Readership Methodology

The data report what professionals read and how they read, based on the realization that some professionals are, by nature, more thorough readers than others, and that all professionals read specific publications more thoroughly than others. Research into reading habits led to the development of a vocabulary for describing the thoroughness with which individuals read:

- **Read cover to cover (Cover to Cover)**
  The best possible reader who should see virtually every ad.

- **Read articles of interest and look through remaining pages (Read/Look)**
  A very valuable reader.

- **Skim or look through quickly (Skim)**
  A highly selective reader of much less value to the advertiser with page exposure based on chance.

- **Read table of contents and articles of interest only (T of C to articles)**
  A highly selective reader with page exposure dependent upon the location of the page.
Standard Readership Survey

1. Out of every 4 issues, how many do you read or look through?
   - □ 4 of 4
   - □ 2 of 4
   - □ 0 of 4* - Receive
   - □ 3 of 4
   - □ 1 of 4
   - □ 0 of 4* - Do Not Receive
   *If 0 of 4, choose one and skip to the next publication.

2. How do you read or look through an average issue? Check one.
   - □ Read cover to cover.
   - □ Read articles of interest and look through remaining pages.
   - □ Read table of contents and articles of interest only.
   - □ Skim or look through quickly.

3. What percent of pages do you read or look at per issue?
   - □ 1-33%
   - □ 34-66%
   - □ 67-100%
## Average Issue Technique

<table>
<thead>
<tr>
<th>Calculation</th>
<th>Number of readers by frequency</th>
<th>Weightings by reading frequency</th>
<th>Average Issue Readers</th>
<th>Number of readers by thoroughness</th>
<th>Chance of seeing a page</th>
<th>Average Page Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues Read</td>
<td>Number of Readers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4/4</td>
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<td>1.00</td>
<td>000,000</td>
<td>0.90</td>
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<td>000,000</td>
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<tr>
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<td>X</td>
<td>0.25</td>
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<tr>
<td>0/4-REC</td>
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<td>X</td>
<td>0.00</td>
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<td></td>
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</tr>
<tr>
<td>0/4-DNR</td>
<td>00,000</td>
<td>X</td>
<td>0.00</td>
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</tr>
</tbody>
</table>

By measuring the frequency of readership ("what physicians read") as well as the thoroughness of reading ("how physicians read"), Kantar Media delivers an estimate of how likely it is your message will be seen.
Metrics

(1) Average Issue Readers
The number of readers of an average issue is calculated by applying appropriate weightings to the number of respondents at each reading frequency level.

(2) Reading Frequency
The number of readers of each journal is determined. Respondents indicate the number of issues read out of every four. Kantar Media divides non-readers of a journal into those who receive it (REC) and those who do not (DNR). This provides additional insight into the readership of publications circulated to less than the full universe of a specialty.

(3) Average Page Exposures
Each reading pattern is assigned a value (the more thorough the reader, the greater the chance of seeing a page) to determine the number of exposures for the average page in that journal. These values are the result of validation studies conducted by Kantar Media.

(4) Reading Patterns
Average issue readers are then separated according to how thoroughly they read based on reading patterns. The result is the number of readers in each reading pattern.

Percent of Receivers Who are Readers
This percent is automatically calculated for you. It’s calculated by summing the total number of those who read (4/4 down to 1/4) and dividing that by the total number who receive (4/4 down to 0/4 REC). This number provides an accurate picture of the audience’s involvement with the publication, as well as the ability to compare the acceptance of journals of varying circulation sizes.
Available Metrics

- Total Readers (everyone who reads at all)
- High Readers (ones who read with high frequency and high thoroughness)
- Medium Readers (ones who read moderately often and with average thoroughness)
- Low Readers (marginal readers)
- Ad Page Exposure (probability of being exposed to an ad page)
% of Pages Readership Metric

H= High readers
M= Medium to high readers
L= Low reader

Number of Issues

4 of 4 3 of 4 2 of 4 1 of 4

67% – 100%

H H H M

34% – 66%

H M M L

1% – 33%

M L L L

*Based on how a respondent answers number of issues read and how many pages per issue read. This will determine if respondent is a high, medium or low reader of a journal.
Ad Page Exposure

Print Readership + 
Journal Characteristics + 
Interaction Between the Two = 
Probability of Ad Exposure
Journal Characteristics

• Total Pages: The total number of pages, including covers, in a journal issue.

• % Ad Pages: The total number of ad pages divided by the total number of pages in an issue.

• Dispersion Index: Calculated by counting the number of changes between ad and editorial in an issue.