



UROLOGY

Medical/Surgical Readership Study

December 2010

METHODOLOGY

○ Office & Hospital Combined

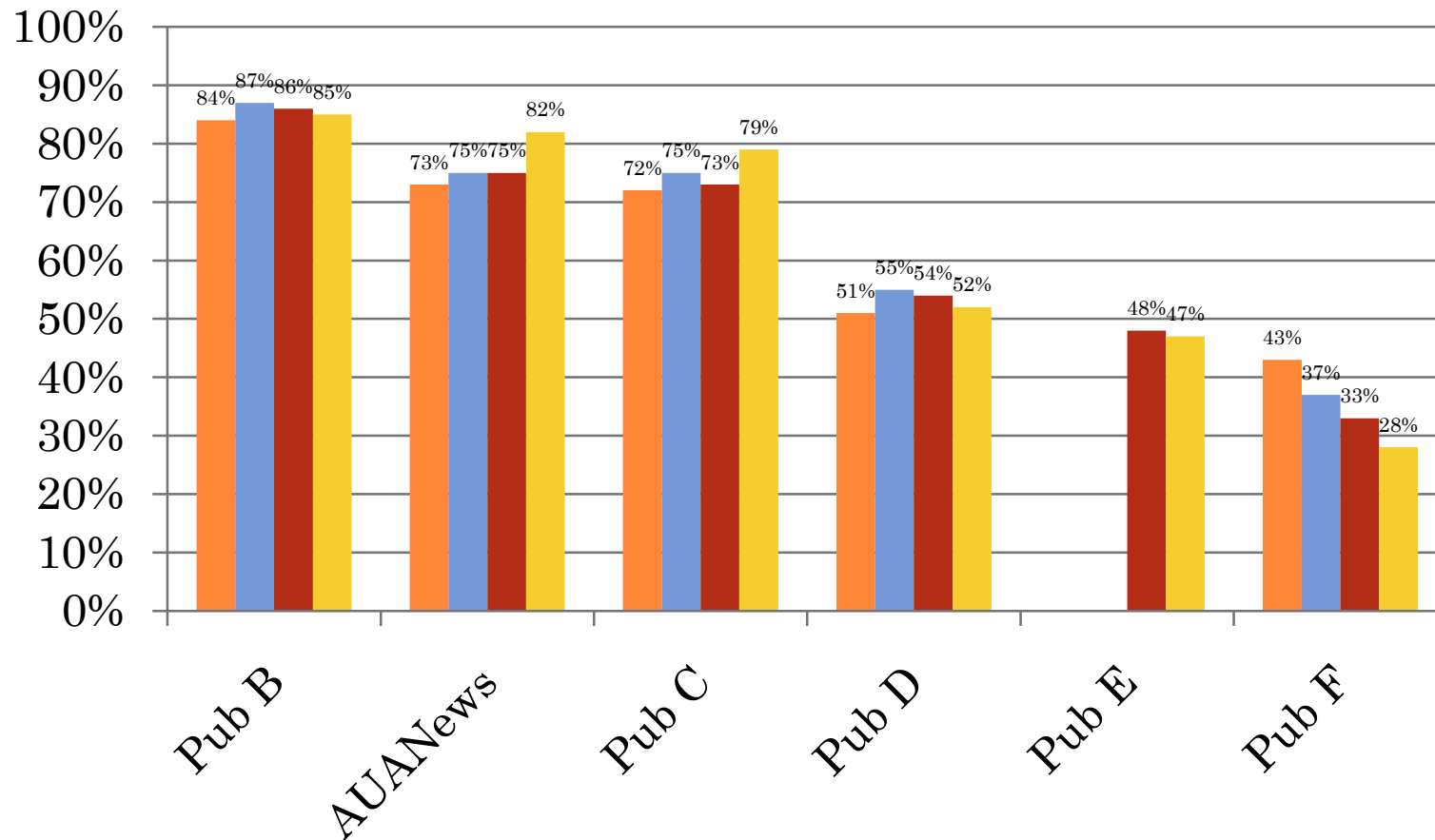
- Universe: 9,852
- Invited: 948
- Response Rate: 22%
- Final Respondents: 200
- List Source: Direct Medical Data
- List: AMA/AOA



AVERAGE ISSUE READERS (LEADING JOURNALS)

UROLOGY – OFFICE & HOSPITAL COMBINED

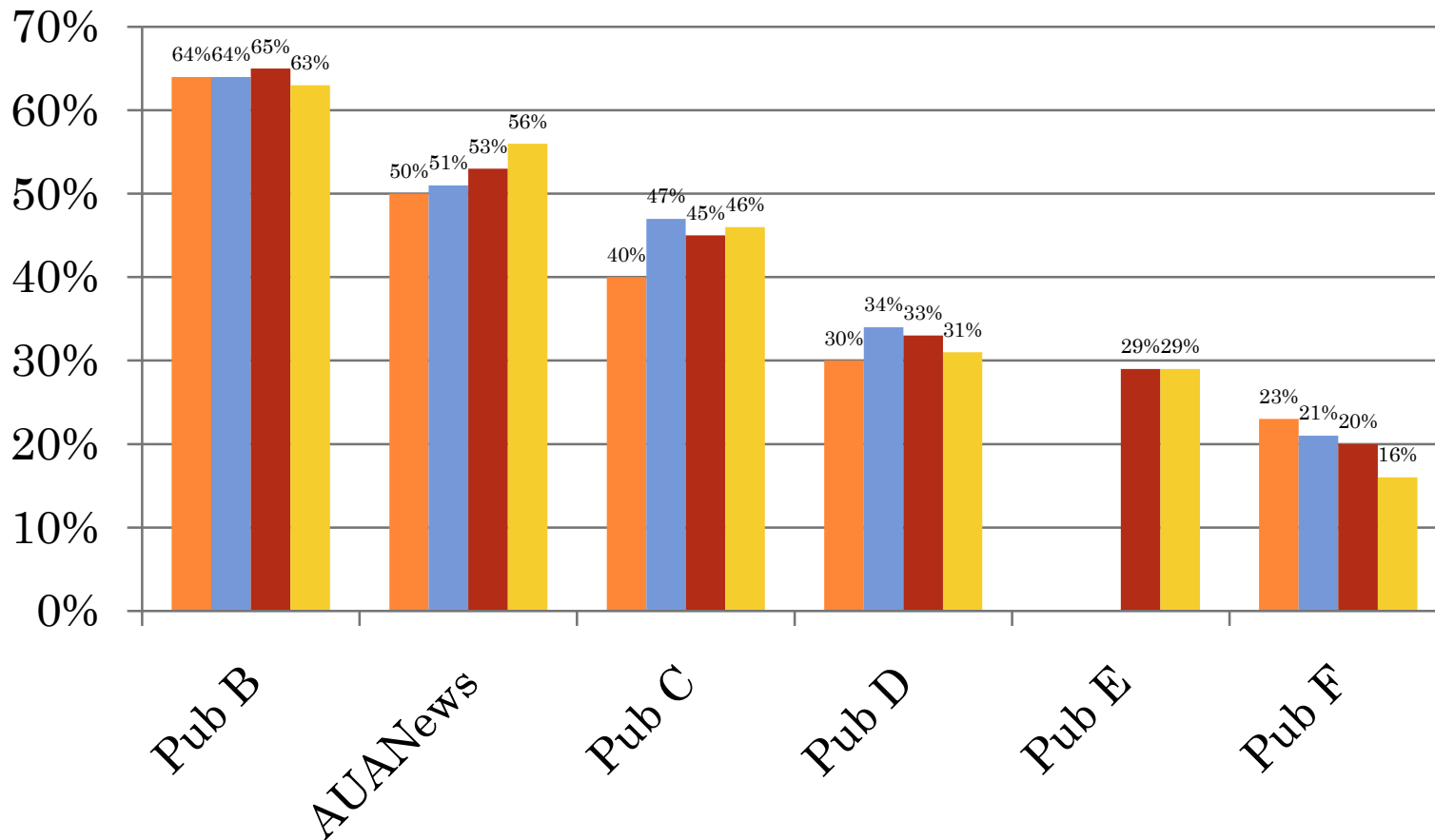
2007 2008 2009 2010



AVERAGE PAGE EXPOSURES (LEADING JOURNALS)

UROLOGY – OFFICE & HOSPITAL COMBINED

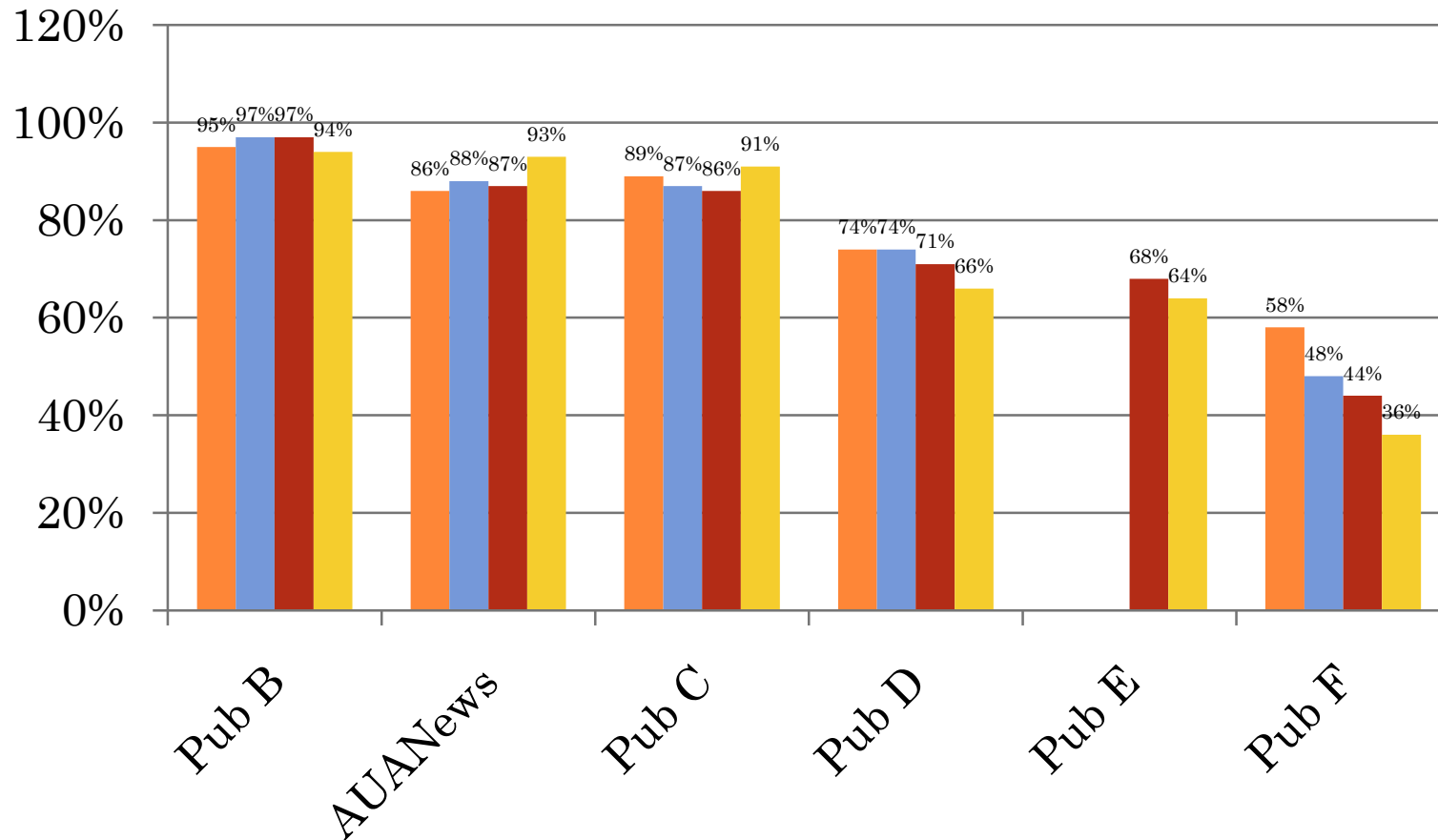
2007 2008 2009 2010



TOTAL READERS (LEADING JOURNALS)

UROLOGY – OFFICE & HOSPITAL COMBINED

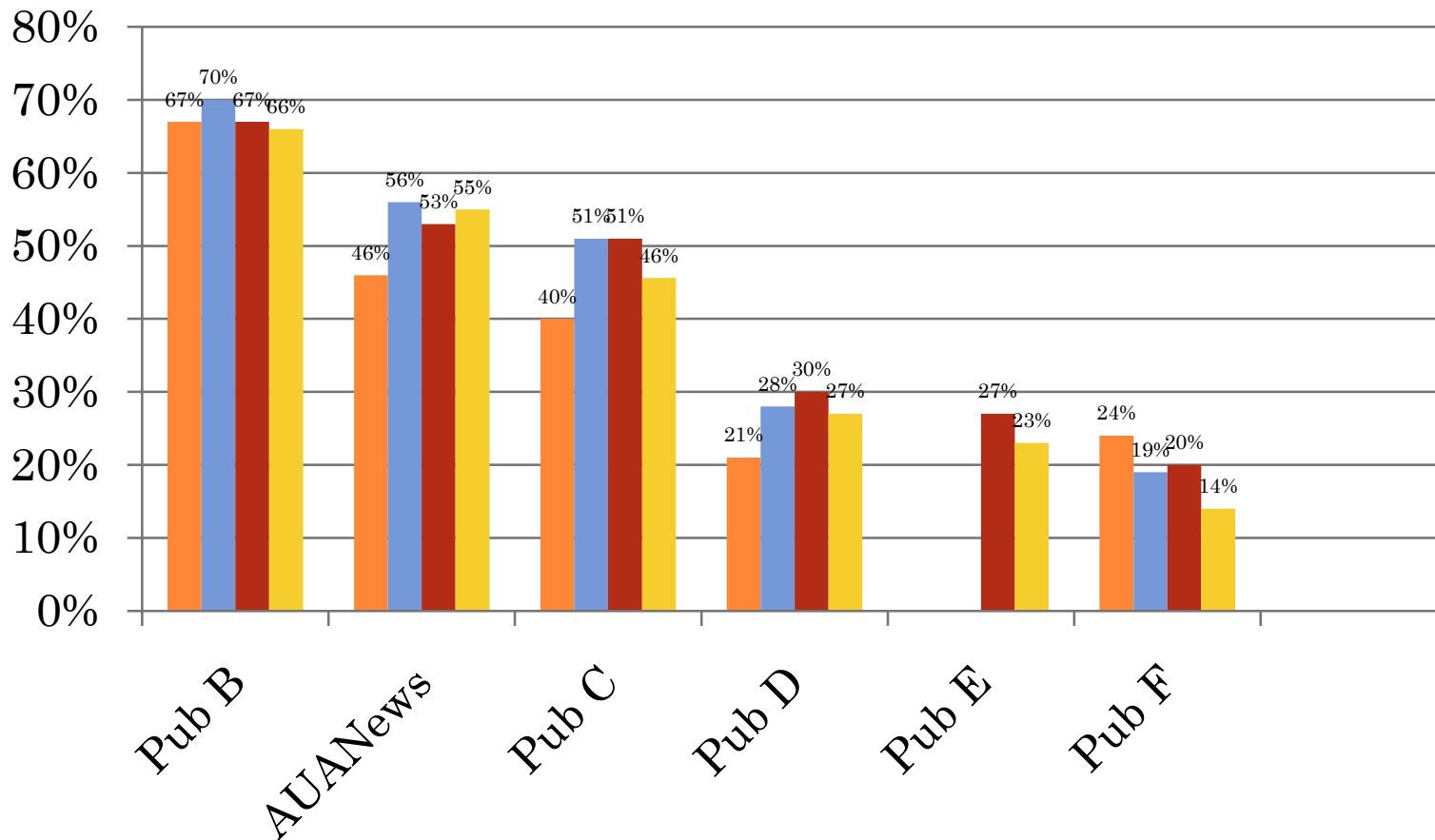
2007 2008 2009 2010



HIGH READERS (LEADING JOURNALS)

UROLOGY – OFFICE & HOSPITAL COMBINED

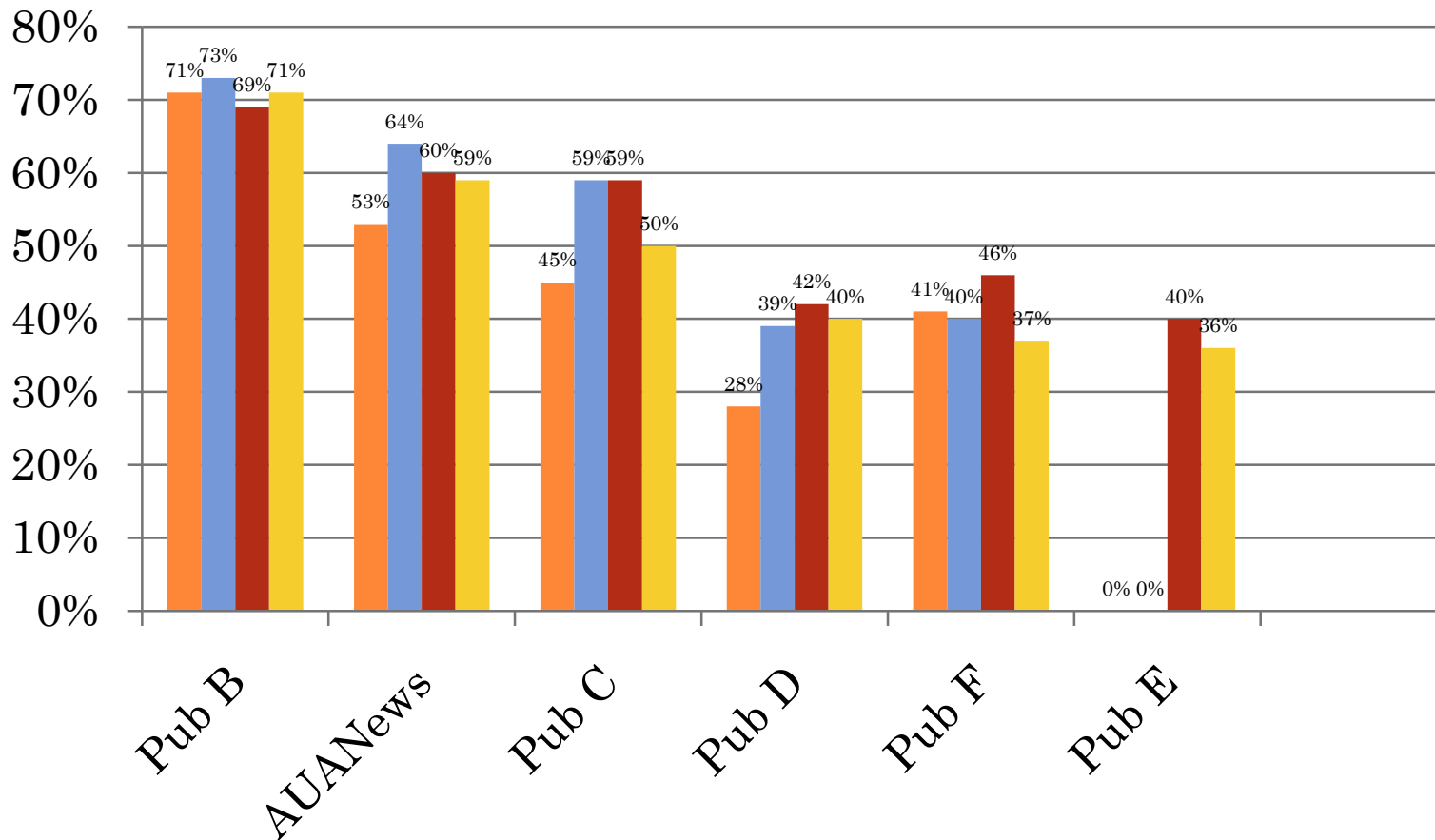
2007 2008 2009 2010



HIGH READERS (% TOTAL READERS)

UROLOGY – OFFICE & HOSPITAL COMBINED

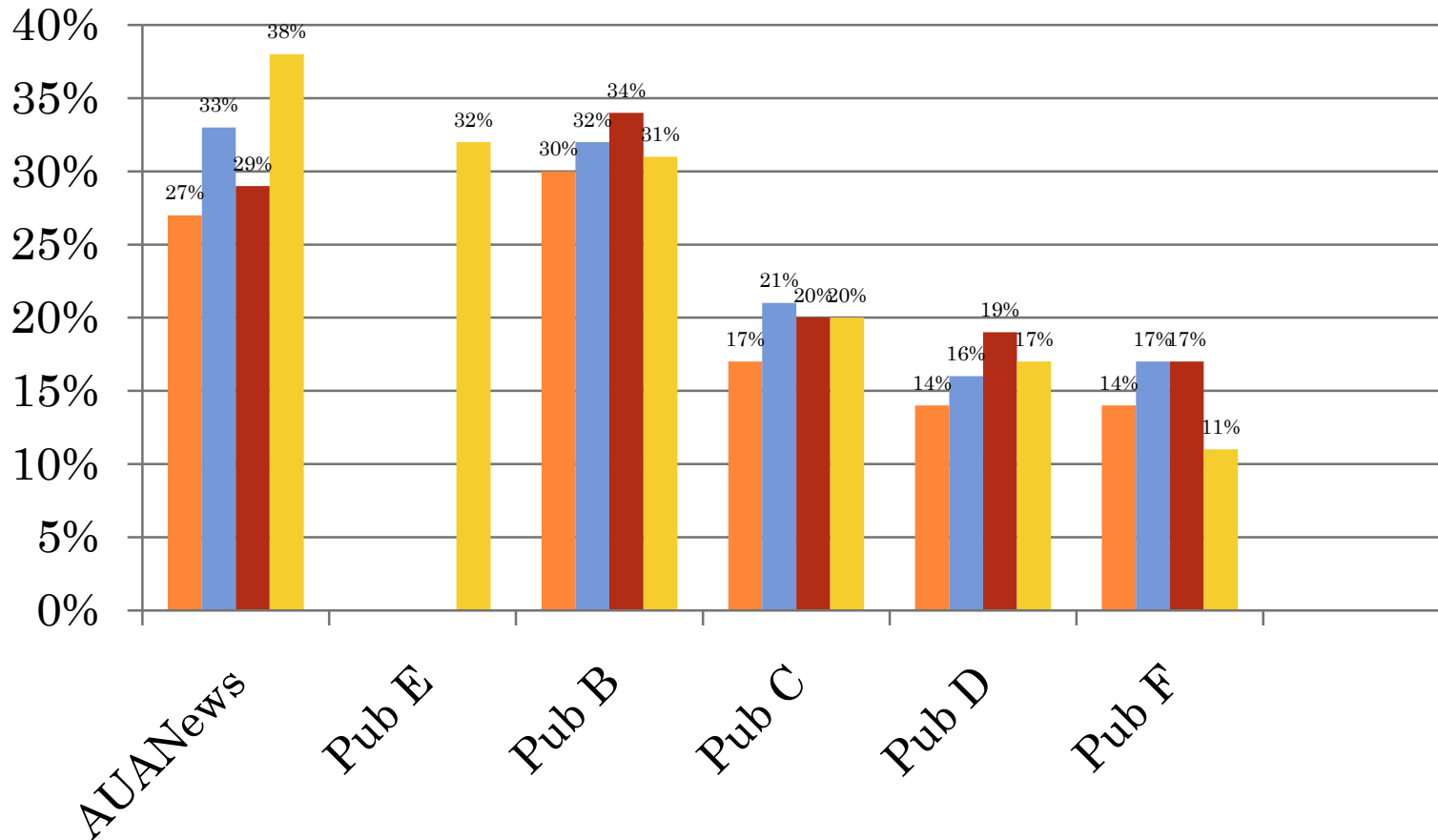
2007 2008 2009 2010



AD PAGE EXPOSURES (LEADING JOURNALS)

UROLOGY – OFFICE & HOSPITAL COMBINED

2007 2008 2009 2010



JOURNAL PROFILE

AUANews

	2007	2008	2009	2010
4/4	60%	61%	60%	66%
3/4	9%	9%	11%	13%
2/4	11%	13%	10%	11%
1/4	7%	6%	6%	2%
0/4 – Receive	4%	4%	3%	3%
0/4 – DNR	10%	8%	10%	5%
Cover to Cover	26%	24%	28%	26%
Read/Look	51%	56%	55%	53%
Skim	23%	20%	17%	21%
TofC to Articles	N/A	N/A	N/A	N/A
Readers as % of Receivers	95%	96%	97%	97%
4/4 as % of Total Readers	69%	69%	69%	72%



MEDIA-CHEK

DEFINITION OF READERSHIP

		Number of Issues			
		4 of 4	3 of 4	2 of 4	1 of 4
Percent of Pages	67 - 100%	H	H	H	M
	34 - 66%	H	M	M	L
	1 - 33%	M	L	L	L

On the MEDIA-CHEK survey respondents are also given the option to mark 0 of 4 receive and 0 of 4 DNR. In terms of pages they may also choose NONE. This would eliminate them from any place on the readership grid.



THE FOCUS TECHNIQUE

Number of readers by Frequency		Weightings by Reading Frequency	Average Issue Readers	Number of readers by thoroughness		Chance of seeing ad	Average issue ad exposures
Issues Read	Number of readers			Reading Pattern	Number of Readers		
4/4	00,000	1.0					
3/4	00,000	.75		Cover to Cover	00,000	.90	
2/4	00,000	.50	000,000	Read/Look	00,000	.75	00,000
1/4	00,000	.25		Skim	00,000	.25	
0/4 REC	00,000	0		TofC to articles	00,000	.20	
0/4 DNR	00,000	0					
(Number of readers by frequency) x (Weightings by Reading Frequency) = Average issue readers							

