

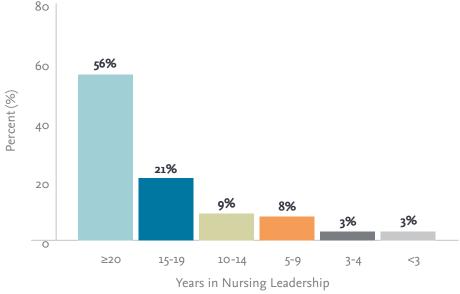


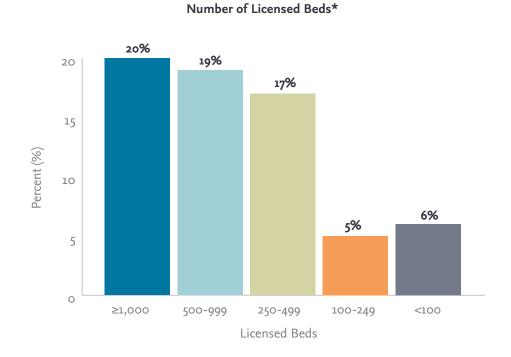
Signet AdEngage Survey – 2022

# **Demographics**









Mean years in nursing leadership:

**19.4** years

Average number of licensed beds in organization\*

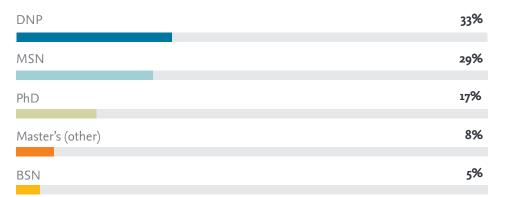
684

<sup>\*</sup>Signet Research, 2022 Readership Study

# Demographics (continued)



### Professional Degrees Earned\*



#### **Audience Titles\***

Chief Nursing Officer/Nurse Executive	23%
Director	20%
Manager	15%
Dean/Professor	11%
Consultant	5%
Associate / Assistant CNO	3%
Vice President	3%
CEO/President	3%
Associate / Assistant VP	3%
COO	2%
Other	15%
Retired/Unemployed	5%

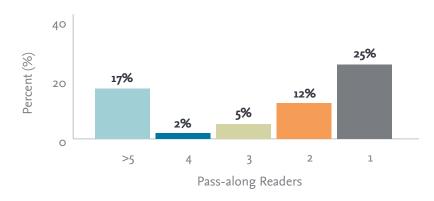
<u>ELSEVIER</u>

<sup>\*</sup>Signet Research, 2022 Readership Study

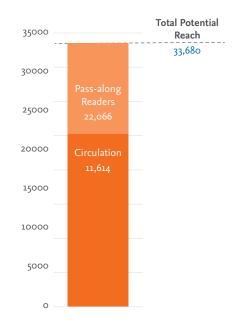
# **Reading Behavior**



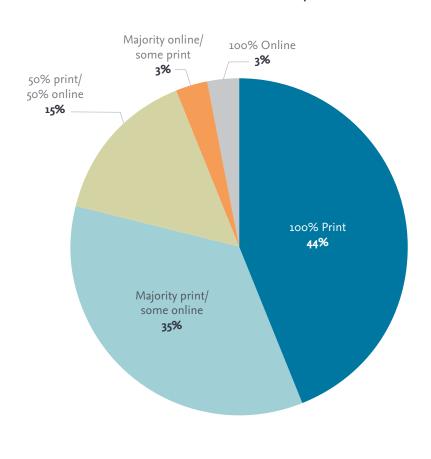
### Actions After Finishing Print Copy\*



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



### Print vs Online Readership\*



<sup>\*</sup>Signet Research, 2022 Readership Study

# Reading Behavior (continued)



## Actions After Finishing Print Copy\*

Pass along to others	55%
Save entire issue for future reference	50%
Clip/copy selected articles	31%
Discuss with colleagues	30%
Discard only	6%
Sent to library	2%
Other	2%

50%

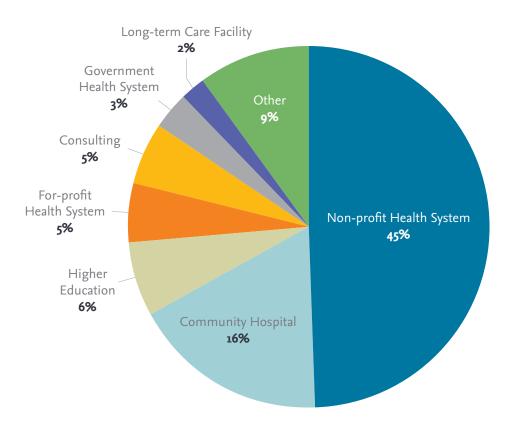
of readers save entire issue for future reference\*

<sup>\*</sup>Signet Research, 2022 Readership Study

# **Practice Setting & Staffing**







### Budget Responsibility: Staffing\*

More than \$100,000,000	9%
\$50,000,001 - \$100,000,000	6%
\$10,000,001 - \$50,000,000	14%
\$5,000,000 - \$10,000,000	9%
\$1,000,001 - \$5,000,000	8%
\$500,001 - \$1,000,000	2%
\$500,000 or less	2%

Readers have an average

\$47,846,875

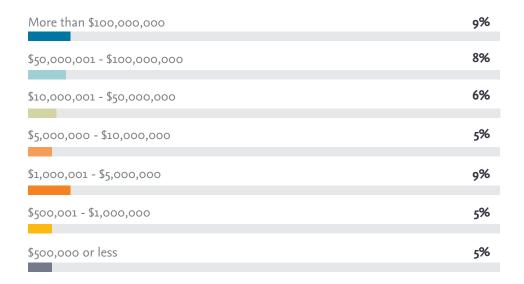
annual staffing budget\*

<sup>\*</sup>Signet Research, 2022 Readership Study

# **Purchasing & Product Responsibility**



### Budget Responsibility: Purchasing\*



Readers have an average

\$47,960,000

annual purchasing budget\*

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

Staff education & training	64%
Fall prevention / safety	44%
Monitoring equipment	42%
Temporary / travel staffing	37%
Beds / tables / carts	36%
Patient lift / transport equipment	34%
Consulting services	34%
Infection prevention products	31%
Wound and skin care products	31%
Furniture and design	29%
Defibrillators	29%
Communications / telemedicine	25%
Surgical supplies and equipment	24%
Staffing software	24%
Infusion Therapy Equipment	22%

<sup>\*</sup>Signet Research, 2022 Readership Study

# **Contact**

To discuss marketing options, contact

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