

# PERQ/HCI Media-Chek® /APEX

*Readership Studies for Good Measure*

## Independent Data for Publishers and Advertisers Who Need to Know

Media-Chek/APEX is a syndicated audit that measures **readership** and **exposure potential** of medical journals. First published in 1964, it is the longest-running study of its kind.

Media-Chek/APEX provides **measures of the number of high, medium and total readers** for over 300 medical publications, including demographic editions and combinations, and relates these to various audience characteristics, including physician specialty and type of practice.

## Industry-Standard Methodology, Gold-Standard Results

The Media-Chek (readership) portion of the study is conducted using a questionnaire containing four-color reproductions of journal covers. Physicians in 23 office- and hospital-based specialties are asked to report their receivership and readership of the publications that circulate to them. On the basis of their responses, demographic and readership data are compiled for over 300 medical journals. Annually, nth-name sampling results in over 7,000 respondents, for a 45% average response rate.

APEX is one of PERQ/HCI's models of advertising page exposure. Based on actual check studies, APEX predicts the probability of a physician's exposure to an average page of advertising in an average issue of a medical journal. The model takes into account both the readership and the physical characteristics of each publication (total issue size, total ad pages and dispersion of advertising) to determine its probability of ad page exposure.

Media-Chek/APEX 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)
- 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](http://www.PERQ-HCI.com)