

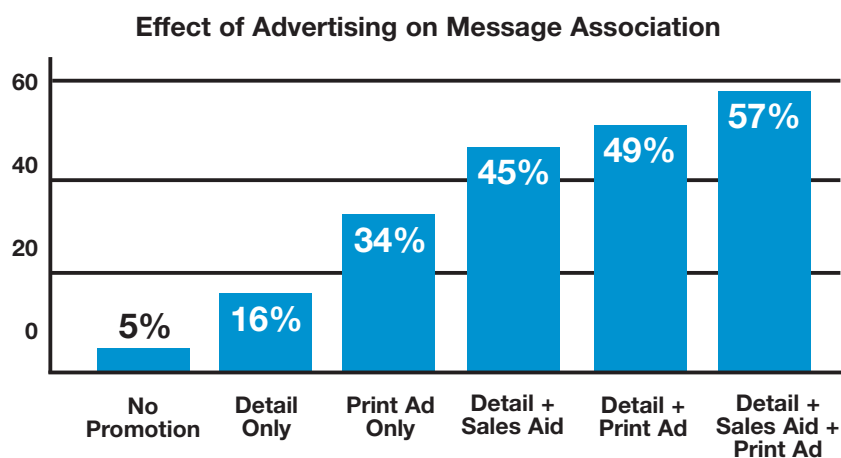
PERQ/HCI Guide to Effective Eyecare Journal Advertising Because You Can't Manage What You Don't Measure

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**.

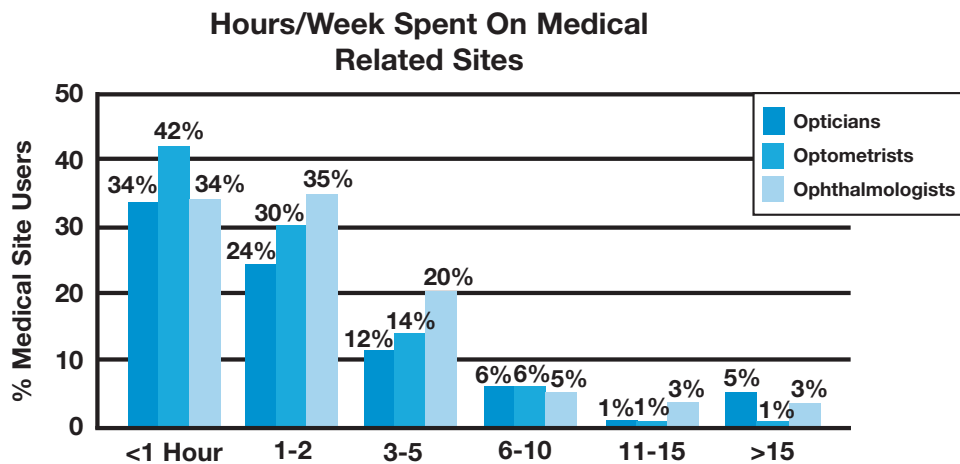
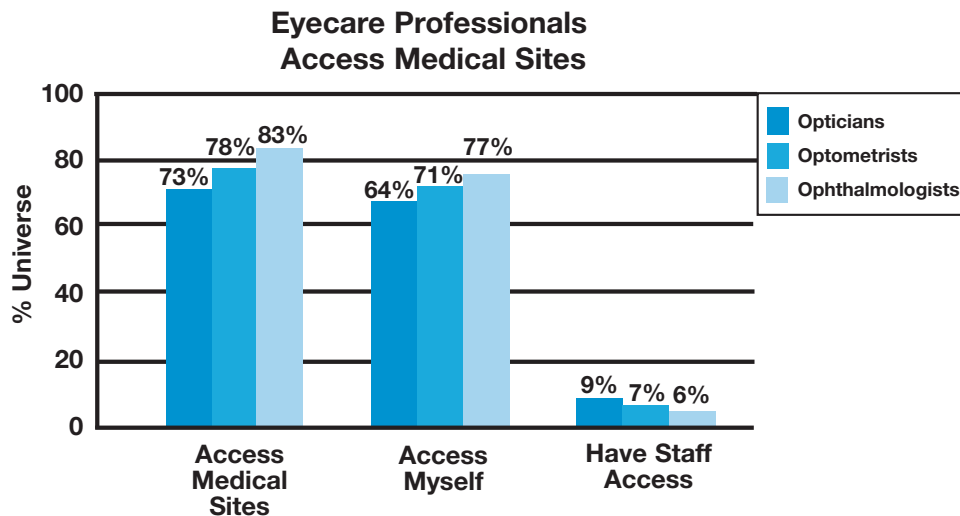
By collecting the most detailed and accurate information possible from multiple objective sources, you can feel confident that your ad campaigns are backed by powerful knowledge of the environment in which they will be placed - resulting in better decision making, and measurably better campaigns.

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.**

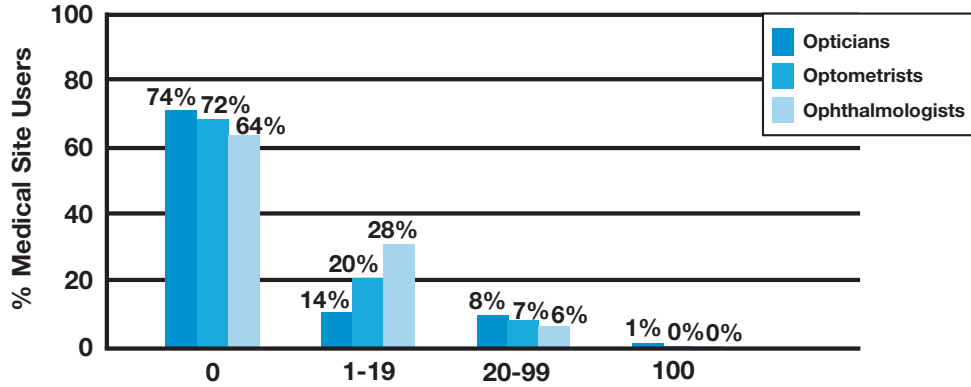


Internet Usage: How Your Targets View This Medium

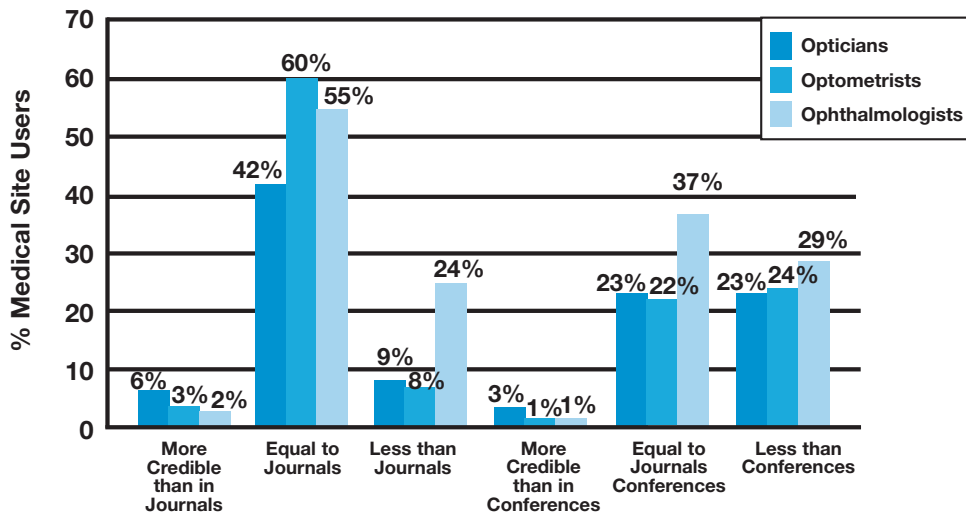
While opinions abound on the effectiveness of the Internet as part of your marketing and promotional mix, PERQ/HCI gives you authoritative data. This information analyzes the extent of eyecare professionals' use of the Internet and the reasons they use it. Learn how Opticians, Optometrists and Ophthalmologists use the Internet, for both professional advancement and enhancing patient care, and use the information to assess your own Internet marketing activities.



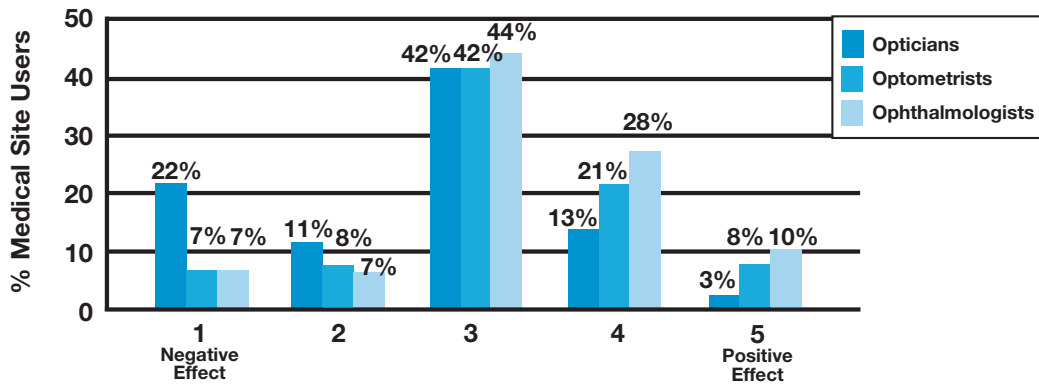
% CME/CE Credits Completed Via Internet



Credibility of CME/CE Courses Via Internet vs. Journals/Conferences



Effect of Internet on Delivery of Patient Care



For more information on Internet usage in the eyecare industry, [please call Dave Emery at 800.243.2702 ext. 235.](tel:800.243.2702)

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!