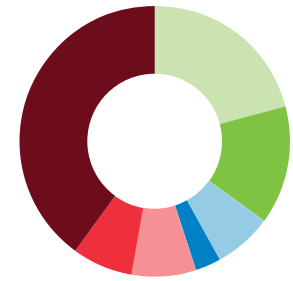
10%
Smartphone



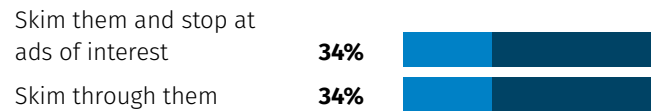
6%
Tablet

Age

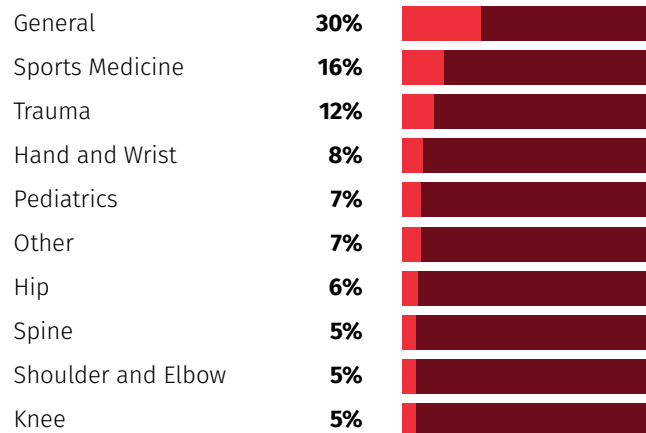
61 or Older 21%
56-60 14%
51-55 7%
46-50 3%
41-45 8%
35-40 7%
35 or Younger 40%



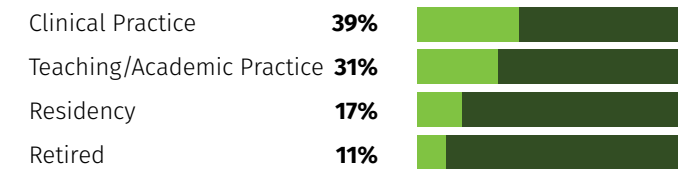
Reaction to Advertisements



Specialty Areas



Primary Work Setting



Primary Role

