

PERQ/HCI 2003 Veterinary Journal Readership Study

Readership Studies for Good Measure

A Clear Picture of Veterinary Journal Performance

The 2003 Veterinary Journal Readership Study uses the FOCUS™ methodology to measure and report on the reading behaviors of veterinary journal audiences. This data will help you to better target the veterinary specialists you want to reach and more effectively market to your intended audience.

Veterinarians are busy professionals who may not take the time to read every journal they receive on a regular basis. Indeed, they might not realize they are receiving a given publication. Although a journal is delivered to a number of recipients (circulation), you still need information on what the audience actually does with the publications they receive (readership).

- **Average Issue Readers**—Go beyond circulation figures to learn how many vet professionals actually read an average issue.
- **Average Issue Ad Exposures**—Find out how much return advertisers are getting on ad investments—how many veterinarians will likely see a given ad.
- **Reading Frequency**—Reports journals that are most likely to be read, by measuring the percent of sample who report reading 1, 2, 3, or 4 of the last 4 issues of the publication.
- **Reading Patterns**—Determine the most valuable readers by knowing which veterinary journals are read most thoroughly.

Powerful Data, Flexible Delivery

The 2003 Veterinary Journal Readership Study is available both in a printed format for convenient reference and in the PERQ/HCI AIM™ system for analysis, auditing and scheduling.

For more information, call [Dave Emery at 800.243.2702 ext. 235](tel:800.243.2702)



www.PERQ-HCI.com