# Audience insights



#### **Specialty areas**

Trauma	98%
Adult hip	14%
Adult knee	11%
Total joint	9%
Foot and ankle	7%
Shoulder and elbow	7%
Limb lengthening	2%
Other	2%
Pediatric orthopaedics	2%
Sports medicine	2%
Arthroscopy	2%
Research	2%
Disability/legal ortho	2%
Hand	2%
Orthopaedic oncology	2%

### Accessing the journal

36%



89% Print



14% Laptop/desktop **Smartphone** 



9% **Tablet** 

## Age

60 or older	18% •	
56-60	18% •	
51-55	14% •	
46-50	2% •	
41-45	23% •	
35-40	23% •	
35 or younger	2% •	

#### Importance of different ad content



On a scale of 1 to 4, with 4 being Very Important and 1 being Not Important, readers gave a rating of 2 or higher to the following advertisement content types: specific products or services that can benefit your patients, continuing education, career opportunities, disease state awareness, and brands that make specific claims about products.

5 in 10 respondents believe that seeing an ad multiple times increases the ability to remember it, while one-third believe it increases the overall effectiveness of the ad.

#### Roles

U.S. physician	84%	
Advanced practice professional	11%	
International physician	11%	
Resident/fellow	5%	
Other	2%	

# **Primary work setting**

Hospital: acute care	70%	
Private practice	11%	
University/school	9%	
Physician office	5%	
Hospital: long term acute care	2%	
Emergency room	2%	

One-quarter of respondents took some action after reading ads in the May issue of JOT. Visiting a website listed in the journal and using the info for staff education were each done by about one in ten respondents.