

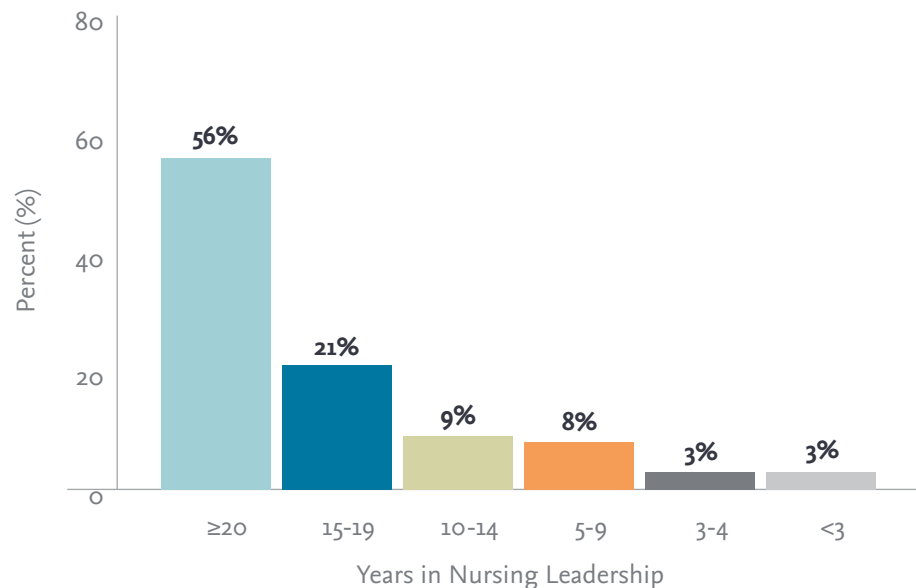
Nurse Leader

Signet AdEngage Survey – 2022

ELSEVIER

Demographics

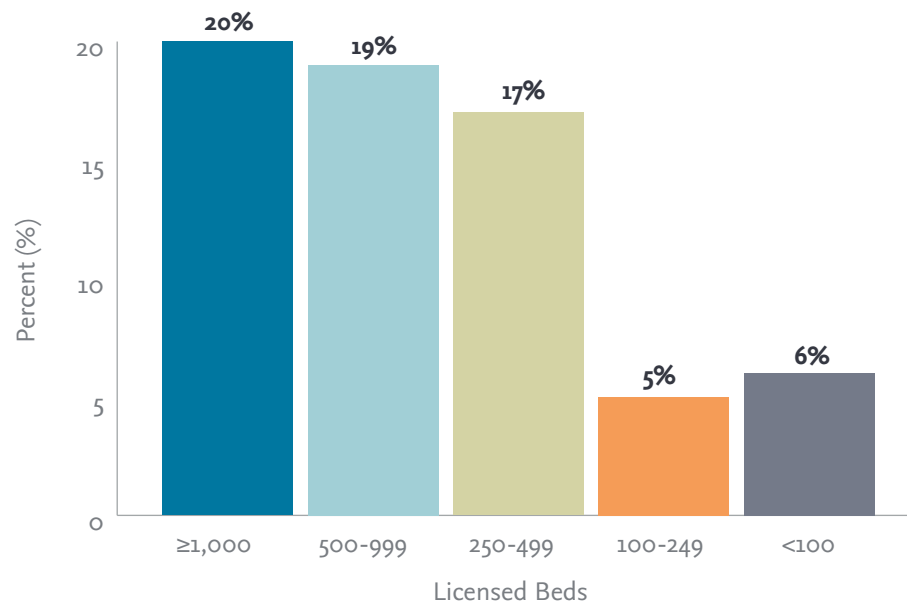
Years in Nursing Leadership



Mean years in nursing leadership:

19.4 years

Number of Licensed Beds*



Average number of licensed
beds in organization*

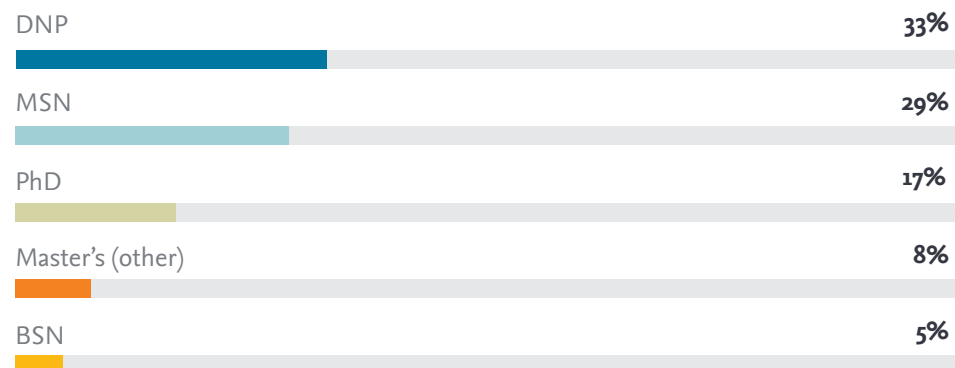
684

*Signet Research, 2022 Readership Study

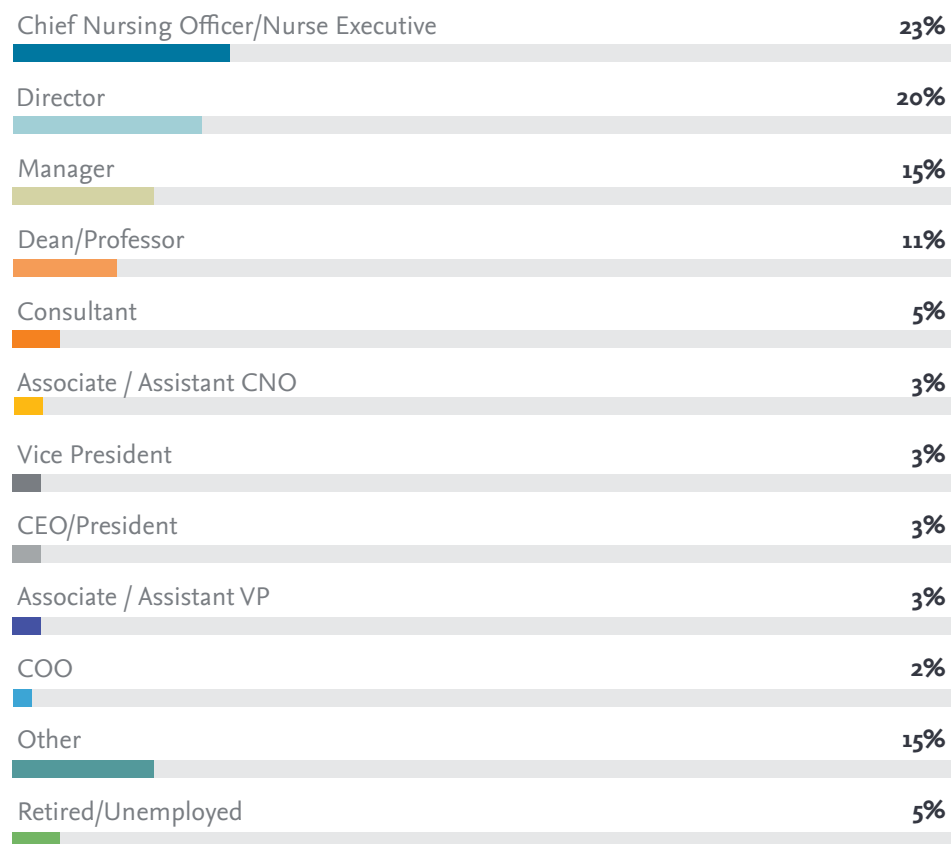
Demographics (continued)

NURSE LEADER

Professional Degrees Earned*



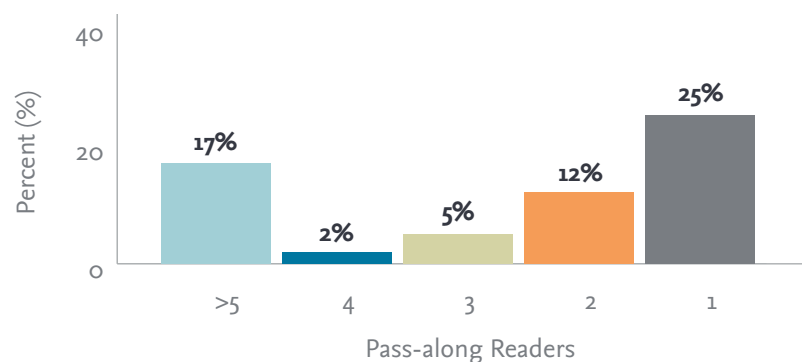
Audience Titles*



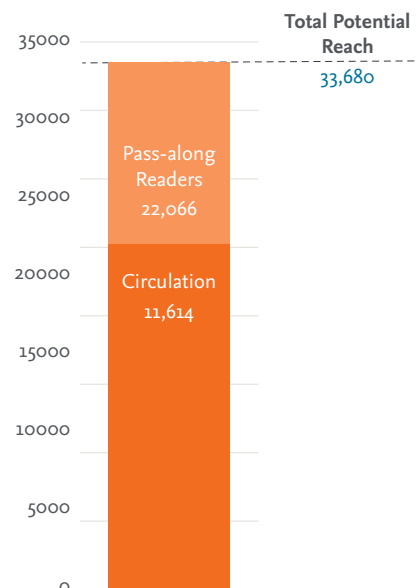
*Signet Research, 2022 Readership Study

Reading Behavior

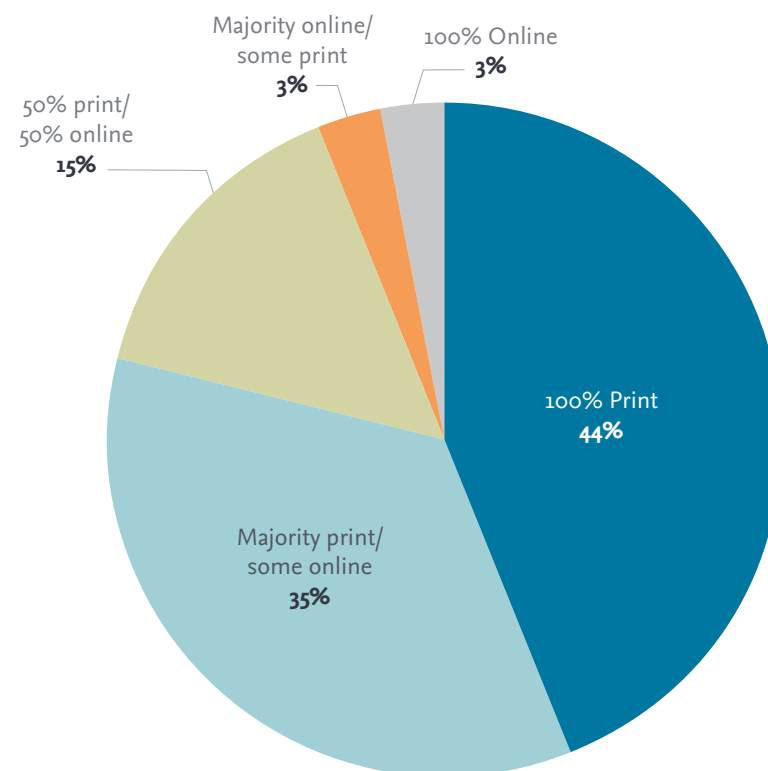
Actions After Finishing Print Copy*



Mean: **1.9**
pass-along readers/copy*



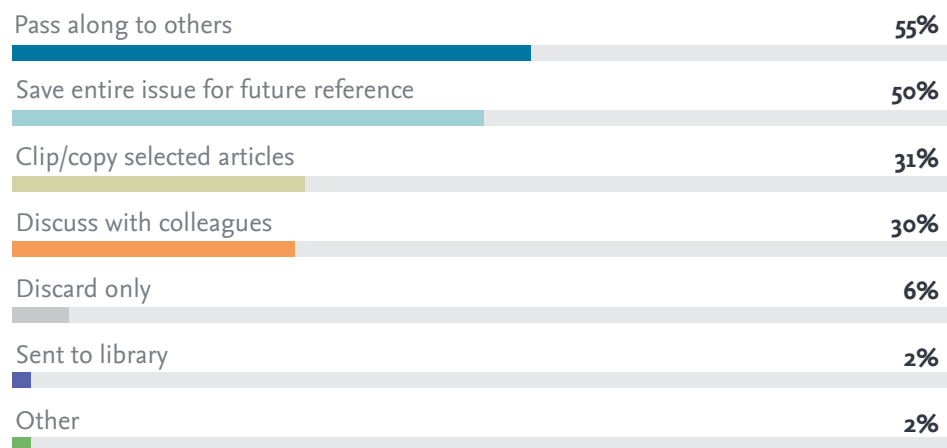
Print vs Online Readership*



*Signet Research, 2022 Readership Study

Reading Behavior (continued)

Actions After Finishing Print Copy*



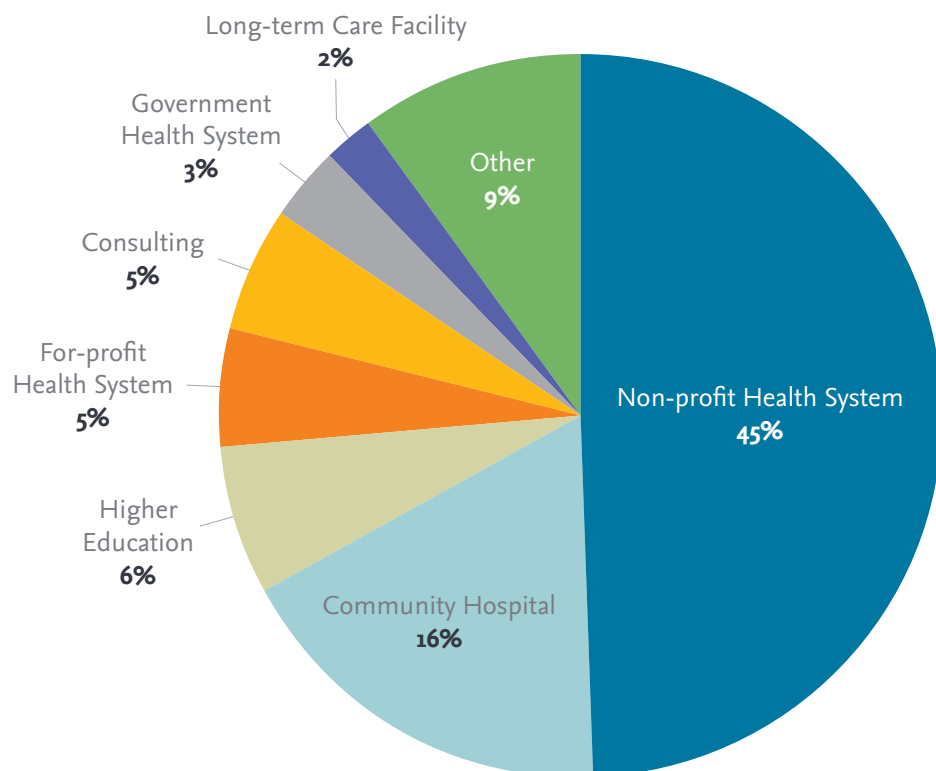
50%

of readers save entire
issue for future reference*

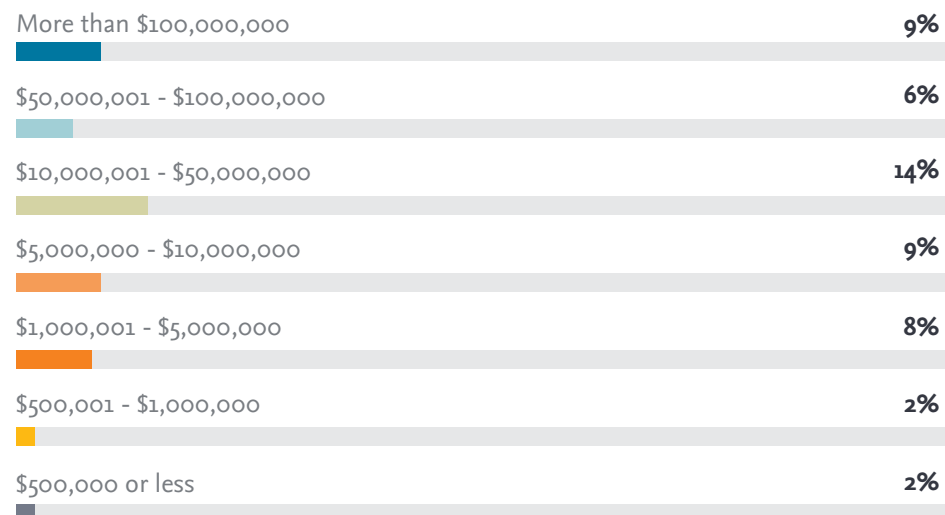
*Signet Research, 2022 Readership Study

Practice Setting & Staffing

Work/Practice Setting*



Budget Responsibility: Staffing*



Readers have an average

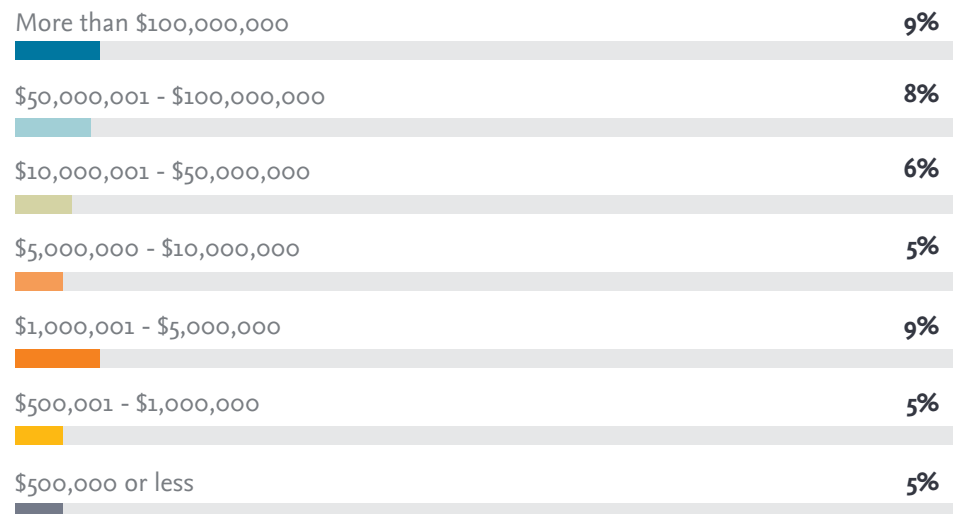
\$47,846,875

annual staffing budget*

*Signet Research, 2022 Readership Study

Purchasing & Product Responsibility

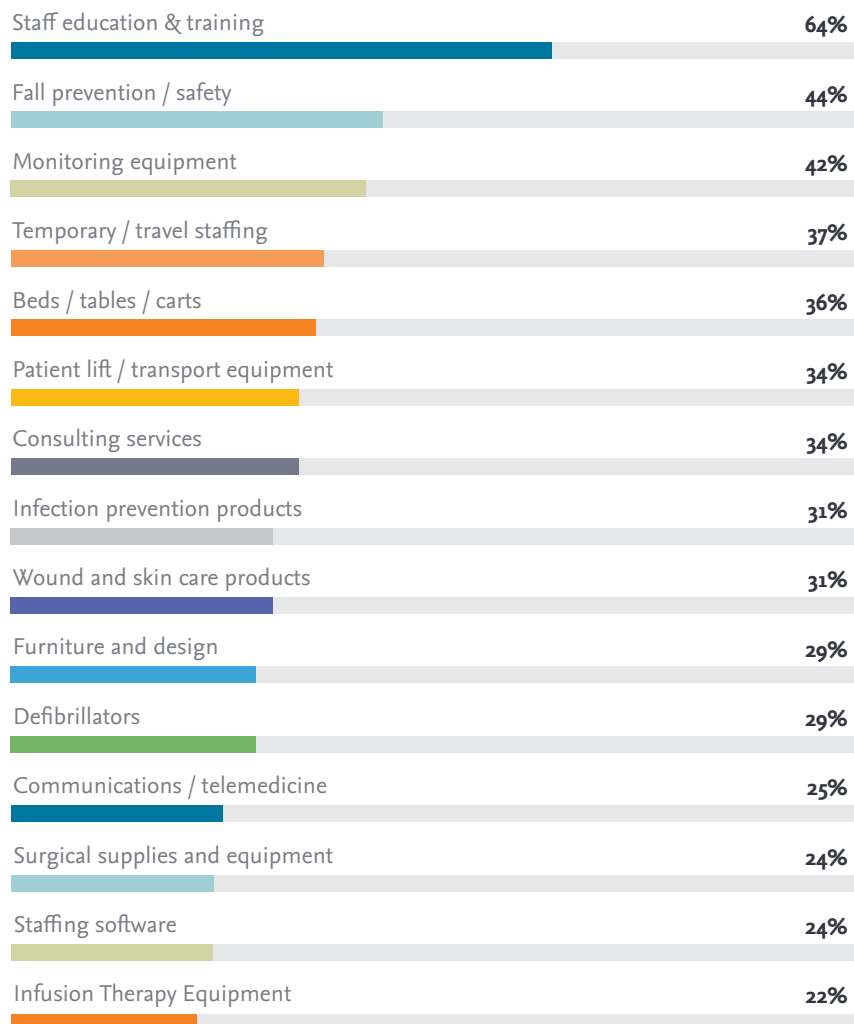
Budget Responsibility: Purchasing*



Readers have an average
\$47,960,000
 annual purchasing budget*

*Signet Research, 2022 Readership Study

Involved in Recommending/Advising/Approving Purchases for Products and Services



Contact

To discuss marketing options, contact

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