


## Introduction

- At ESCRS we believe there is a compelling story to be told about EuroTimes
- In particular our belief that EuroTimes has the strength above all other European Ophthalmic publications to reach its target audience efficiently and effectively
- In May 2007 we commissioned the market research company  ase to conduct telephone interviews with 1000 ophthalmologists. The objective of this survey was to find evidence of the size and shape of the EuroTimes readership in relation to the total eligible universe and to confirm its position as the pre-eminent periodical and purveyor of news and information to this universe.

## Background

- EuroTimes is the monthly news magazine of the European Society of Cataract and Refractive Surgeons (ESCRS)
- EuroTimes plays an important role in reinforcing the ESCRS' position at the forefront of developments in cataract and refractive surgery. It focuses on European developments in the practice of ophthalmology and provides timely coverage of scientific congresses and events worldwide. As well as performing a vital educational, 'keeping in touch' and discussion forum for members, EuroTimes is an important revenue generator for the society
- Its reach now extends far beyond Europe. It is circulated to 28,000 ophthalmologists in over 120 countries and is the leading ophthalmic magazine published outside of the USA. Its circulation in Europe is 20,330.

## Methodology

- EuroTimes has a subscriber database of 28,000 ophthalmologists.

### *Source of Subscriptions:*

- ESCRS Membership
- Delegates from ESCRS Annual Congresses, EURETINA & MEACO
- National Society Membership Lists
- Requests from Ophthalmologists

### *Sample:*

- The sample was randomly selected from the full database list and represented the geographical distribution
- The sample was then randomised so that each contact had an equal probability of selection for interview
- Interviews were conducted between 16 May and 27 June amongst Practicing Ophthalmologists and Ophthalmic/ Medical Trainees from a UK-based central telephone interviewing facility employing Computer Assisted Telephone Interviewers (CATI)
- Interviews were primarily conducted in English
- An option to carry out the interview in Spanish, French or Italian was offered to participants and a small number (about 5% overall) took up this option

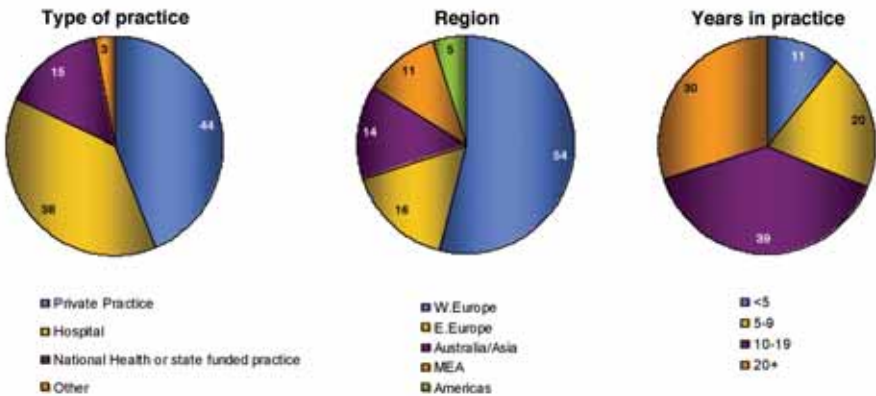
## Sample Profile

- The 1004 respondents were mainly Practicing Ophthalmologists (97%) with the rest being Ophthalmic/Medical Trainees (3%)
- Nearly three quarters of respondents were male
- More than 4 out of 5 were between 31 and 55 years of age with nearly 7 out of 10 having been in practice ten years or more; 9 out of 10 had five or more years practice experience
- The interviews reflected a fairly even spread across small and large practices

EuroTimes Readership Study

Sample Profile

The majority of the sample were in private practice and in hospitals across Western Europe. This breakdown into region reflects the regional structure of the total sample.



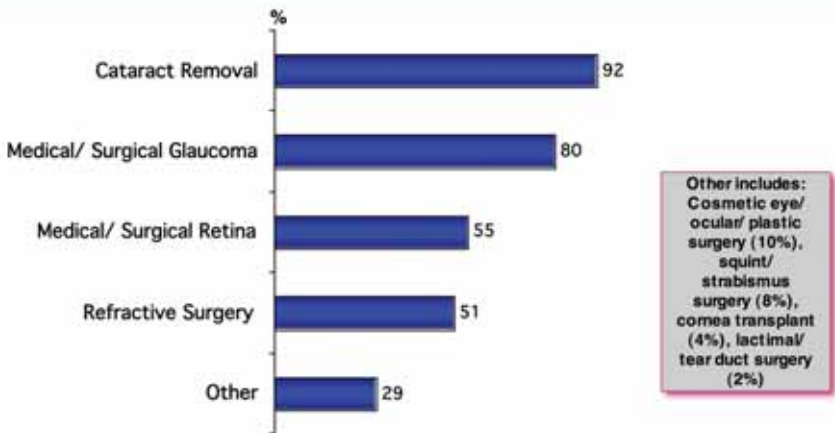
Weighted Base: All respondents (1004)



EuroTimes Readership Study

Types of surgery performed

The most common procedure performed is Cataract Removal. This procedure was less commonly performed in Eastern Europe than any of the other regions (83% vs. 93-97%).



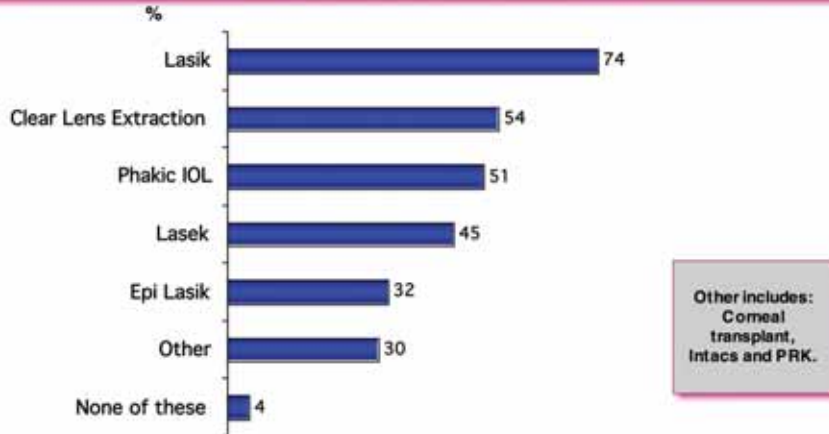
Which types of surgery is performed in your practice?  
Weighted Base: All respondents (1004)



## EuroTimes Readership Study

### Refractive procedures performed

LASIK was the most common refractive procedure performed across all regions. In Western Europe, LASIK was closely followed by Phakic IOL as the second most common procedure. This was not the case in other regions where Clear Lens Extraction was the second most common.



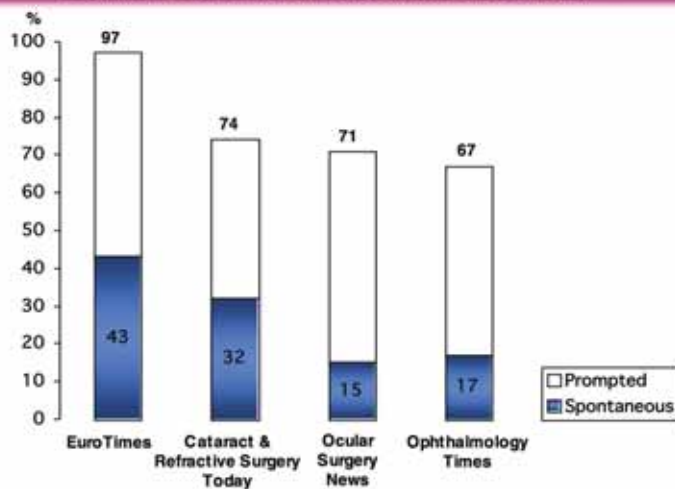
Which refractive procedures are performed in your practice?  
Weighted Base: All respondents performing refractive surgery (508)



## EuroTimes Readership Study

### Awareness of Ophthalmic Publications

EuroTimes led all publications in both spontaneous and total recall.



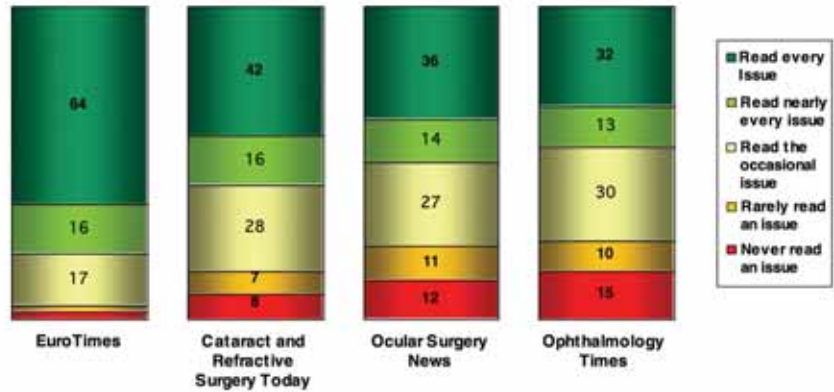
Which ophthalmic publications are you aware of? Are you aware of a publication called [each publication not mentioned spontaneously]? Weighted Base: All respondents (1004)



## EuroTimes Readership Study

### How frequently each publication is read

Nearly two thirds of EuroTimes readers claim to read every issue; nearly 4 out of 5 read every or nearly every issue – leading all competitors by a wide margin.



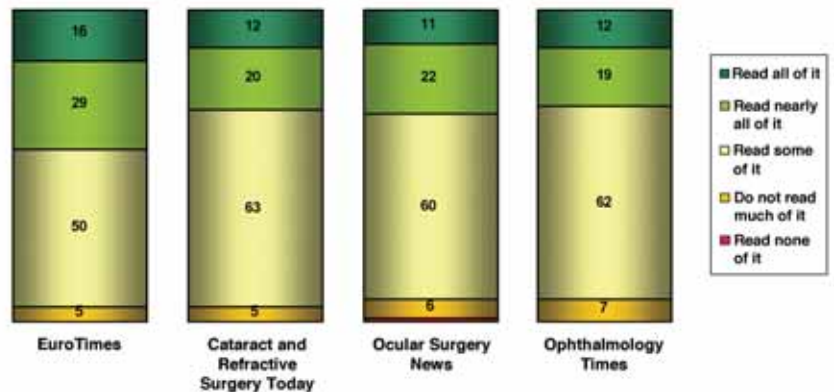
How often do you read [publication]?  
Weighted Base: Respondents aware of publications: ET (971); CRST (737); OSN (716); OT (671)



## EuroTimes Readership Study

### How much of each publication is read

Nearly half of all EuroTimes readers (45%) say they read all or nearly all of it – a substantially greater number than any other publication.



On average, how much of each issue of [publication] do you read?  
Weighted Base: Respondents who claimed that they read each publication: ET (954); CRST (680); OSN (632); OT (567)

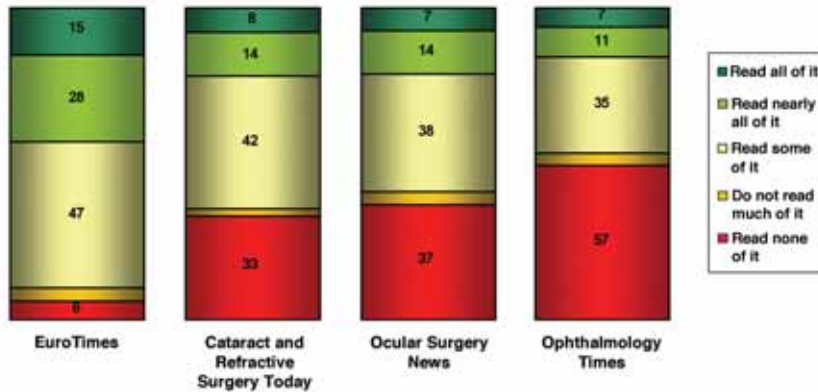


# EuroTimes Readership Study

## EuroTimes Readership Study

### How much of each publication is read

When looked at across the entire eligible universe, EuroTimes leadership is even more striking.

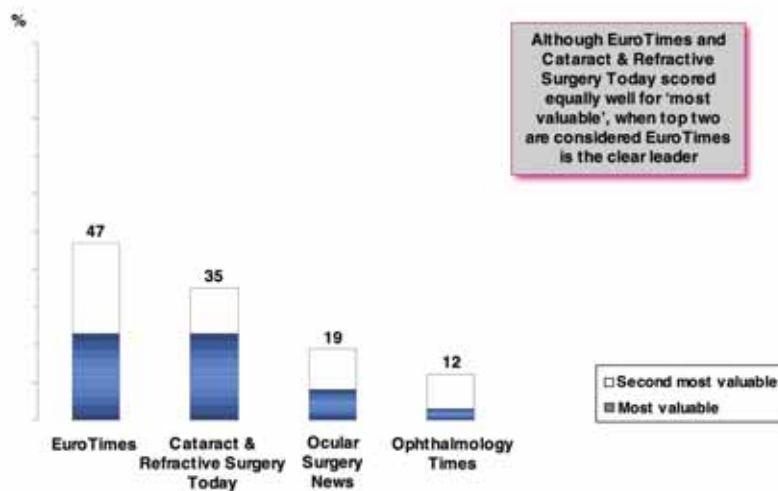


On average, how much of each issue of [publication] do you read?  
Weighted Base: All respondents (1004)



## EuroTimes Readership Study

### Most valuable publications



Although EuroTimes and Cataract & Refractive Surgery Today scored equally well for 'most valuable', when top two are considered EuroTimes is the clear leader

Of these publications, which would you say is the most valuable/second most valuable to you in your work?  
Weighted Base: All respondents (1004)



EuroTimes Readership Study

Involvement in purchase decisions

56% of our sample have decision making power when it comes to purchase of surgical/ medical equipment or medical supplies/ consumables. A further 18% are usually consulted before a final decision is made.



What is your involvement in the decision to purchase surgical/medical equipment / medical supplies or consumables? Weighted Base: All respondents (1004)



## Conclusions

The news for EuroTimes is very good indeed:

- It has the highest awareness and readership levels of all competing publications
- Its dominance is clear across all geographic regions

It is read:

- more thoroughly
- more often
- and by more readers

than any other publication in its competitive set, and it is reaching and being read by purchase decision makers.

There is a compelling story to be told about the strength of EuroTimes above all others to reach its target audience efficiently and effectively