

Cardiovascular Disease
and Diabetes

The British Journal of Primary Care Nursing

Official journal of
The Primary Care Training Centre
Education for Health

MAY 2008

SURVEY RESULTS



EXCITING NEW READERSHIP RESULTS

- 70%** value journal so highly that they read it at home in their own time
- 84%** read every issue from cover-to-cover
- 88%** keep every issue and many refer to it ≥ 4 times
- 68%** regularly photocopy articles for colleagues or patients

Free open online
access

www.bjpcn.com

Sample = 616 registered readers, April 2008

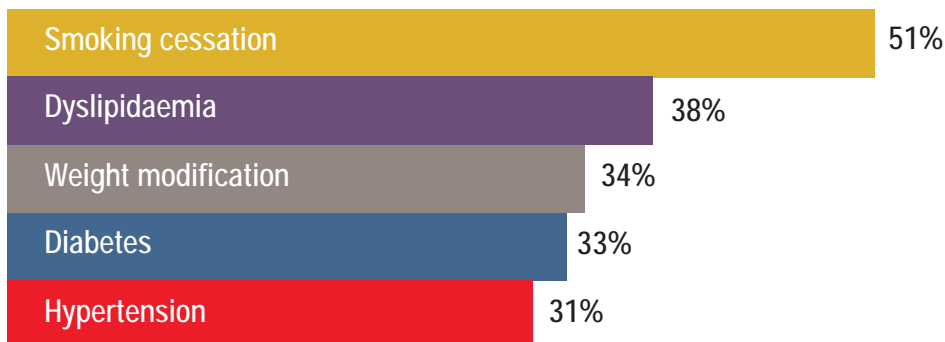
Survey results



OUR READERS FREQUENTLY MAKE OR RECOMMEND TREATMENT DECISIONS

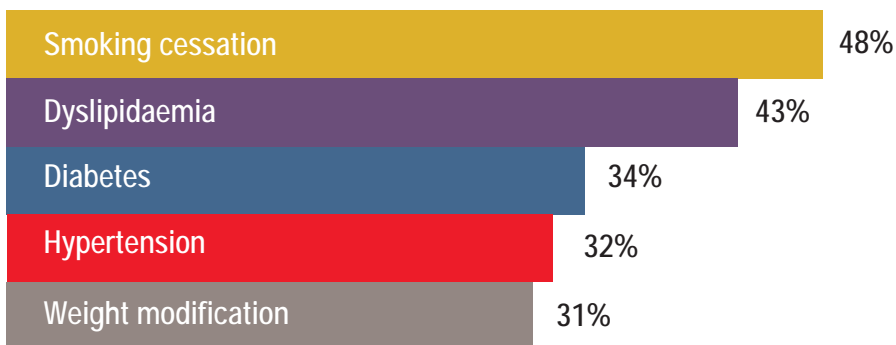
SELECT OR RECOMMEND INITIAL TREATMENT

(% \geq 5 patients/week)



RECOMMEND OR INITIATE SWITCHING TREATMENT

(% \geq 5 patients/week)



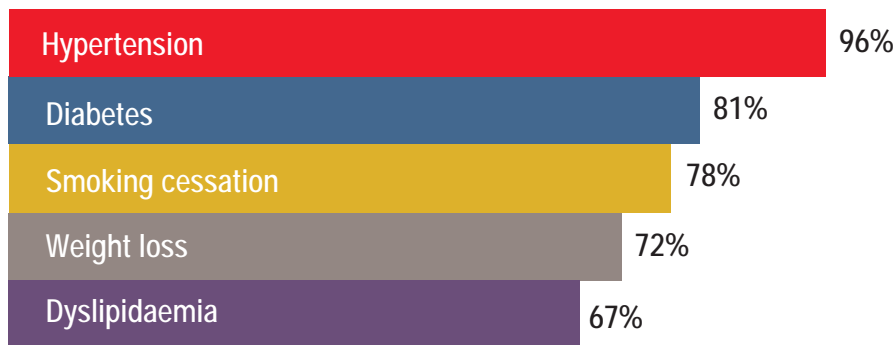
BJPCN readers are critically important decision makers and gatekeepers in everyday patient management.

Survey results



OUR READERS DELIVER CARE EVERY DAY IN KEY THERAPEUTIC AREAS

(Deliver care to >5 patients/week)



BJPCN readers are the point of delivery for most day-to-day cardiovascular and diabetes care.

OUR READERS INVEST THEIR OWN TIME READING *BJPCN* – OFTEN AT HOME

- 70% read *BJPCN* at home
- 63% spend >30 minutes reading each issue
- 84% read each issue from cover-to-cover

ATTITUDES AND PERCEPTIONS TO *BJPCN*

- Trusted and highly relevant editorial
- Valuable and authoritative source of knowledge to enhance practice
- Read in depth – often at home
- Often photocopy articles for patients and colleagues
- Each issue
 - Multiple readers
 - Retained for multiple reference

Survey results

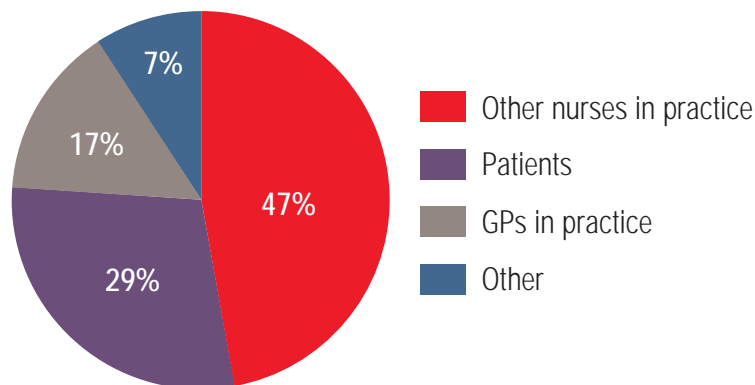


OUR READERS RETAIN THEIR COPY REFERRING TO IT AGAIN AND AGAIN

- 88% keep their issue
- 58% refer back to the journal ≥ 4 times

TWO-THIRDS OF READERS PASS ON ARTICLES TO COLLEAGUES AND PATIENTS

(n=616)



OUR READERS HIGHLY VALUE THE JOURNAL

(% Who agree/strongly agree)

- 89%** Keeps me well informed of important developments
- 85%** Increases my knowledge/skills
- 85%** Trust information provided
- 89%** Recommend *BJPCN* to colleagues

Some comments from our readers



“It’s spot on”

“...a quality read”

“Read every
issue from cover-
to-cover”

“Very impressed”

“...a wonderful
journal for my
needs”

“Like layout.
Best journal”

“Thank you... so
helpful in my job”

“...more of
the same”

MORE ABOUT *BJPCN*

- >8,500 registered readers
- Published 6 x a year
- Official journal of key partners in primary care nursing in UK
 - Primary Care Training Centre
 - Education for Health
 - Cardiovascular Nurse Leads' Forum



OFFERS ADDITIONAL SERVICES

- Supplements and special reviews
- Web-based opportunities with >7,000 visitors/month
- Educational workshops and roadshows
- Roundtables and advisory boards
- Market research using the unique and detailed circulation database

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Michael W Gibbs

mgibbs@sherbornegibbs.co.uk

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agreathead@sherbornegibbs.co.uk

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Birmingham, B16 8NH

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