

PERQ/HCI

Guide to Effective Eyecare Journal Advertising

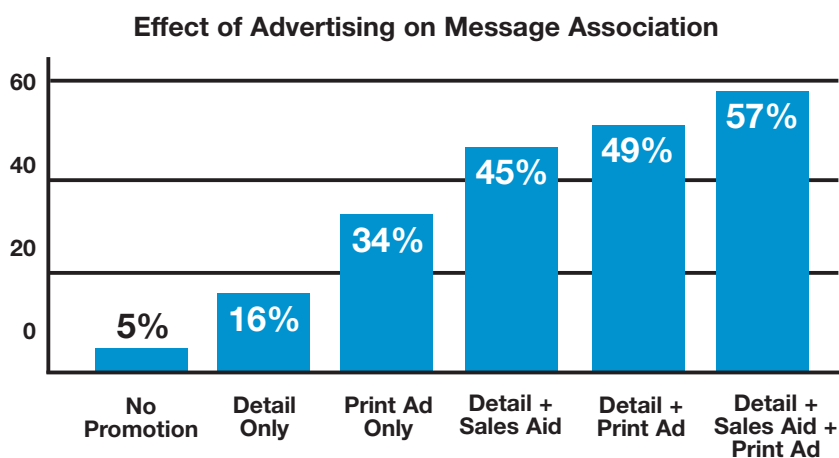
Because You Can't Manage What You Don't Measure

Comprehensive measurement of the eyecare marketplace is essential to managing an effective ad campaign. No matter how large or small your business, no matter what target within the eyecare marketplace your products reach, when you place an ad in eyecare journals you are entering into a diverse and crowded conversation. Conventional advertising wisdom dictates that you must “break through this clutter” to get your message heard. You already know some of the best ways to market your products, and you have achieved success with your creative strategies.



But are you using professional journals that deliver the most return on your substantial investment?

An analysis of promotional efforts to physicians in the pharmaceutical industry shows just how important effective print advertising can be as part of the overall media mix. When used in conjunction with sales efforts, print ads significantly added to eyecare professionals’ recall of particular marketing messages. Messages supported by print ads in conjunction with other efforts enjoyed greater overall market share as well.



Furthermore, a 2002 AC Nielsen/HCI study concluded that advertising improves the effectiveness from sales detailing alone by 38%. Print advertising remains an essential component in your marketing mix, but for the most effective targeting, companies must ask: **How likely is it that my ad in a particular publication will reach my targets? Am I getting the most from my ad budget?**

This Guide to Effective Eyecare Journal Advertising is designed to not only increase your understanding of the dynamics at work in eyecare journal advertising, but to give you a more complete picture of how to measure the success of your marketing initiatives.

In the following pages, you will learn about various tools that exist to help you plan more intelligently and make smarter decisions - services from the widely acknowledged leaders in their respective fields, such as **SRDS®** and **PERQ/HCI**.

By collecting the most detailed and accurate information possible from multiple objective sources, you can feel confident that your ad campaigns are backed by powerful knowledge of the environment in which they will be placed - resulting in better decision making, and measurably better campaigns.

As you read through this Guide to Effective Eyecare Journal Advertising, if you have any questions or would like to learn more about the solutions discussed, **please call Dave Emery at 800.243.2702 ext. 235.**



Journal Profiles, Circulation and Rates: Where to Start

The SRDS (Standard Rate and Data Service®) Business Publication Advertising Source® (BPAS) is a good starting point to help you better understand the options available to advertisers. SRDS' objective relationship with publishers ensures standardized, current information.

For over 84 years, media planners at advertising agencies of every size have used SRDS resources for gathering key information on media opportunities. Today, over 95% of advertising agencies use SRDS products to some extent. Media properties and advertisers like you also use SRDS daily to gather information and stay up-to-date on their marketplace.

SRDS' BPAS is a centralized source for all the essential data you'd need to start planning, including: editorial profiles, advertising rates, editorial calendars, links to publication Web sites and media kits and access to audit statements. SRDS is also the industry resource for reliable circulation data, detailed by controlled versus paid circulation.

Think of SRDS as your personal research assistant: SRDS data experts make over 21,000 listing updates every month, continuously updating the data online. With approximately 1,200 healthcare titles listed (part of a larger database of over 5,500 b-b publications), and over 50 journals specifically serving the eyecare marketplace, you will likely find ad opportunities you have not previously considered.

SRDS listings include the following information:

- Publisher's Editorial Profile
- Personnel
- Representatives/Branch Offices
- Commission and Cash Discount
- General Rate Policy
- Black/White Rates
- Bleed
- Special Positions
- Color Rates
- Covers
- Inserts
- Classified/Mail Order Rates
- Split-Run
- Special Issue Rates and Data
- Geographic and/or Demographic Editions
- Contract and Copy Regulations
- General Requirements
- Issue and Closing Dates
- Special Services
- Circulation
- Electronic Products

The screenshot displays the SRDS Business Publication Advertising Source (BPAS) website. The page is titled "Reach The Ophthalmology Market" and features a navigation menu with options like "Go To:", "New Search", "New Search: Class", "Output Reports", "Resources", "Contact SRDS", "Help", and "Logout". The main content area shows a listing for "Class H29 Ophthalmology" with a "Click On Sponsors Below" section listing "Journal of AAPOS" and "Survey of Ophthalmology". A "Section Healthcare" section lists "Class H29: Ophthalmology" and "Listings 1 - 28 of 28 (Page 1)". The right side of the page displays the "AMERICAN JOURNAL OF OPHTHALMOLOGY" listing, including its Elsevier affiliation, contact information (360 Park Ave. South, New York, NY 10010), and a "PUBLISHER'S EDITORIAL PROFILE" section detailing the journal's focus on eye disorders and its personnel, including Editor-in-Chief Bradley R. Straatsma, MD, and Managing Editor Eileen Daidula.

Publications in SRDS Eyecare Classifications – H29 & H30

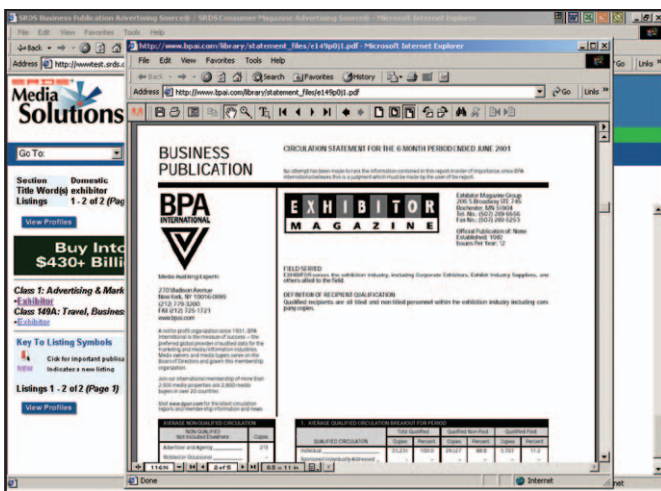
- Ophthalmology (H29) - 29 titles
- Optometry & General Eye Care (H30) - 13 titles

There are a few titles in other healthcare classes that also mention ophthalmology and optometry.

Audited and Non-Audited Publications

Some publications undergo a strict process of auditing the circulation figures they present to potential advertisers. It is important to note, however, based on their tightly controlled circulation, many specialized publications are not audited. For those that are audited, it is often very useful to examine the audit statements published by BPA International (Business of Performing Audits).

BPA International was founded in 1931 as an independent, not-for-profit, self-regulating organization to verify circulation claims. For business publications and consumer magazines, BPA International verifies all paid, all controlled, or any combination of paid and controlled circulation and reports it all in one concise document (which is instantly accessible from a publication's listing on the www.SRDS.com Web site or www.bpai.com). For publications that are audited by BPA, audits are a useful source for objective baseline information.



In addition to verified circulation, one very useful feature of BPA reports is business/industry breakdowns - a detailed portrait of the market segments targeted by a particular publication (e.g., optometric students vs. practicing optometrists). These details can be an important way to more precisely target your journal selection.

Obtaining circulation figures (whether from sworn publisher statements or from BPA audits) and the planning and contact data in SRDS are your best initial steps for gauging appropriate publications for your advertising, and for developing an overall plan for the media you wish to target. However, in order to help ensure that your message is seen by your targets, **you'll need more detailed information: receivership, average issue readership and ad exposure data from PERQ/HCI.**

For specific information on using the SRDS Business Publication Advertising Source, **please call Andy Spantiko at 800.851.7737 ext. 5122.**

For more information on Eyecare Journal Advertising Solutions, **please call Dave Emery at 800.243.2702 ext. 235.**

Conclusion: Making the Most of Your Advertising Budget

PERQ/HCI is committed to helping you make the most effective and high-value decisions for placing your advertising. We believe that more informed decisions would not only help your bottom line, but also invigorate and challenge the publishers of eyecare journals to provide more information about their audiences.

The PERQ/HCI Advantage

PERQ/HCI has reported on advertising in healthcare journals across a variety of healthcare market segments for over 35 years. PERQ/HCI survey techniques, sampling approaches and report formats are in use at over 95% of the nation's major healthcare advertising agencies. FOCUS and Media-Chek/APEX readership studies are performed annually for the following specialties:

- Medical/Surgical
- Pharmacy
- Nurse Practitioner/Physician Assistant
- Managed Care
- Eyecare
- Dentistry
- Radiology
- Veterinary

PERQ/HCI is a VNU business. VNU is a global information and media company with leading market positions and recognized brands in marketing information (AC Nielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

PERQ/HCI looks forward to meeting with you and talking about the state of eyecare journal advertising in more detail. We welcome the opportunity to discuss the data in these reports as well as the other ways in which PERQ/HCI research can help empower your decision making.

Call 800.243.2702 ext. 235 for more information!