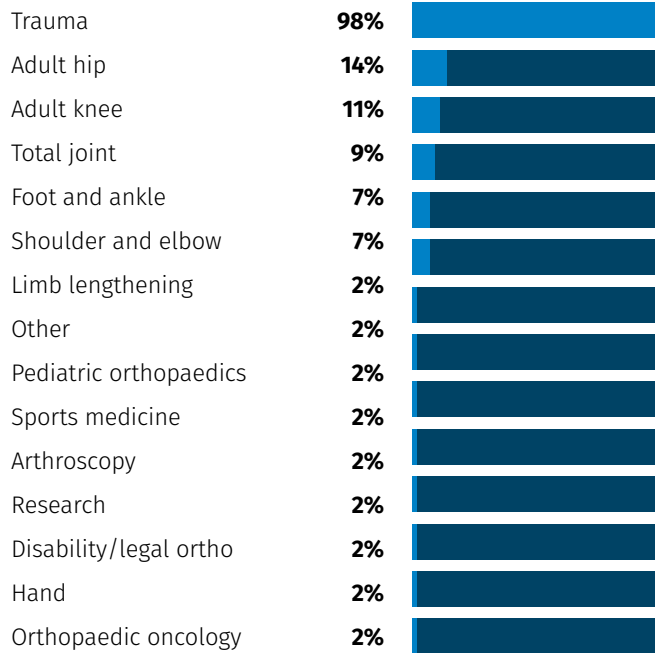


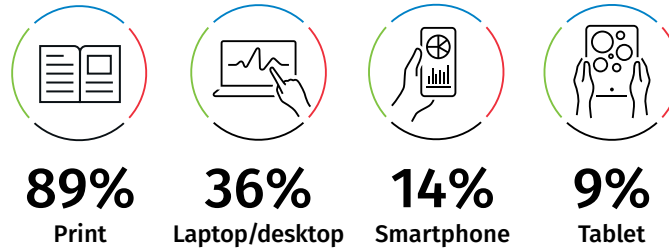
Audience insights



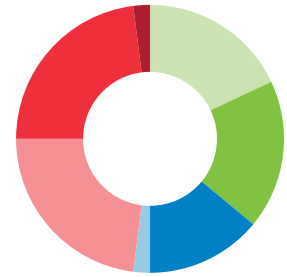
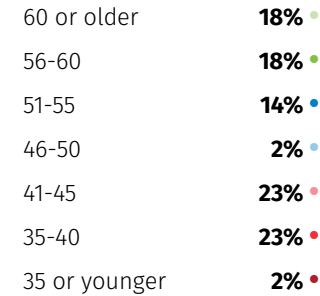
Specialty areas



Accessing the journal



Age



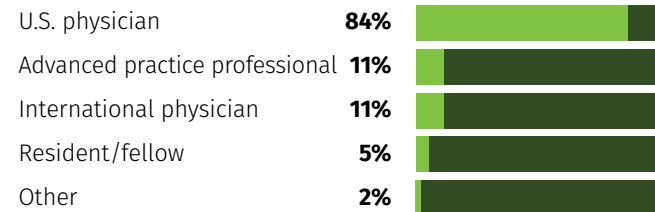
Importance of different ad content

2+

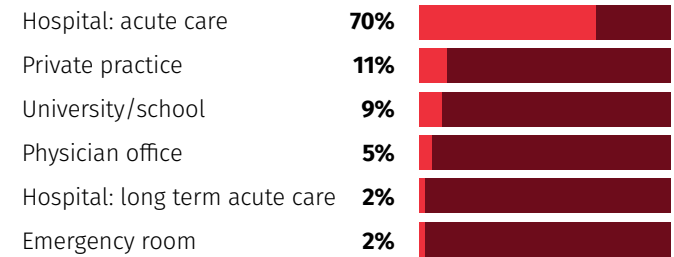
On a scale of 1 to 4, with 4 being *Very Important* and 1 being *Not Important*, readers gave a rating of 2 or higher to the following advertisement content types: specific products or services that can benefit your patients, continuing education, career opportunities, disease state awareness, and brands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



Primary work setting



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.