

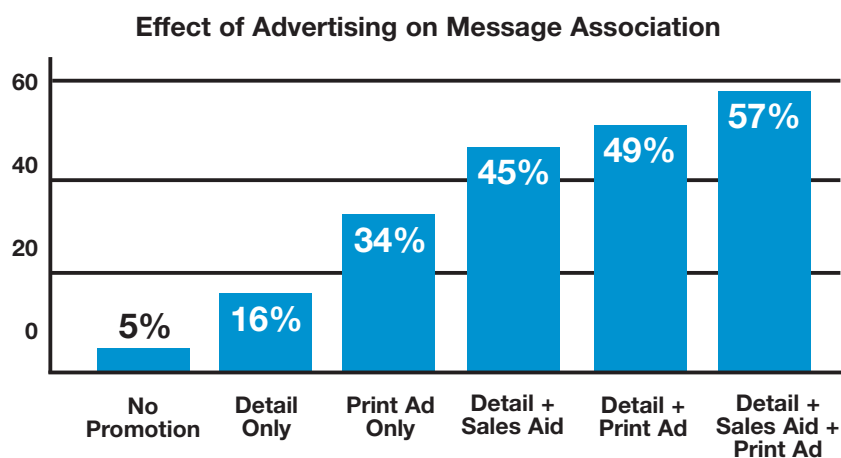
PERQ/HCI Guide to Effective Eyecare Journal Advertising Because You Can't Manage What You Don't Measure

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 Readership: A More Complete View of Ad Opportunities

Although understanding circulation is important, too often advertisers rely solely on the stated circulation of professional journals to choose where to place ads. Circulation can be viewed as the beginning of your advertising decisions, while more specific information should be used to further evaluate and select your media options.

Ophthalmologists, Optometrists and Opticians are busy professionals who may not take the time to read every journal they receive on a regular basis. Indeed, they might not even realize they are receiving the 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).

PERQ/HCI readership measurement delves deeper and gives you the detail on this behavior. PERQ/HCI surveys 1,000 randomly selected Ophthalmologists, 1,000 Optometrists and 1,000 Opticians from across the country using names selected by Direct Medical Data.

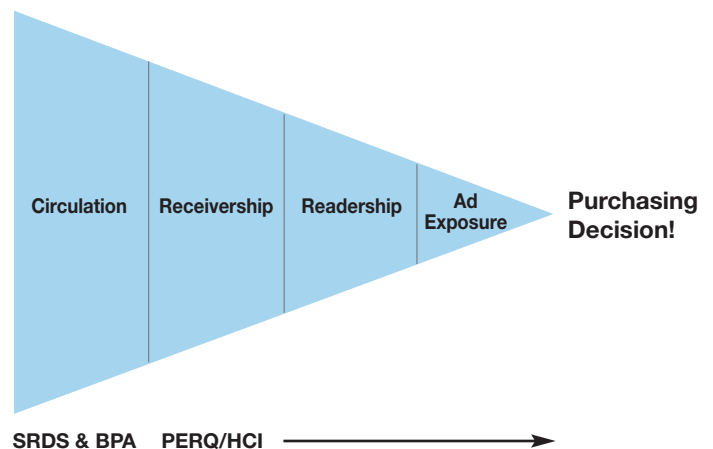
The PERQ/HCI FOCUS™ study asks:

- How often do you read the journals you receive?
- How thoroughly do you read them?

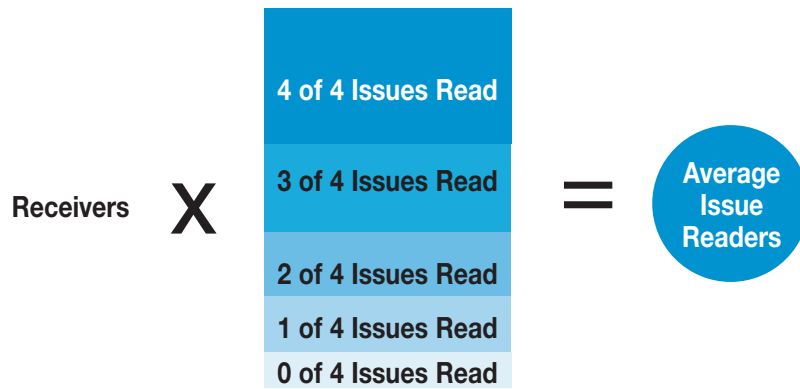
These questions provide quantifiable measures that can be used to give a more detailed picture of readership behavior - and a clearer picture of the effectiveness of advertising placed in these journals. The PERQ/HCI FOCUS study discovers:

- How many Ophthalmologists, Optometrists, and Opticians are likely to read the issues they receive (Average Issue Readers)
- How many Ophthalmologists, Optometrists, and Opticians are likely to see an ad page in an average journal issue (Average Issue Ad Exposures)

In addition to the FOCUS methodology described above, PERQ/HCI also employs the Media-Chek®/APEX methodology, designed to explore the probability of ad exposure more deeply.



Number of Readers x Reading Frequency = Avg. Issue Readers x Reading Behavior = Avg. Issue Ad Exposure

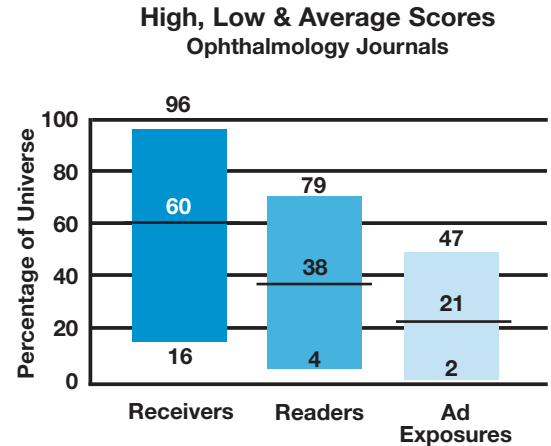


By measuring the frequency of readership (“what Ophthalmologists read”) as well as thoroughness of reading (“how Ophthalmologists read”), the PERQ/HCI FOCUS methodology delivers the most accurate estimate available of how likely it is that your message will be seen.

Journal Readership in the Eyecare Industry

Focusing on readership, in contrast to circulation and receivership, helps protect your advertising investment from one of the most commonly cited advertising pitfalls: allocating dollars to publications that aren't being thoroughly read by your target audience and the decreased possibility that your message will be seen.

The eyecare marketplace is similar to other healthcare segments studied by PERQ/HCI in that circulation does not directly correspond to average issue readership or average issue ad exposure. 2003 PERQ/HCI data indicate that among the professional journals that circulate to the entire universe of Ophthalmologists, the average receivership is 60%. Certain journals are "read better" than others, resulting in scores ranging from a high of 79% down to a low of 4% of the circulation that reads any given issue among Ophthalmology titles.

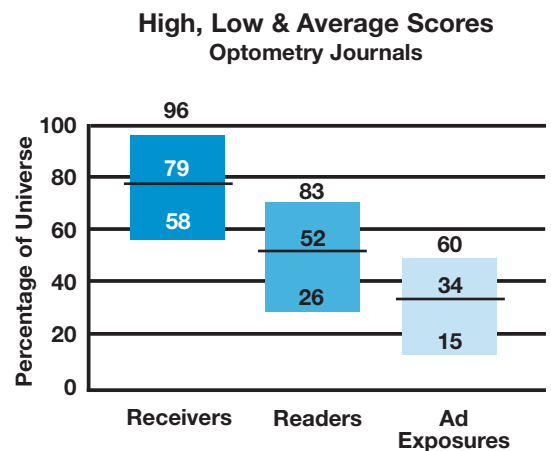


Knowing the circulation of a publication does not guarantee how many eyecare professionals will see your ad.

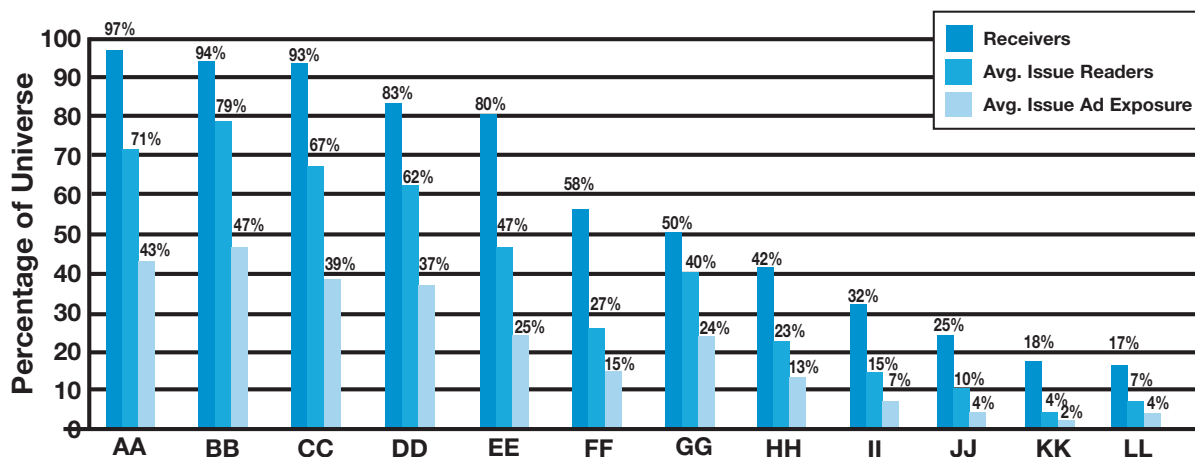
The PERQ/HCI FOCUS methodology also examines reading patterns. Study respondents are asked to identify whether they read a journal cover-to-cover, look through the publication and read articles of interest, skim through the publication, or look at the table of contents and go straight to articles of interest. Responses are then weighted to represent the likelihood of seeing an ad based on reading behavior.

Where do the journals you're advertising in fall? You want to make sure your ads are in journals where they will be seen by your prospects. In the 2003 FOCUS Eyecare Readership Report these ad exposure scores for Ophthalmology titles range from 47% for the strongest journal to 2% of receivers seeing an ad in the lowest ranked publication.

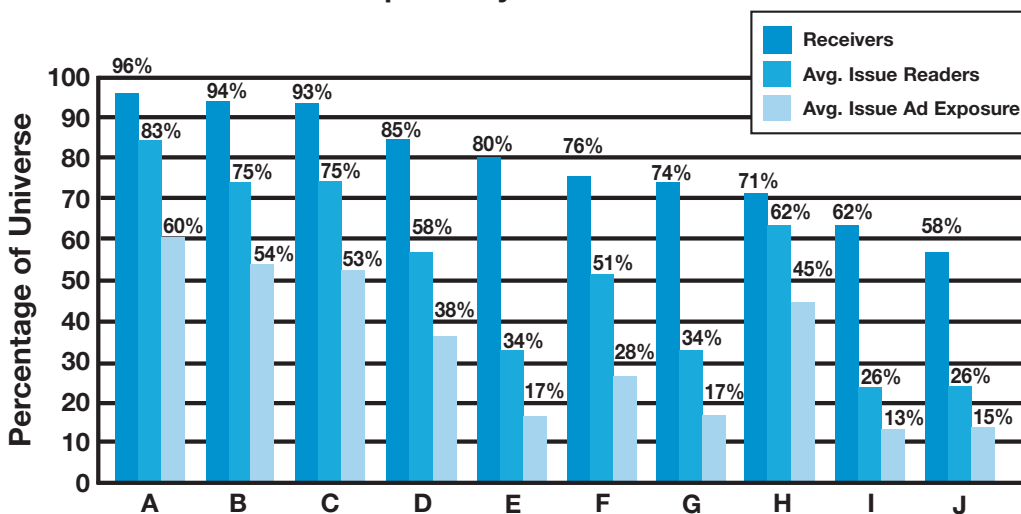
Receivership, Readership and ad exposure scores are also available for optometry titles.



Selected Ophthalmology Journals Studied



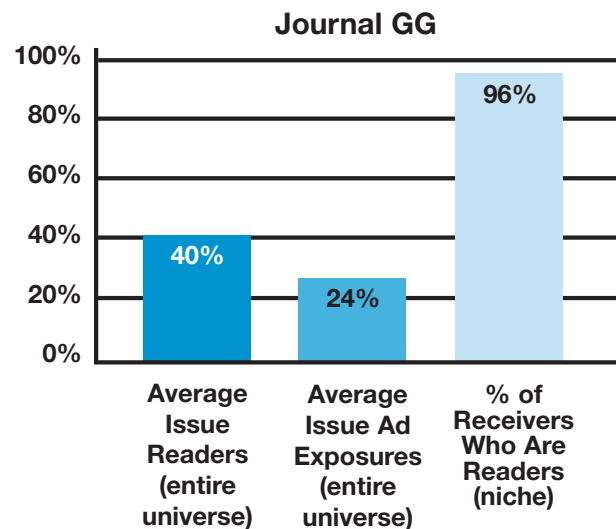
Optometry Journals Studied



The graph above clearly illustrates the difference in receivership, readership and ad exposure, based on 2003 FOCUS data for various eyecare journals. Although Journal C in Optometry is received by 93% of the universe of optometrists, 75% of the universe reads the publication and 53% is likely to see an ad.

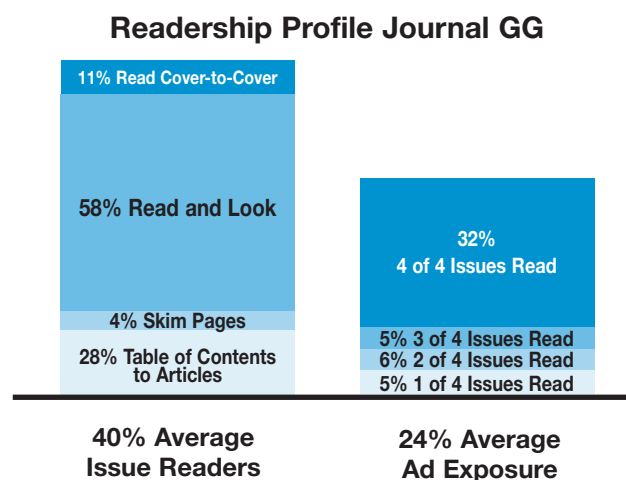
Niche publications that are not delivered to the entire universe of Ophthalmologists, Optometrists and Opticians may appear to be penalized for their lower circulation; however, by looking at the journal receivers in these instances, you can see why circulation should not be your sole determination for media selection. If a journal only goes to a highly specialized audience, it is not going to have the circulation of a journal that is sent to all licensed Ophthalmologists. However, because the content of these niche journals is targeted to a specific interest of the reader, they may be read more thoroughly.

For example, let's examine Journal GG, an Ophthalmology journal in the 2003 FOCUS Readership Study. Because of the specialized nature of its editorial content, Journal GG's circulation is only 50% of the eyecare universe. Consequently, its average issue reader and average issue ad exposure scores are comparatively low when projected to the entire universe (40% and 24% respectively).



However, by looking at the percentage of eyecare professionals that read Journal GG (48%), and dividing it by the percentage of those who receive the publication (50%), you learn that **among the niche audience that receives Journal GG, 96% read the publication.** This means that **while the entire universe does not receive this journal, those that do, read it.** If you're trying to reach those niche prospects, your ad in Journal GG would reach them without wasted circulation.

PERQ/HCI readership studies are an essential part of your decision-making when planning print advertising, helping you to understand the value of key publications and consider the benefits of niche journals. **By placing your advertising in the journals that your targets read regularly and thoroughly, you'll communicate your message more efficiently to its best audiences.**



While the advertising environment may be getting more complex, **PERQ/HCI offers a variety of measurement tools to enable better ad placement decisions.** In addition to the FOCUS methodology described above, PERQ/HCI also employs the Media-Chek/APEX methodology - designed to more deeply explore the probability of ad exposure.

2003 FOCUS™ Eyecare Journal Readership Study

The FOCUS Eyecare sample consists of 1,000 Ophthalmologists, 1,000 Optometrists and 1,000 Opticians randomly selected from the Direct Medical Data's list of member and non-member, active private practices across all 50 states.

Specialties Surveyed:

- Ophthalmologists
- Optometrists
- Opticians

Data Are Reported By:

Ophthalmologists

- Total Universe of Ophthalmologists
- High Volume Practice (101 or more patients per week)
- Volume and Type of Surgeries

Optometrists/Opticians

- Total Universe of Optometrists/Opticians
- High Volume Practice (76 or more patients per week)
- High Volume Refractions (26 or more per week)
- Self/Employed/Owner
- Years in Practice (15 or less years)
- Lens Recommendations

Publications Studied

Publications included in the PERQ/HCI FOCUS Eyecare Journal Readership Study must be issued at least quarterly, must contain editorial content and must include advertisements from multiple sponsors. To be included in the readership report, the publication must circulate to at least 20% of the specialty universe.

2003 Ophthalmology Title Reported

- Administrative Eyecare
- American Journal of Ophthalmology
- Archives of Ophthalmology
- Cataract & Refractive Surgery Today
- Contact Lens Spectrum
- Eynet
- Eye World
- Journal of the American Medical Association (JAMA)
- Journal of Cataract & Refractive Surgery
- Journal of Refractive Surgery
- Ocular Surgery News
- Ophthalmology
- Ophthalmology Management
- Ophthalmology Times
- Refractive Eyecare for Ophthalmology
- Review of Ophthalmology
- Survey of Ophthalmology
- Vision Care Product News
- 20/20

2003 Optometry Titles Reported

- American Optometric Association News
- Contact Lens Spectrum
- Eyecare Business
- Optometric Management
- Journal of the American Optometric Association
- Primary Care Optometry News
- Review of Optometry
- Vision Care Product News
- Vision Monday
- 20/20

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!