Readership Survey Ranks Pharmacy Times #1 Among Pharmacists

The 2014 Kantar Media Pharmacy Readership Survey finds Pharmacy Times is the top choice among pharmacists, and the publication rated first in several key demographics.

Plainsboro, NJ (PRWEB) May 28, 2014 -- Pharmacy Times is the most-read publication among pharmacists and pharmacy professionals, according to the recently released 2014 Kantar Media Pharmacy Readership survey. Pharmacy Times was also the top choice among readers in key groups, including pharmacists who spend a significant amount of time each day counseling patients and pharmacists who work in high-volume practices.

The annual Kantar survey measures the readership habits of thousands of pharmacists and pharmacy professionals. Respondents include management and staff pharmacists working in chain and independent retail pharmacies and health-system pharmacies, as well as pharmacy professionals in key positions at pharmacy benefits management companies and managed care organizations.

The results, based on surveys completed during the first quarter of 2014, show Pharmacy Times outranked all competitors in Average Issue Readership and Average Page Exposures.(1)

“We are extremely proud of the fact that readers have made us the pharmacy industry’s number one journal. Our editors and writers, editorial board members, sales team, and publisher are dedicated to delivering high-quality information our readers can use to improve their practice in this changing health care landscape,” said Ashley Hennessy Talamo, publisher of Pharmacy Times. “We are constantly working to improve the editorial package, and these survey results prove that we’ve got our finger on the pulse of modern pharmacy practice.”

Leader in Key Subgroups

Pharmacy Times, which reaches more than 168,000 retail pharmacists, also ranked first in Readership and Page Exposures among retail pharmacists who fill 200 or more prescriptions per day and retail pharmacists who spend three or more hours per day counseling patients. Additionally, Pharmacy Times ranked first in Average Issue Readership and Average Page Exposures among pharmacists who have been in practice for less than 10 years.(2-4)

For the survey, participants were asked how often they read a particular publication, how they read each issue (such as “cover to cover” or “articles of interest only”), and how much of the issue they read. The survey included a total of 18 publications.

Besides producing the top pharmacy journal, MJH Associates Inc., the publisher of Pharmacy Times, is a full-service media company that creates a comprehensive portfolio of print, digital, mobile, live events, custom educational programs, and other resources for pharmacists and pharmacy professionals.

Pharmacy Times is a trusted source of practical information and news that is backed by more than 100 years of credibility and integrity. “These survey results demonstrate the powerful connection we have with our readers, which means that our partners and clients can count on Pharmacy Times to reach the entire pharmacy audience with a coordinated and integrated multimedia approach and deliver their brand message anytime, anywhere,” said Talamo.
1. Source: 2014 Kantar Media Pharmacy Readership Data, Table 101
2. Source: 2014 Kantar Media Pharmacy Readership Data, Table 121
3. Source: 2014 Kantar Media Pharmacy Readership Data, Table 124
4. Source: 2014 Kantar Media Pharmacy Readership Data, Table 118

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About Pharmacy Times

Pharmacy Times is the industry’s leading publication, providing practical clinical information pharmacists can use in their everyday practices when counseling patients and interacting with physicians. Each issue contains articles and features covering medication errors, drug interactions, patient education, pharmacy technology, disease state management, patient counseling, product news, pharmacy law, and specialty pharmacy. The Pharmacy Times Office of Continuing Professional Education (CPE) is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education. Learn more at www.PharmacyTimes.com, or write to info(at)pharmacytimes(dot)com, call 609-716-7777, or visit us on Facebook and on Twitter. Pharmacy Times is published by Michael J. Hennessy Associates, Inc., a leading provider of health care publishing, research, information, and education.

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