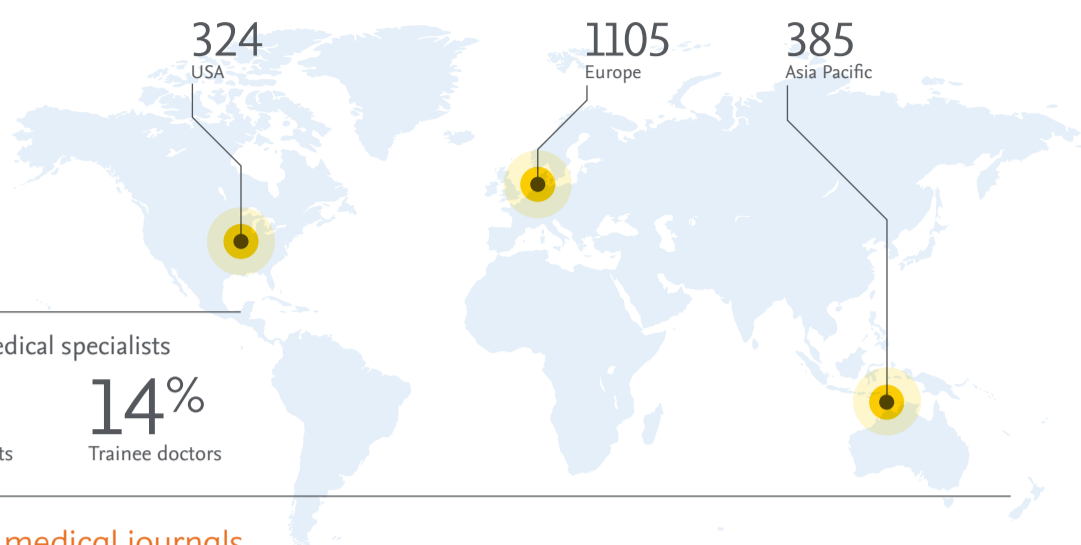


# Advertising and Publication Research

In March 2020, Elsevier asked 1814 physicians around the world to share their experiences of using medical journals, and their thoughts on the influence of advertising within these channels.

1814

physicians globally responded to a survey in February and March 2020  
*Equal weight was given to each of the three regions in the analysis*



Most respondents globally were medical specialists

17%

Primary care clinicians

69%

Medical specialists

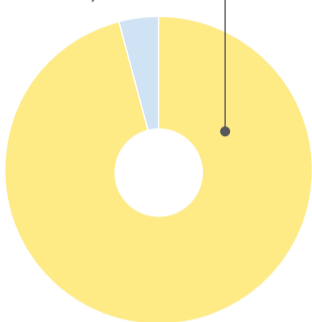
14%

Trainee doctors

## Physicians frequently read medical journals

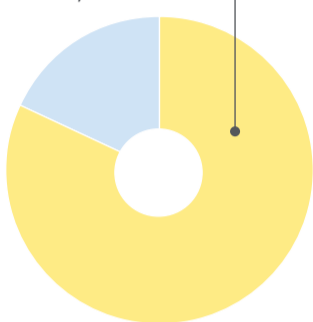
96%

at least monthly



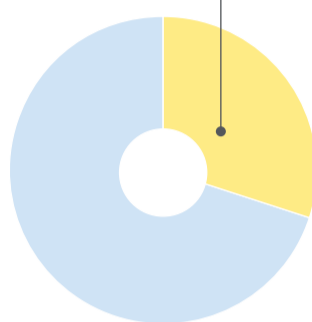
82%

at least weekly



30%

daily



Top Ranked Resources...



## To stay well informed of new medical developments



Medical reference portals



Online medical journals



Digital editions



Print journals



## For practice and prescribing



Journal websites



Society websites

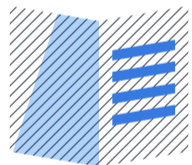


Journal apps



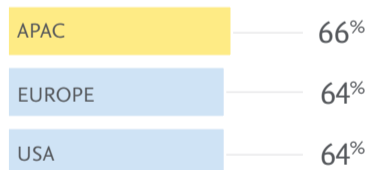
Email alerts from journals

Physicians are most likely to notice advertisements in print journals

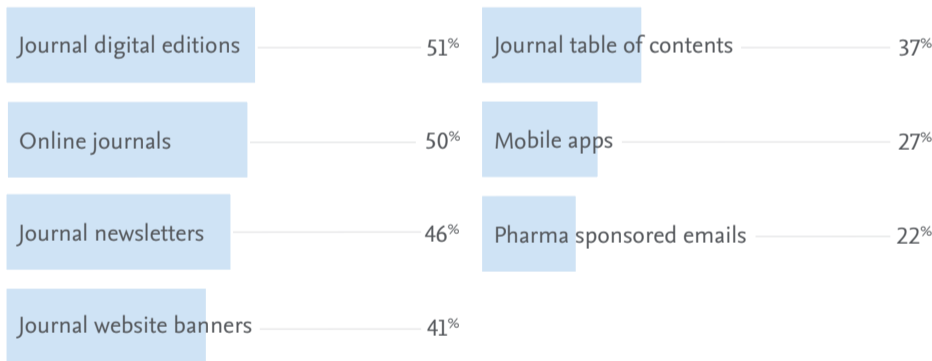


63%

Globally



Physicians also consistently notice ads in online platforms



## How to make your ad more impactful

Physicians are more likely to notice an advertisement:



58%

When it contains relevant information



50%

When it has a clear message



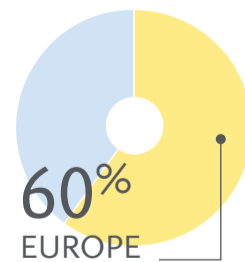
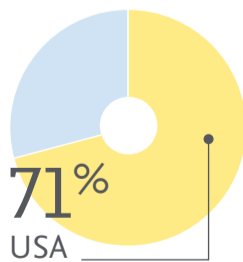
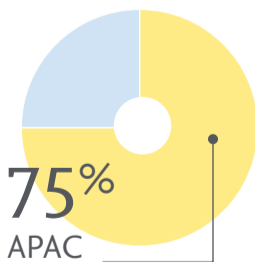
50%

When it links to scientific articles/content

## Source credibility is an important factor

69%

of physicians are more likely to notice and take action on ads if the source is credible.



## Physicians' attitudes towards advertising are positive



Almost 1 in 2 physicians see ads as a useful source of information about equipment



64% agree that advertising is necessary to access free content



Want to find out how you can reach your audience with relevant, credible content they can use?  
Contact **Kelly Adamitis, VP, Media Solutions**, [K.Adamitis@elsevier.com](mailto:K.Adamitis@elsevier.com)

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