

AORN *Journal* reaches 43,716 experienced perioperative nursing professionals, staff nurses, RNFAs, educators, managers, directors, VPs: all engaged members of AORN who strive for the best in practice, best in execution and best in learning new information to implement strategically and on a daily basis. This is the type of nurse that you want in your perioperative specialty areas. Nurses who make a difference.

81% of AORN *Journal* readers say that they read recruitment advertising in the journal each month.

Readex Ad Study, April, 2022

98% of readers trust AORN *Journal* to provide them with unbiased, evidence-based, accurate information (next closest is AJN with 29%).

Readex Ad Study, April, 2020

78% of nurses surveyed said that while they are not actively looking for a new job, that they would be open if the right opportunity came up.

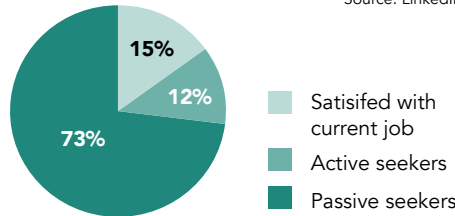
CareerBuilder Study, 2019

Nearly **50%** of nurses currently employed nationwide said they would consider moving out of state for a job.

Nurse.com Survey, July, 2019

How many people are actively looking for jobs?

Source: LinkedIn



Organizations that invest in employer branding are three times more likely to make a quality hire.

Brandon Hall, *The True Cost of a Bad Hire*, September, 2015

Every issue of AORN *Journal* contains information about the top five topics and more. AORN *Journal* readers are seeking out this information and see your recruitment ads interspersed with this award-winning editorial that **they tell us they are reading!**

The **top five topics** of interest among AORN members are:

1. Nursing/Staff safety
2. Infection prevention
3. Patient position
4. Patient handling
5. Smoke prevention/evacuation

Readex Ad Study, April, 2022

What does this mean for you, the Nursing Talent Acquisition Specialist, the Nurse Recruiter, the HR Business Partner?

By advertising in AORN *Journal* you are reaching both active and passive job seekers who are reading their clinical nursing journal, the one that they trust, that they pay for by belonging to AORN, you are getting your message in front of an audience of engaged, experienced perioperative talent. Four out of five readers say that they are reading your recruitment ad.

#1
MEMBER
BENEFIT