Plastic Surgeons at a Glance

- **Patients Seen per Week**: 65
- **Prescriptions Written per Week**: 22
- **Average Age of Plastic Surgeon**: 49 years

Plastic Surgery Trends

- **Top Cosmetic Surgical Procedures**
  - Breast Augmentation
  - Liposuction
  - Nose Reshaping
  - Eyelid Surgery
  - Facelift

- **Top Reconstructive Procedures**
  - Tumor Removal
  - Laceration Repair
  - Maxillofacial Surgery
  - Scar Revision
  - Hand Surgery

- **Top Cosmetic Minimally Invasive Procedures**
  - Botulinum Toxin Type A
  - Soft Tissue Fillers
  - Chemical Peel
  - Laser Hair Removal
  - Microdermabrasion

- **New Drug Adoption**
  - 45% Once it is in fairly common use
  - 38% After a few others have tried it successfully
  - 15% After it becomes standard
  - 2% As soon as it is released

- **New Medical Device Adoption**
  - 44% After a few others have tried it successfully
  - 41% Once it is in fairly common use
  - 9% After it becomes standard
  - 6% As soon as it is released

Sources:
2. ASPS 2016 National Procedural Statistics. Represents procedures performed by ASPS member surgeons certified by The American Board of Plastic Surgery® as well as other physicians certified by American Board of Medical Specialties-recognized boards. (2017)
3. See more on reverse...
Plastic Surgery Journals & Media Brand Usage

Average Issue Readers (% of readers likely to read an average issue of the journal)

- Plastic and Reconstructive Surgery: 82%
- Plastic Surgery News: 82%
- Aesthetic Surgery Journal: 36%
- Modern Aesthetics: 24%

Average Page Exposure (likelihood any reader will be exposed to a page in the journal)

- Plastic and Reconstructive Surgery: 58%
- Plastic Surgery News: 46%
- Aesthetic Surgery Journal: 24%
- Modern Aesthetics: 14%

Average Issue eNewsletter Readers (% of readers likely to see an average deployment of enewsletter)

- Plastic and Reconstructive Surgery eTOC: 44%
- Plastic Surgery Smart Brief: 32%
- Aesthetic Society News: 28%
- ASPS Focus: 24%
- Plastic Surgery News Extra: 23%

Total Universe of Plastic Surgeons = 8,129

Plastic and Reconstructive Surgery and Plastic Surgery News are official journals of the American Society of Plastic Surgeons (ASPS). The ASPS portfolio provides the highest reach and page exposure to plastic surgeons, more than any other publication in the market.