

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**OPHTHALMOLOGY TIMES**, a print and digital publication, is a physician-driven publication that disseminates news and information of a clinical, socio-economic, and political nature in a timely and accurate manner for members of the ophthalmic community. It is forum for ophthalmologists to communicate their clinical knowledge, insights and discoveries. It provides management information that allows ophthalmologists to improve and expand their practices.

**FIELD SERVED**

**OPHTHALMOLOGY TIMES** serves the field of Ophthalmology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians and residents whose primary specialty is ophthalmology as well as optometrists/optometry specialists, other specialties, and other paid circulation as reported in Paragraph 3a.

**PURPOSE**

The supplementary data reported herein contains an analysis of respondents by the products they dispense and by the sub-specialty.

**CHANNELS**

**OPHTHALMOLOGY TIMES MAGAZINE**



11 Issues in the period  
19,903 average circulation

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>OPHTHALMOLOGY TIMES MAGAZINE</b> (11 issues in the period)	19,831	72	19,903
a. Print	18,265	71	18,336
b. Digital	1,566	1	1,567
1. Requested	1,414	1	1,415
2. Non-Requested	152	-	152

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		-
Advertiser and Agency		763
Allocated for Trade Shows and Conventions		86
All Other		196
<b>TOTAL</b>		<b>1,045</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,903	100.0	19,831	99.6	72	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,903</b>	<b>100.0</b>	<b>19,831</b>	<b>99.6</b>	<b>72</b>	<b>0.4</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Total Qualified
February 1st	18,233	1,838	20,071
February 15th	18,230	1,841	20,071
March 1st	18,201	1,812	20,013
March 15th	18,106	1,773	19,879
April 1st	18,106	1,707	19,813
April 15th	18,156	1,640	19,796
May	18,225	1,608	19,833
June 1st	18,331	1,532	19,863
<b>*June 15th</b>	<b>18,353</b>	<b>1,513</b>	<b>19,866</b>
July 1st	18,868	1,010	19,878
July 15th	18,884	966	19,850

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 15, 2017**

This issue is 0.2% or 41 copies below the average of the other 10 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Major Professional Activity for United States and Possessions											Osteopathic Physicians	
			Patient Care										TOTAL (OTHER PROFESSIONAL ACTIVITY) (L)		Office and Hospital Based and Other Professional Activity (M-N)
			Hospital Based Practice					Other Professional Activity							
			Print	Digital	Office Based Practice (A)	Interns/1st Year Residents (B)	Resident (C)	Full-time Hospital Staff (D)	Total (Hospital Based) (E)	TOTAL PATIENT CARE (F)	Medical Teaching (G)	Other (K)			
11. D. Ophthalmologists	18,308	92.2	17,491	817	14,567	-	1,624	1,101	2,725	17,292	93	443	536	480	
Other Specialties	306	1.5	242	64	204	-	1	26	27	231	10	65	75	-	
<b>Total Copies to Physicians</b>	<b>18,614</b>	<b>93.7</b>	<b>17,733</b>	<b>881</b>	<b>14,771</b>	<b>-</b>	<b>1,625</b>	<b>1,127</b>	<b>2,752</b>	<b>17,523</b>	<b>103</b>	<b>508</b>	<b>611</b>	<b>480</b>	
Optometrists/Optometry Specialists	1,218	6.1	586	632	1,157	-	5	-	5	1,162	34	22	56	-	
Other Paid Circulation	34	0.2	34	-	-	-	-	-	-	-	-	34	34	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,866</b>	<b>100.0</b>	<b>18,353</b>	<b>1,513</b>	<b>15,928</b>	<b>-</b>	<b>1,630</b>	<b>1,127</b>	<b>2,757</b>	<b>18,685</b>	<b>137</b>	<b>564</b>	<b>701</b>	<b>480</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>92.4</b>	<b>7.6</b>	<b>80.2</b>	<b>-</b>	<b>8.2</b>	<b>5.7</b>	<b>13.9</b>	<b>94.1</b>	<b>0.7</b>	<b>2.8</b>	<b>3.5</b>	<b>2.4</b>	

**SUPPLEMENTARY DATA FOR ISSUE OF JUNE 15, 2017**

This is a multiple analysis of the 6,186 or 31.1 % of the total recipients who indicated the sub-specialties in which they practice, excluding those who responded "None of the above" (See question 3 column 2 on the questionnaire). Since any one recipient may have checked more than one response, the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

SUB-SPECIALTIES	TOTAL RESPONSES
Cataract Surgery	3,388
Vitreous/Retinal Disorders	2,036
Pediatrics	1,466
Glaucoma	2,972
Refractive Surgery	1,749
Corneal/External Eye Diseases	2,109
Plastics	1,081
Neuro-Ophthalmology	920
Pathology	718
Other	306

**SUPPLEMENTARY DATA FOR ISSUE OF JUNE 15, 2017**

This is a multiple analysis of the 3,049 or 15.3% of the total recipients who indicated the type of product they dispense, excluding those who responded "None of the Above" (See questions 5 on the questionnaire). Since any one recipient may have checked more than one response, the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

TYPE OF PRODUCT DISPENSED	TOTAL RESPONSES
Contact Lenses	2,502
Eyewear/Frames	2,270
Other	109

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 15, 2017**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>5,386</b>	<b>4,256</b>	<b>4,480</b>	<b>12,728</b>	<b>1,394</b>	<b>14,122</b>	<b>71.1</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>60</b>	<b>126</b>	-	<b>182</b>	<b>4</b>	<b>186</b>	<b>0.9</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>5,558</b>	-	-	<b>5,443</b>	<b>115</b>	<b>5,558</b>	<b>28.0</b>
*Association rosters and directories	5,558	-	-	5,443	115	5,558	28.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,004</b>	<b>4,382</b>	<b>4,480</b>	<b>18,353</b>	<b>1,513</b>	<b>19,866</b>	<b>100.0</b>
<b>PERCENT</b>	<b>55.4</b>	<b>22.0</b>	<b>22.6</b>	<b>92.4</b>	<b>7.6</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 15, 2017**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
NEW ENGLAND	1,082	75	1,157	5.8	UNITED STATES	18,194	1,277	19,471	98.0
MIDDLE ATLANTIC	3,117	183	3,300	16.6	U.S. Territories	153	9	162	0.8
EAST NO. CENTRAL	2,616	181	2,797	14.1	Canada	1	34	35	0.2
WEST NO. CENTRAL	1,074	70	1,144	5.8	Mexico	-	5	5	-
SOUTH ATLANTIC	3,621	245	3,866	19.5	Other International	5	188	193	1.0
EAST SO. CENTRAL	891	66	957	4.8	APO/FPO	-	-	-	-
WEST SO. CENTRAL	1,816	138	1,954	9.8					
MOUNTAIN	1,004	89	1,093	5.5					
PACIFIC	2,973	230	3,203	16.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,353</b>	<b>1,513</b>	<b>19,866</b>	<b>100.0</b>

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

**STATEMENT OF CONTENT PLATFORM:**

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**PARAGRAPH 3b:**

Association rosters and directories include 2 sources of circulation for quantities of 479 copies or 2.4% to 5,079 copies or 25.6%, including American Medical Association & American Osteopathic Association.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Molly Tomfohrde, Audience Development Manager  
 Kristina Bildeaux, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**  
 This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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