

Leverage industry currency data across website, social, apps, AI platforms and publications

Ready to optimize opportunities for advertising exposure?

M3 MI's **Media Measurement Study** provides unbiased measurement of multispecialty and specialty-specific media properties. The study delivers clear data on how physician audiences read and use websites, social networks, AI platforms, email newsletters, publications and other professional media, to assist strategic marketers in evaluating the probability of their media advertising being seen.



Develop media plans across 25 physician specialties and leverage data across 380+ individual properties:



Learn which resources HCPs identify as the most influential on their treatment decisions, across all media they read, visit or use.

Metrics include Reach, Frequency, Time Spent, Average Issue Readers, How they Access/Receive Materials, Usage and Qualitative Ratings.

Multispecialty & specialty-specific content available

Expanded profiling also available to understand and create segments for unique, strategic marketing:

Demographics

Gender, age, ethnicity, location

Professional Overview

Years in practice, number of patients seen, professional activities, type of practice, interaction with sales reps

Level of Influence

Consulted by other physicians for opinions regarding treatment, formulary committee membership

Prescribing Behavior

Number of Rx written, adoption of new treatments, OTC recommendations + drug categories, ICD-10 diagnosis codes and CPT codes to further identify subspecialties

Treatment Segmentation

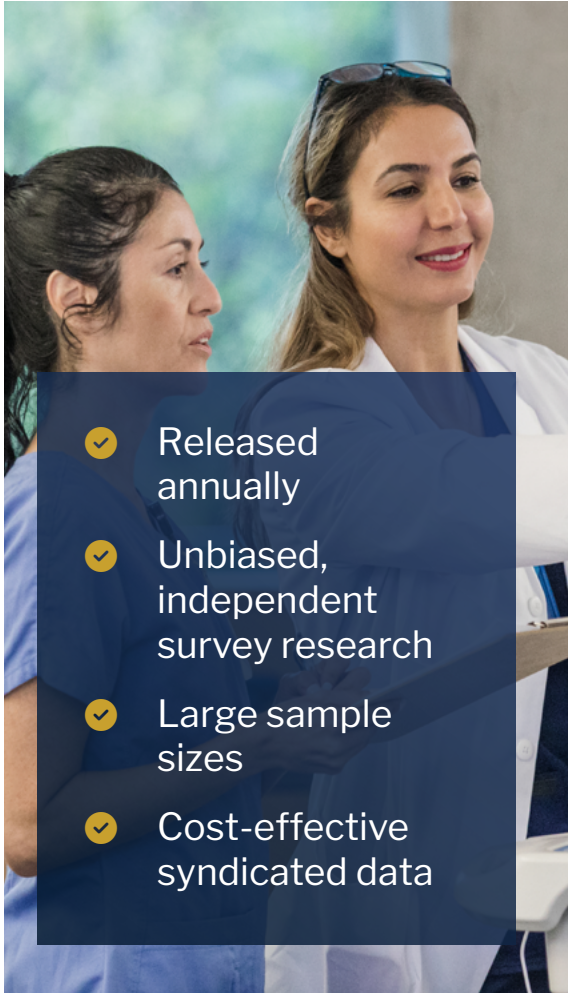
Based on “more likely” behaviors re: efficacy vs. invasiveness, personal experience vs. clinical studies & other prescribing/treatment detail (e.g., barriers preventing preferred treatment)

Media Attitudes & Opinions

Qualitative insights on media read/used (e.g., agree/disagree whether source has quality clinical content)

AI Usage

Weight given to clinical recommendations from AI, attitudes & opinions



- ✓ Released annually
- ✓ Unbiased, independent survey research
- ✓ Large sample sizes
- ✓ Cost-effective syndicated data

Media Measurement Study details

Survey respondents:	3,900+
Sample source:	All Global Circle, M3 Global Research and Sermo panels plus IQVIA, American Society of Plastic Surgeons (ASPS) & email invitations
Methodology:	Online interviews of active physicians, weighted to universe of each specialty by age & gender
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts* by medical specialty

Family Medicine	N=225
Internal Medicine	N=277
Allergy & Allergy/Immunology	N=120
Anesthesiology	N=130
Cardiology	N=252
Dermatology	N=225
Diabetes/Endocrinology	N=125
Emergency Medicine	N=102
Gastroenterology	N=225
Infectious Diseases	N=146
Nephrology	N=130

Neurology	N=225
Obstetrics/Gynecology	N=116
Oncology Specialties (Oncology & Hem/Onc, Radiation Onc)	N=368
Otolaryngology	N=101
Pediatrics	N=150
Psychiatry	N=151
Pulmonary Disease	N=150
Rheumatology	N=150
Surgery Specialties (General, Orthopedic, Plastic)	N=455
Urology	N=120

*Based on 2026 study

also available for other Audiences!

In addition to our main medical/surgical study specialties, media measurement data is also available across other HCPs and verticals through their individual studies, including: Dentistry, Eyecare (Ophthalmology & Optometrists/Opticians separately), Hospital Management, Managed Care, Oncology Nursing, Pain Medicine, Pathology, Pharmacy, PA/NPs, Radiology and Veterinary.



M3 MI Professional Health Other Products



Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.



HCP Target List Matching

Align syndicated HCP strategic insights and media measurement data with your brand's target lists to understand similarities and differences in media behavior against the specialty overall.

M3 MI

For more information contact us or visit our website:

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M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.