

Respiratory Diseases
and Allergy

The British Journal of Primary Care Nursing

The Official Journal of Education for Health

NOVEMBER 2008

NEW READER RESEARCH



Q: WHO MANAGES
RESPIRATORY DISEASE
IN PRIMARY CARE TODAY?

A: OUR **> 7,000** READERS

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access
www.bjpcn.com

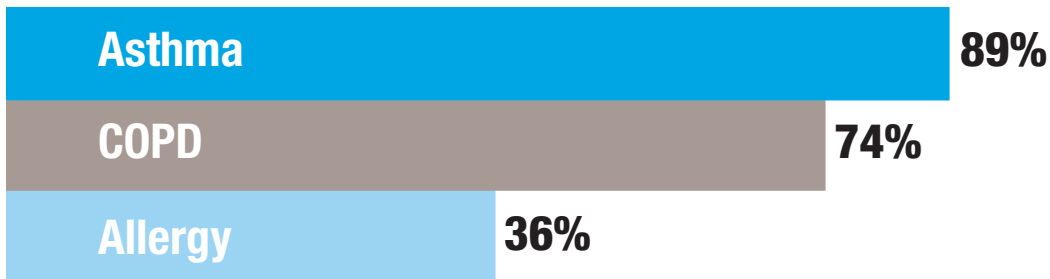
NEW RESULTS OF READER RESEARCH



ONLINE QUESTIONNAIRES COMPLETED BY SAMPLE OF 318 REGISTERED READERS

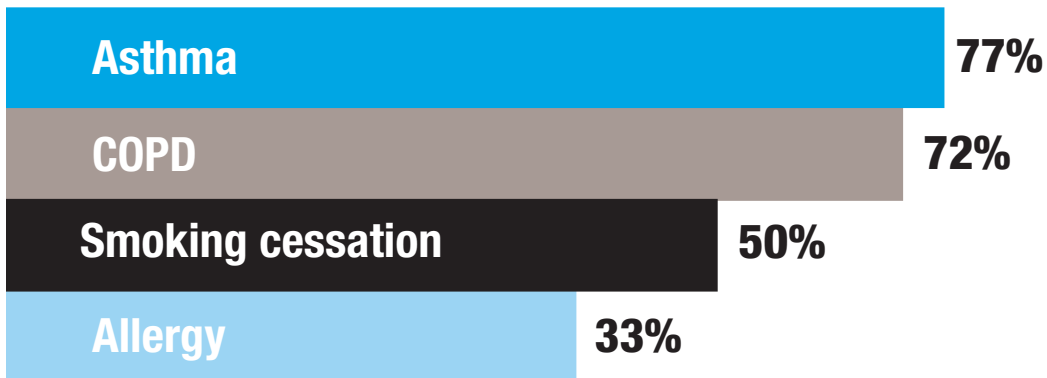
OUR READERS ARE YOUR KEY CUSTOMERS

% OF RESPONDENTS SEEING **> 5 PATIENTS A WEEK WITH ...**

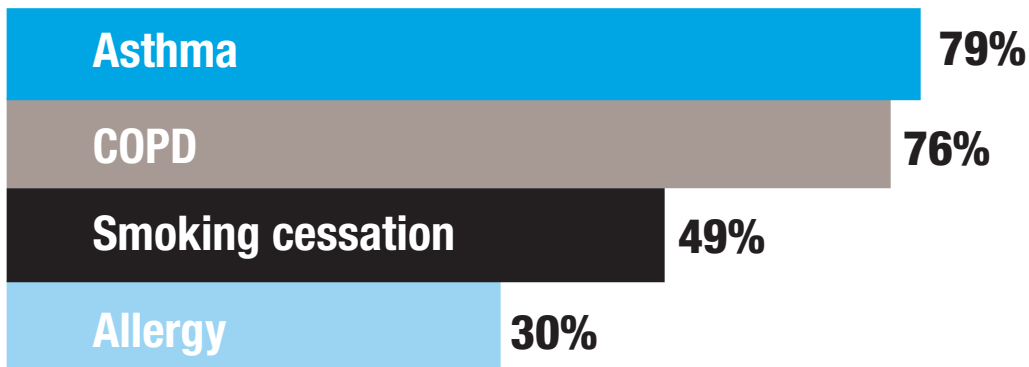


OUR READERS MAKE DECISIONS ABOUT YOUR BRANDS

% OF RESPONDENTS WHO FREQUENTLY **SELECT OR RECOMMEND** TREATMENT IN THEIR PRACTICE FOR ...

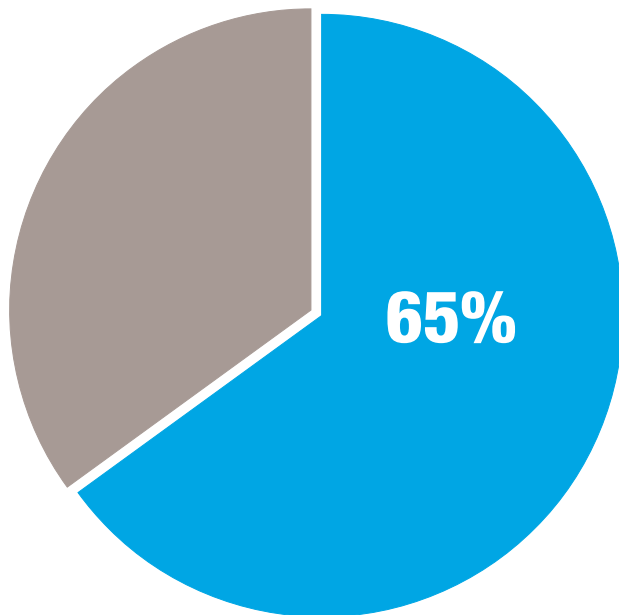


% OF RESPONDENTS REGULARLY **SWITCHING OR RECOMMENDING SWITCH** OF TREATMENT FOR ...



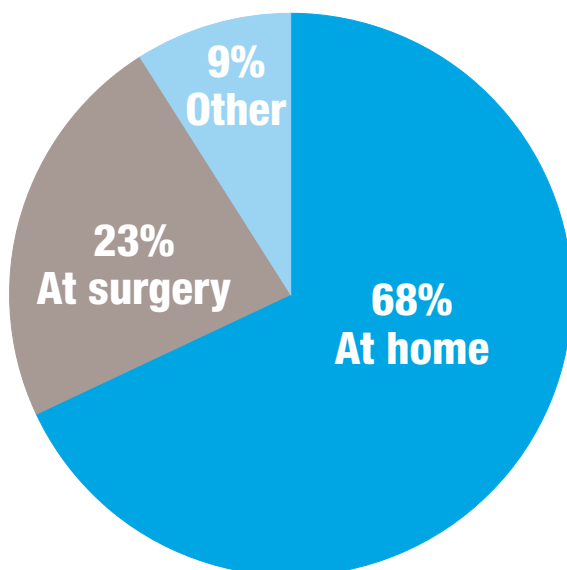
READ THOROUGHLY FROM COVER-TO-COVER

% OF RESPONDENTS SPENDING > 30 MINUTES READING *BJPCN*

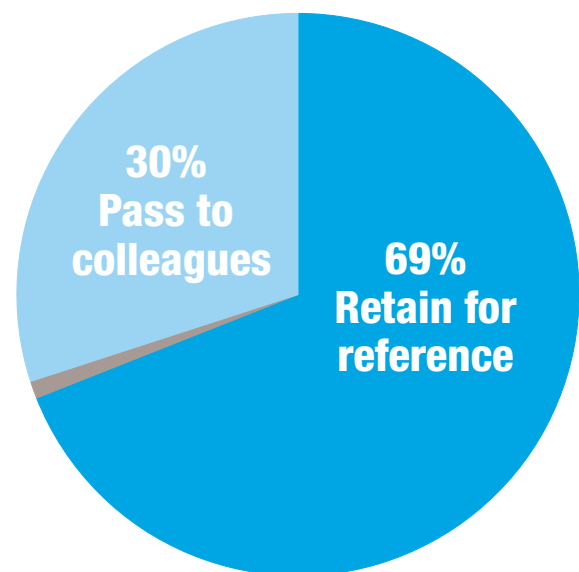


- 76% of respondents read every issue from cover-to-cover
- Most read sections:
 - Evidence in Practice
 - Disease Focus
 - Therapeutic Review
 - Back-to-Basics

READ AT HOME...

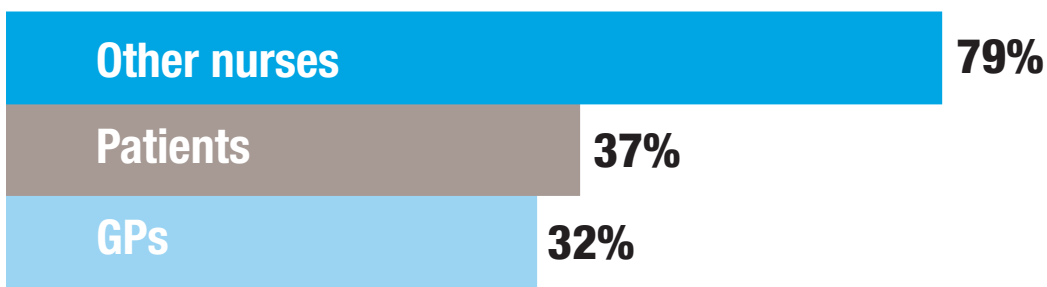


KEPT FOR REFERENCE



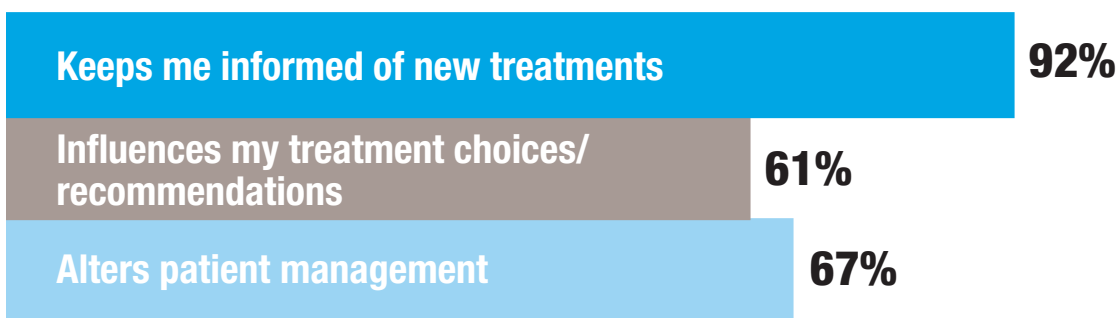
OUR READERS OFTEN PHOTOCOPY ARTICLES FOR COLLEAGUES AND PATIENTS

% OF RESPONDENTS GIVING PHOTOCOPIES TO ...



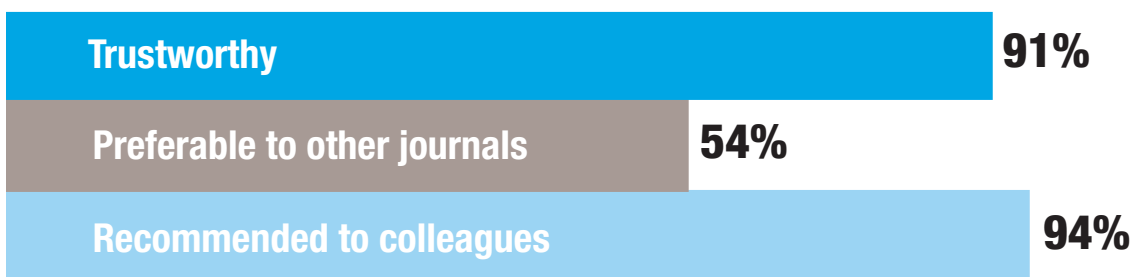
AUTHORITATIVE EDITORIAL INFLUENCES DECISION-MAKING

% OF RESPONDENTS STRONGLY/MOSTLY AGREEING THAT *BJPCN* ...



OUR READERS VALUE *BJPCN*

% OF RESPONDENTS STRONGLY/MOSTLY AGREEING THAT *BJPCN* IS ...



UK'S MOST WIDELY READ RESPIRATORY JOURNAL



MORE ABOUT *BJPCN*

- The only journal specifically targeting > 7,000 primary care nurses who diagnose and deliver care within respiratory diseases and allergy
- Published quarterly
- Practical and informative editorial
- Easy-to-read format
- Official journal of the UK's leading supplier of accredited respiratory training for primary care nurses



OFFERS ADDITIONAL SERVICES

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