

Ophthalmology Times®

All the Clinical News In Sight

The leading physician-reviewed newsmagazine in ophthalmology.

Dear Advertiser:

Welcome to the *Ophthalmology Times* 2009 Media Kit.

We are pleased to share some recent accomplishments with you.

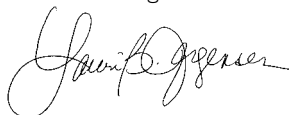
Ophthalmology Times is excited to announce the 2009 launch of the *Ophthalmology Times Digital Edition*, offering **double exposure – in print and online**. At no additional charge, your ad will appear in both the print and digital editions of *Ophthalmology Times*. Digital editions help us expand current audience engagement and reach beyond print circulation to other relevant disciplines. We encourage you to inquire about available enhancements for your digital ads and sponsorships within every digital edition.

Ophthalmology Times has a Personal Direct Request Rate of **88%***, meaning 88% of readers take the time to personally complete a subscription form via mail, email, or telephone. *Ophthalmology Times* also reaches the full universe of ophthalmologists in the United States and Canada, making it the only ophthalmic news publication covering all of North America.

Our unsurpassed reach to physicians through our many multimedia tactics resulted in amazing medical education project outcomes this year. These included a broadcast of live surgery videos from AAO 2007, various podcast series, and a variety of web seminars and clickVISION programs. Be sure to speak to your account manager about including multimedia programs in your 2009 promotional plans.

As always, *Ophthalmology Times* continually strives to provide more value to its readers and advertisers. We thank you for your continued support.

Here's to a great 2009!



Lauri B. Jorgensen
Publisher, *The Ophthalmology Times Group*

*July 2008 BPA Worldwide Statement

The Ophthalmology Times Group

All the Clinical News in Sight *A Global Vision*

Ophthalmology Times®
All the Clinical News In Sight

Ophthalmology Times®
EUROPE

Ophthalmology Times®
All the Clinical News in Sight *América Latina*

Circulation



Ophthalmology Times®

All the Clinical News In Sight

Circulation

Ophthalmology Times reaches a total of 21,234* qualified recipients twice every month, with an 88%* Direct Request Rate. **Ophthalmology Times** delivers your message to the full universe of practicing ophthalmologists in the United States and Canada,** as well as a select group of optometrists.

See below for **Ophthalmology Times** readers' subspecialty and dispensing information.

Since any one recipient may have checked more than one response, the total may exceed the total circulation			
Subspecialties*	Cataract Surgery	6,366	29.9%
	Glaucoma	6,048	28.5%
	Corneal/External Eye Diseases	4,526	21.3%
	Refractive Surgery	3,441	16.2%
	Vitreous/Retinal Disorders	3,074	14.5%
	Pediatrics	2,498	11.8%
	Plastics	1,933	9.1%
	Neuro-Ophthalmology	1,598	7.5%
	Pathology	1,321	6.2%
	All of the above	532	2.5%
	Other	375	1.8%

Since any one recipient may have checked more than one response, the total may exceed the total circulation			
Dispensing Products*	Contact Lenses	7,801	36.7%
	Eyewear/Frames	6,640	31.3%
	Other	166	.8%

Ophthalmology Times Coverage in Canada

Ophthalmology Times is the only ophthalmic news tabloid serving the universe of Canadian ophthalmologists.**

Readership

Ophthalmology Times is highly read and highly regarded.

88%*** of readers rate **Ophthalmology Times** as very important or important to them as a professional

78%*** spend upwards of 30 minutes reading **Ophthalmology Times**

70%*** have read the last 3 to 4 issues of **Ophthalmology Times**

79%*** of readers read **Ophthalmology Times** within a week of receiving it

49%*** have been reading **Ophthalmology Times** for over 11 years

Reader Acclaim***

"I read **Ophthalmology Times** thoroughly. I save the ads as many of the ophthalmic drugs are new, so when I want to check on a drug, I'll have it handy."



"I utilize **Ophthalmology Times** to keep abreast of current industry news, new technology, and important recent events or developing situations important to my subspecialty of retina or ophthalmology in general."

"**Ophthalmology Times** is very useful and applicable to clinical practice. I use the information in both my office and in surgery. It covers current research and new techniques in different subspecialties."

Sources: * July 2008 BPA Worldwide Circulation Statement,
** Publisher's Own Data

*** Ophthalmology Times Reader Assessment Survey, August, 2008, Advanstar Research Services.

**** Verbatim responses from Baxter Report for Advertisers, June 15, 2008 and Ophthalmology Times Reader Assessment Survey, August, 2008, Advanstar Research Services

Circulation verified by:





Editorial

Editorial

Ophthalmology Times, winner of five Jesse H. Neal Awards, consistently brings breaking ophthalmic news to its readers first. The editorial team provides timely coverage of breaking news and clinical features, as well as daily coverage of industry meetings in a variety of media. Working with its Editorial Advisory Board of key opinion leaders, **Ophthalmology Times** delivers the most well-rounded package of surgical and clinical news, industry trends, insights, and discoveries in all subspecialties.



Peter J. McDonnell, MD, Chief Medical Editor

Peter J. McDonnell, MD is the Director and William Holland Wilmer Professor of Ophthalmology at the Wilmer Eye Institute, the Johns Hopkins University School of Medicine, Baltimore, Maryland.



InDispensable

Ophthalmology Times' editorial team created the **InDispensable** section for the 55%* of readers with in-house dispensaries. Editorial content includes a regular column on dispensing, entitled Dispensing Solutions, as well as:

- Features on dispensing issues
- Practice management articles as they pertain to dispensing
- Dispensing trends
- Clinical articles on contact lenses and diseases associated with contact lenses
- New product section
- News from industry



Image Provided by Barbara Wright Design

More ophthalmologists are adding dispensable products to their practices because they contribute significantly to the bottom line.

Practice Management

Ophthalmologists are not just doctors. The ophthalmic practice is a business, which makes **practice management** information vital to helping ophthalmologists and their staffs grow their practices and increase their bottom line. **Ophthalmology Times** goes well beyond just the clinical and surgical news by delivering more dispensing and practice management information than any other ophthalmic newsmagazine.

Ophthalmology Times' practice management coverage is a one-stop information resource for ophthalmologists so they may:

- Give their patients the best care
- Provide the most treatment options
- Maximize their practice's efficiency and profitability



*Baxter Research Corporation Report to Advertisers 6/15/08

Value-Added Research



Value-Added Research

Baxter Research Corporation's Report to Advertisers

Is Your Ad Working for You? Advertise in the 2009 Baxter Research Ad Performance Study issues (March 15th, June 15th, September 15th, December 15th) to find out how ophthalmologists remember and act on your ad!

Every three months, 1,000 **Ophthalmology Times** readers are selected on a random interval basis and surveyed by Baxter Research Corporation on their overall recall and reading of the advertisements and editorial in **Ophthalmology Times**.



This Value-Added Research Report Includes:

AD RECALL SCORES

Advertisements are listed within product categories and ranked by their recall scores

RESPONDENT PURCHASING

Respondents report, by specialty, their purchasing actions taken as a result of ads in the studied issue

EDITORIAL COVERAGE

Complete editorial scores accompany a reader traffic chart, graphing scores by page number

82%

*of respondents report taking some purchasing action during the past year as a result of ads/editorial appearing in **Ophthalmology Times**.



40%

*Bought products or services advertised and/or editorialized

39%

*Discussed an ad or editorial with someone else in the practice

34%

*Requested additional information from a company, sales representative, or a distributor by writing, faxing, or calling

32%

*Recommended the purchase of products or services

30%

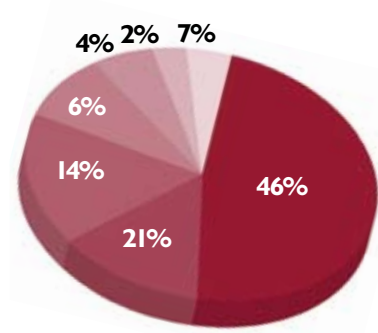
*Referred an ad to someone else in the practice by passing along a tear sheet, photocopy, or actual issue

21%

*Visited www.OphthalmologyTimes.com or the advertiser's Web site for more information

Preferred Magazine

- Ophthalmology Times** **46%***
- Ophthalmology Management* **4%***
- Review of Ophthalmology* **14%***
- Eye World* **2%***
- EyeNet* **21%***
- No response* **7%***
- Ocular Surgery News* **6%***



*Baxter Research Corporation Report to Advertisers 6/15/08



2009 Editorial

FEATURED COLUMNS IN THE 1ST OF THE MONTH:

Anterior Segment Techniques.....Ernest Kornmehl, MD
 Neuro-ConnectionAndrew Lee, MD
 Plastics PearlsRichard Anderson, MD
 Tech Talk.....H. Jay Wisnicki, MD
 Uveitis Update Emmett T. Cunningham, MD
 What's New at the AAO.....John Gallagher
 After-Hours Noelle Creamer
 Money Matters.....John J. Grande, CFP®, Traudy F. Grande, CFP®, and John S. Grande, CFP®
 Resident Insight.....Parag Parekh, MD, MPA

FEATURED COLUMNS IN THE 15TH OF THE MONTH:

Cataract Corner.....Mark Packer, MD, and Rich Hoffman, MD
 Dispensing Solutions.....Arthur De Gennaro
 Grand Rounds from Bascom Palmer Eye Institute.....Robert Ritch, MD
 Our Ophthalmic Heritage.....Norman Medow, MD
 The Panretinal View.....Allen Ho, MD
 coding.doc.....L. Neal Freeman, MD
 ARVO View.....Joanne Olson
 After-Hours Noelle Creamer
 Putting It in ViewDianna E. Graves, COMT, BS Ed
 Managing your ASC.....Laney Gail Broadhurst, RN, BSN

<p>January 1st Closing Date: 11/26/08 Materials Date: 12/5/08</p> <p>SPECIAL SECTION Refractive Surgery: New Lens Options & Laser Techniques 2008 AAO Highlights</p>	<p>January 15th Closing Date: 12/8/08 Materials Date: 12/15/08</p> <p>SPECIAL SECTION Glaucoma: Challenges, Treatments, Research 2008 AAO Highlights InDispensable: Sunwear</p>
<p>JANUARY IS GLAUCOMA AWARENESS MONTH</p>	
<p>February 1st Closing Date: 12/24/08 Materials Date: 1/6/09</p> <p>SPECIAL SECTION Retina: Latest Therapies & Vitreous Surgery Options</p>	<p>February 15th Closing Date: 1/14/09 Materials Date: 1/21/09</p> <p>SPECIAL SECTION Ocular Allergies & Dry Eye: How Do You Spell Relief? InDispensable: Contact Lenses Bonus Distribution: • Southeastern Educational Congress of Optometry (SECO International), March 4-8 – Atlanta, GA • American Glaucoma Society, March 5-8 – San Diego, CA • Current Concepts in Ophthalmology, March 16-20 – Vail, CO</p>
<p>March 1st Closing Date: 1/23/09 Materials Date: 1/30/09</p> <p>SPECIAL SECTION ASCRS Travel Guide — San Francisco Bonus Distribution: • American Glaucoma Society, March 5-8 – San Diego, CA • Current Concepts in Ophthalmology, March 16-20 – Vail, CO • Vision Expo East, March 27-29 – New York, NY • American Society of Cataract and Refractive Surgery, April 4-7 – San Francisco, CA</p>	<p>March 15th Closing Date: 2/10/09 Materials Date: 2/18/09</p> <p>SPECIAL SECTION ASCRS Meeting Preview: Highlighting Lectures, Seminars & Events InDispensable: Ophthalmic Displays & Furnishings Bonus Distribution: • Vision Expo East, March 27-29 – New York, NY • American Society of Cataract and Refractive Surgery, April 4-7 – San Francisco, CA</p>
	
<p>April 1st Closing Date: 2/27/09 Materials Date: 3/6/09</p> <p>SPECIAL SECTION ASCRS Exhibit Hall Guide & Map ARVO Meeting Preview: It's All About Research Bonus Distribution: • American Society of Cataract and Refractive Surgery, April 4-7 – San Francisco, CA • Association for Research in Vision & Ophthalmology, May 3-6 – Fort Lauderdale, FL</p>	<p>April 15th Closing Date: 3/13/09 Materials Date: 3/20/09</p> <p>SPECIAL SECTION Diagnostics & Imaging: Glaucoma, Retina, and Refractive Overview ARVO Exhibit Hall Guide & Map InDispensable: Spectacle Lenses Bonus Distribution: • Association for Research in Vision & Ophthalmology, May 3-6 – Fort Lauderdale, FL</p>
<p>APRIL IS WOMEN'S EYE HEALTH MONTH</p>	
<p>May 1st Closing Date: 3/27/09 Materials Date: 4/3/09</p> <p>SPECIAL SECTION Pharmaceutical Pipeline: Dry Eye, Glaucoma, Retina and More</p>	<p>May 15th Closing Date: 4/10/09 Materials Date: 4/17/09</p> <p>SPECIAL SECTION Intraocular Lenses (IOLs): Technology Highlights InDispensable: Dispensary Design</p>
<p>June 1st Closing Date: 4/24/09 Materials Date: 5/1/09</p> <p>SPECIAL SECTION Anti-Infectives/Anti-Inflammatory Agents: Ocular Surgery & Disease Challenges</p>	<p>June 15th Closing Date: 5/14/09 Materials Date: 5/21/09</p> <p>SPECIAL SECTION Refractive Surgery News from ASCRS InDispensable: Specialty Eyewear and Design Bonus Distribution: • American Optometric Association (AOA), June 24 – 28, Washington, DC • World Glaucoma Congress, July 8-11 – Boston MA</p>
	

Calendar



FEATURED COLUMNS IN THE 1ST OF THE MONTH:

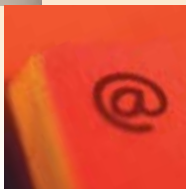
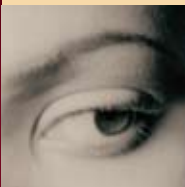
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 coding.docL. Neal Freeman, MD
 ARVO View.....Joanne Olson
 After-Hours Noelle Creamer
 Putting It in ViewDianna E. Graves, COMT, BS Ed
 Managing your ASC..... Laney Gail Broadhurst, RN, BSN

<p>July 1st Closing Date: 5/29/09 Materials Date: 6/5/09</p> <p>SPECIAL SECTION Cataract Surgery News from ASCRS</p> <p>Bonus Distribution: • World Glaucoma Congress, July 8-11 – Boston MA</p>	<p>July 15th Closing Date: 6/17/09 Materials Date: 6/24/09</p> <p>SPECIAL SECTION Ocular Allergies & Dry Eye: Treatment Protocols</p> <p>InDispensable: Low-Vision Aids</p>
JULY IS DRY EYE AWARENESS MONTH	
<p>August 1st Closing Date: 7/1/09 Materials Date: 7/9/09</p> <p>SPECIAL SECTION ARVO Meeting Highlights: Learn About Tomorrow Today</p> <p>Bonus Distribution: • European Society of Cataract and Refractive Surgeons, Sept. 12-16 – Barcelona, Spain</p>	<p>August 15th Closing Date: 7/10/09 Materials Date: 7/17/09</p> <p>SPECIAL SECTION Phacoemulsification & OVDs: Technology and Technique</p> <p>InDispensable: Pediatric Dispensing</p> <p>Bonus Distribution: • European Society of Cataract and Refractive Surgeons, Sept. 12-16 – Barcelona, Spain</p>
<p>September 1st Closing Date: 7/31/09 Materials Date: 8/7/09</p> <p>SPECIAL SECTION Glaucoma: It's Not Just About IOP</p> <p>Bonus Distribution: • European Society of Cataract and Refractive Surgeons, Sept. 12-16 – Barcelona, Spain • Vision Expo West, Oct. 1-3 – Las Vegas, NV • Retina Congress 2009 Combined Meeting of the American Society of Retina Specialists, Macula Society, and Retina Society, September 30 - October 4, 2009, New York City, NY</p>	<p>September 15th Closing Date: 8/14/09 Materials Date: 8/21/09</p> <p>SPECIAL SECTION AAO Travel Guide – San Francisco</p> <p>InDispensable: Premium Frames</p> <p>Bonus Distribution: • Vision Expo West, Oct. 1-3 – Las Vegas, NV • American Academy of Ophthalmology, October 24-27 – San Francisco • Retina Congress 2009 Combined Meeting of the American Society of Retina Specialists, Macula Society, and Retina Society, September 30 - October 4, 2009, New York City, NY</p>
<p>October 1st Closing Date: 9/2/09 Materials Date: 9/10/09</p> <p>SPECIAL SECTION AAO Meeting Preview: Highlighting the 2009 Clinical Program</p> <p>Bonus Distribution: • American Academy of Ophthalmology, October 24-27 – San Francisco</p>	<p>October 15th Closing Date: 9/11/09 Materials Date: 9/18/09</p> <p>SPECIAL SECTION AAO Exhibit Hall Guide & Map</p> <p>InDispensable: Optical Laboratories</p> <p>Bonus Distribution: • American Academy of Ophthalmology, October 24-27 – San Francisco</p>
<p>November 1st Closing Date: 9/25/09 Materials Date: 10/2/09</p> <p>SPECIAL SECTION Retina: Diagnosis and the Future</p> <p>Bonus Distribution: • American Academy of Optometry (AAO), November 11 – 14, Orlando, FL</p>	<p>November 15th Closing Date: 10/16/09 Materials Date: 10/23/09</p> <p>SPECIAL SECTION The Surgical Suite: Instrumentation, Phaco, Consumables, OVD's, and other Tools for Success</p> <p>InDispensable: Sales & Marketing of Eyewear</p> <p>Bonus Distribution: • American Academy of Optometry (AAO), November 11 – 14, Orlando, FL • Current Concepts in Ophthalmology, December (TBD) - Baltimore, MD</p>
<p>December 1st Closing Date: 10/29/09 Materials Date: 11/5/09</p> <p>SPECIAL SECTION Retina and Glaucoma 2009 Review/2010 Outlook: A Look at the Year's Progress & Expectations for the New Year</p> <p>Bonus Distribution: • Current Concepts in Ophthalmology, December (TBD) – Baltimore, MD</p>	<p>December 15th Closing Date: 11/10/09 Materials Date: 11/17/09</p> <p>SPECIAL SECTION Cataract and Refractive 2009 Review/2010 Outlook: A Look at the Year's Progress & Expectations for the New Year</p> <p>InDispensable: Dispensing Accessories</p>





Full-Service

More than a newsmagazine, access and exposure

The **Ophthalmology Times Group** delivers access to reach key decision-makers with your marketing message. Whether in print, online, or at live events, let this highly regarded brand open doors by reaching the entire universe of ophthalmologists with your next continuing education event, multimedia program, and/or promotional campaign.

Custom Print Opportunities

Innovative ways to increase exposure in print

Get Out There First:

Pre-printed polybags, bellybands, and cover tips all get your message to readers before they even open their issue!

Bellyband: Be seen first by readers with your custom marketing message wrapped around an issue of **Ophthalmology Times**.



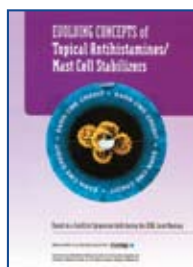
Pre-Printed Polybag: Get out there first! Print your message on the front side of the polybag in which an issue of **Ophthalmology Times** is shipped.



Cover Tip: Be seen by all! Get your message to readers before they even open their issue.

Within Our Pages:

DVD/CD-ROM: The **Ophthalmology Times** team can create a customized, interactive DVD or educational CD and deliver it with an issue of **Ophthalmology Times**.



Audio Detail: The fastest way to get your marketing message to influential decision-makers. An audio chip stores a recorded message (10 seconds up to 3 minutes) and the jacket carries your full product detail, news about your product, and answers to difficult questions.

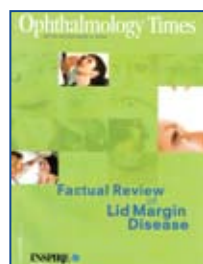


Inserts: Inserts reach the entire circulation by including your product and/or promotional inserts in **Ophthalmology Times**.

Custom Supplements: Custom Supplements are promotional or educational and distributed right with an issue of **Ophthalmology Times**. Content can be based on symposia, roundtables, meeting reports, or other sources, or include a **Corporate Profile** to educate physicians about your company's mission, product pipeline, etc.



Corporate Profile: Let us create a multi-page supplement to educate physicians about your company's mission, product pipeline, etc.



PROMOTIONAL SUPPLEMENT



MEETING REPORTER



CME SYMPOSIA SUPPLEMENTS



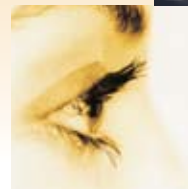
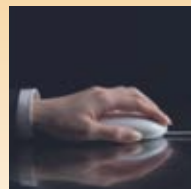
GLOBAL SUPPLEMENTS



Endless possibilities: Our sales consultants will help you come up with ideas based on your product's needs. Give us a call today!

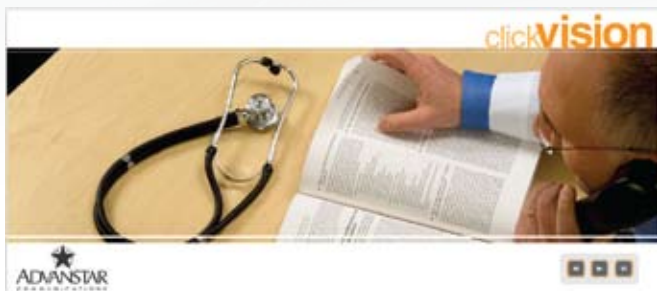
Provider

Ophthalmology Times offers through multiple channels.



Multimedia Opportunities

- **Web Seminars:** A convenient and cost-effective non-traditional solution for bringing key opinion leaders and industry professionals together to educate or train up to 1,000 viewers in a virtual live format. These online multimedia programs join KOLs and slide presentations with interactive elements to engage viewers on a single topic and are promoted through the trusted **Ophthalmology Times** brand in print, e-mail, and online. On-demand archival allows for continued exposure to potential viewers anytime and anywhere.
- **Podcasts:** Use this new technology to reach ophthalmologists with pertinent information they need while giving your brand great exposure. Audience can either listen online or download to an MP3 player. **Ophthalmology Times** podcasts feature "real time" coverage of major ophthalmic meetings and/or summaries of key clinical and practice management developments. Advertisers may place up to two 30-second promotional and/or educational product commercials provided by the participating sponsor.
- **OT TV:** Reach ophthalmologists with online videos of live surgery, the latest news, and much more. Distribution via **www.ModernMedicine.com** and the OR-Live network of cooperative professional education Web sites. OT TV provides broad distribution of existing client videos as well as original, sponsored programs.
- **Ophthalmology Times Digital Edition:** An electronic version of the print book, the **Ophthalmology Times Digital Edition** offers double exposure for advertisers at no extra cost. You may also choose to enhance your ad with audio, video, or a built-in response mechanism.
- **Audio Detail™:** An Audio Detail™ utilizes two senses—sight and sound—to get the immediate attention of a targeted audience for key product information. A simple "Press Here" button with voice chip technology imbedded in a high quality 4-color printed card gives your client the opportunity to present important product information from KOLs, clinical and case studies, patient education, or a brief FAQ presentation. An Audio Detail™ can be polybagged and delivered to physicians by **Ophthalmology Times** or as a stand-alone direct mail piece.
- **Interactive Video Detail:** Get interactive with 5-to-7 minute video Web-based programs, hosted by KOLs that present disease state education, mechanisms of action, on-label case studies, or device demonstrations. Via Q&A with the audience, key market data can be gathered and delivered to YOU while you deliver important education to your customers.



- **clickVISIONSM** clickVISION is a promotional FLASH™ movie for devices, therapeutics, and services, and is designed to inform and educate, demonstrate unique products and solutions, attract new business, and extend special offers. These short, 1-to-2 minute multimedia messages include animated on-screen text and graphics, photos, animation and audio, and forwarding that easily enables (and encourages) viewers to send the message to colleagues. clickVISION presentations are launched through emails delivered to physicians by **Ophthalmology Times**. ROI is delivered via a call-to-action button allowing potential customers to request samples, link to your Web site, or ask for more information.

Additional Opportunities

- **Custom Online Projects** — Separate your brand from competitors by delivering a specific message about your company, products, and services. The **Ophthalmology Times** team will work with you to create online products, such as e-newsletters, Show Dailies, and surveys to reach your marketing targets. Your sales representative can provide more details on our custom e-solutions.
- **Research** — Work with our Market Research team to create a Research Study tailored to your company's needs. For more information about **Ophthalmology Times'** Market Research capabilities, please call Lisa Noble at (732) 346-3060.
- **Classified Advertising** — For the widest reach and solid results, advertise your product, service, or employment opening here. For products and services, contact Todd Roll at (440) 891-2697. For recruitment, contact Joanna Shippoli (440) 891-2615.



Online and email Opportunities

Ophthalmology Times®

All the Clinical News In Sight

www.OphthalmologyTimes.com

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ModernMedicine.com

Online and Email Opportunities

Maximize exposure through ModernMedicine.com

ModernMedicine.com is an innovative online clinical decision-support resource that provides healthcare professionals with instant answers to clinical and practice management questions from highly credible and trusted sources.

With the integration of Advanstar Communications Inc. healthcare Web sites into the **ModernMedicine.com** Network, online advertising can now be bought on a CPM basis, either run-of-site or through specific channels.

Run-of-site: \$65 CPM

Positions your ad throughout the **ModernMedicine.com** Network. Your ad will be served up to all our sites (no specific placement) to achieve favorable impressions for your marketing message.

Channel Buy: \$110 CPM

Channel buys allow targeting by physician specialty or other specified clinicians, therapeutic location (Resource and Condition Centers and Special Sections) and by word search through 25 keywords.



Ophthalmology Times Special Sections

- News
- InDispensable
- OT Special Reports
- Cataract
- Cornea
- Glaucoma
- General
- Neuro-Ophthalmology
- Oculoplastics
- Pediatrics
- Refractive Surgery
- Retina

Ophthalmology Times

eShow Dailies

A special e-newsletter sent from the show floor of the industry's premier events directly to ophthalmology professionals, recapping events from the conference or convention.

Sponsorship includes:

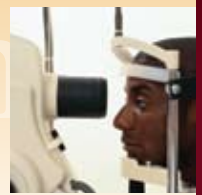
- A banner and skyscraper ad on the e-newsletter sent each day of the meeting.
- A 150-word text ad with up to three direct links to your site.
- Sponsorship mention with company logo featured in an **Ophthalmology Times** ad promoting the Show Daily.
- E-newsletter one month prior to the meeting.
- Rotating banner ad on respective **ModernMedicine.com** channel for six months



The Ophthalmology Times Group

All the Clinical News in Sight

A Global Vision



Ophthalmology Times[®] EUROPE

Ophthalmology Times[®] All the Clinical News in Sight *América Latina*

Europe Edition	
Austria	700
Belgium	550
Czech Republic	789
Denmark	400
Finland	325
France	4375
Germany	4370
Greece	490
Italy	2111
Netherlands	1000
Norway	400
Poland	415
Portugal	510
Romania	250
Russia	786
Spain	1100
Sweden	650
Switzerland	600
Turkey	580
United Kingdom	2139
ROE	1460
Total Circulation	24,000

Pan-European circulation of 24,000 practicing ophthalmologists including the larger European markets, such as Germany, France and the United Kingdom, as well as rapidly emerging Eastern European markets including the Czech Republic and Turkey.



Spanish Edition	
México	3,747
Argentina	1,392
Colombia	282
Perú	178
Chile	507
Guatemala	173
Bolivia	68
Costa Rica	34
Cuba	27
Ecuador	32
El Salvador	79
Honduras	74
Nicaragua	50
Panama	134
Paraguay	36
Puerto Rico	75
Uruguay	80
Venezuela	122
USA	157
Bulk copies	85
Other countries	51
Show Distribution	100
Portuguese Edition	
Brazil	7,773
Total Circulation	15,256

Reaches more than 15,000 ophthalmologists in Central and South America. Separate Spanish and Portuguese language editions decisively address cultural differences.



Source: Publisher's Data

Source: Publisher's Data

Contact us for *Ophthalmology Times Europe* or *Ophthalmology Times América Latina* Media Kits

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