

PERQ/HCI FOCUS®

Readership Studies for Good Measure

Independent Data for Publishers and Advertisers Who Need to Know

FOCUS provides a continual and accurate means of evaluating medical journal **average issue readers** and **average issue advertising exposures**, giving you performance information critical to planning campaigns or attracting new advertisers.

FOCUS measures what physicians read and how they read. The FOCUS technique is based on the realization that some physicians are, by nature, more thorough readers than others and that all physicians read some specific publications more thoroughly than others.

Better Understanding of Physicians, Better Ad Targeting

Research into physician reading habits led to the development of the four FOCUS reading patterns:

- Read cover-to-cover
- Read articles of interest and look through remaining pages
- Skim or look quickly
- Read table of contents and articles of interest only

Average Issue Readers are calculated by applying appropriate weightings to the number of respondents at each reading frequency level.

Average Issue Exposures are calculated by assigning each reading pattern a value (the more thorough the reader, the greater the chance of seeing an ad).

FOCUS measures readership in the following markets:

- Medical/Surgical (semi-annual)
- Pharmacy (annual)
- Managed Care–HMO/PPO Edition (annual)
- Ophthalmology (annual)
- Optometry/Opticians (annual)
- Dentists (annual)
- Dental Hygienists (annual)
- Nurse Practitioners/Physician Assistants (annual)

Electronic delivery is available via the AIM™ Data Delivery System.

For more information, call 800.243.2702 ext. 235



www.PERQ-HCI.com