

Readership & Stats

Michigan Pharmacist

Circulation: Approximately 3,000

Practice Setting Breakdown:

- Community pharmacists - 36.9 percent
- Health-system pharmacists - 18.4 percent
- Pharmacy technicians - 15.3 percent
- Consultant pharmacists - 3.6 percent
- Student pharmacists - 2.7 percent
- Other - 23.1 percent

Other Statistics:

- More than 70 percent reported reading every issue of *Michigan Pharmacist*.
- When asked to rank the standing sections of *Michigan Pharmacist* most important to them, readers indicated that advocacy, professional practice issues and patient safety were their top three.
- Approximately 60 percent of readers reported looking at most display ads in the journal, and 35 percent reported only looking at the ad on the back cover.
- Nearly half of readers are responsible for making decisions, or are part of the decision-making process, for the purchase of new products and services for their practice site or business.

Data acquired from membership database and 2011 Readership Survey

E-mail Communications

- More than 95 percent of our members read their e-mails on a personal or work computer as opposed to an electronic tablet device (smart phone, iPad, etc.)
- Almost 100 percent of members reported that MPA sends them a sufficient amount of e-mail communications.

Data acquired from 2011 Readership Survey and e-mail marketing program

MichiganPharmacists.org

- In 2011, through Nov. 21, the classifieds page of MichiganPharmacists.org received more than 2,000 page views, with an average of nearly four minutes spent on the page.
- The most visited pages on our Web site in 2011 were the homepage, online store, events calendar, pharmacy news and Annual Convention.
- Nearly 40 percent of visitors to our Web site enter as direct traffic to our homepage, and about 42 percent enter through a search engine (mainly Google.) The remaining 18 percent enter through referring sites.
- Jan. 1-Nov. 21, 2011, our Web site received more than 82,000 visits and more than 215,000 page views. This is up more than 5,000 visits from the same time in 2010.

Data acquired from Google Analytics