

Seven Years in a Row, EyeNet Comes Out on Top for Readership...Ranks #1 in Reader Frequency for Non-Peer-Reviewed Publications.

SOURCE: Kantar Media, 2011 Eyecare Readership Study, Table 107 (2011), 901 (2005-2010).

"I feel it is a must read if you want to keep up with everything that is happening."

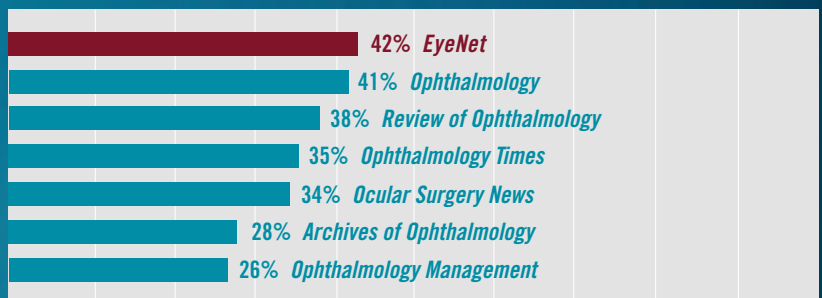
"I tear out articles all the time and pass them to the partner in my future practice."

"I want bias-free product reviews and critical editorial reviews of procedures . . . I am happy to say I always read your publication."

SOURCE: EyeNet Reader Feedback Study, Stratton Publishing & Marketing, 2010.

High Readers

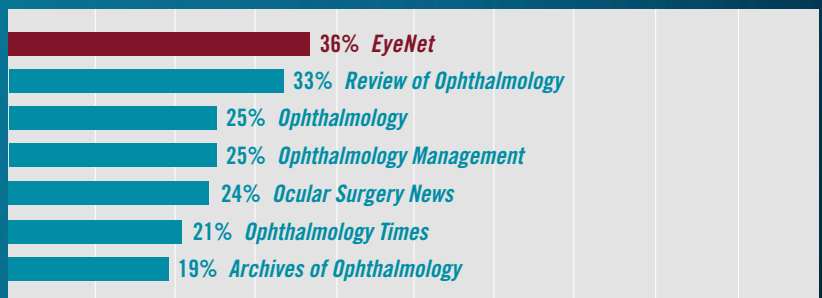
EyeNet Ranks #1 Among All Publications for Third Year in a Row



SOURCE: Kantar Media, 2011 Eyecare Readership Study, Table 801 (2011), 1001 (2010), 901 (2008-2009).

Ad Page Exposures

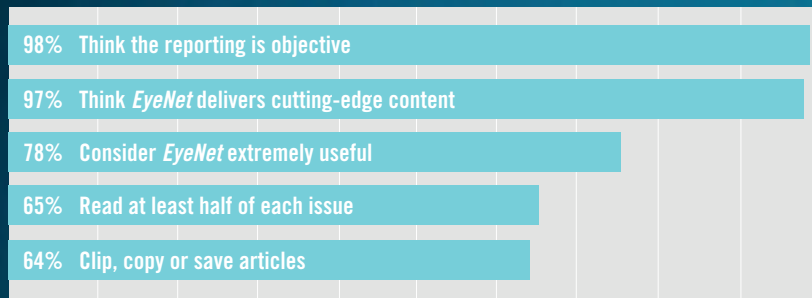
EyeNet Ranks #1 Among All Publications for Eighth Year in a Row



SOURCE: Kantar Media, 2011 Eyecare Readership Study, Table 801 (2011), 1001 (2010), 901 (2008-2009).

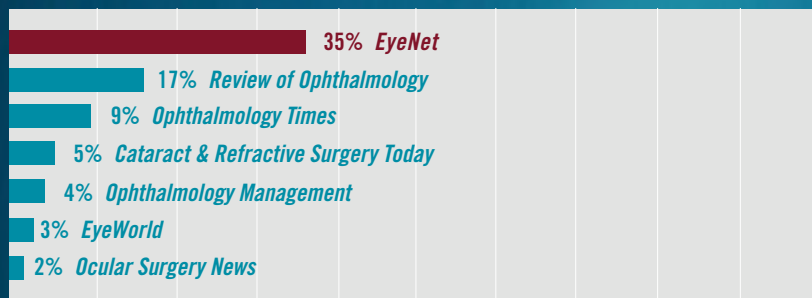
EyeNet continues to enjoy solid readership at a time when many publications are struggling to maintain market share against a surge of new ophthalmic websites and online journals. According to a survey conducted by Stratton Publishing & Marketing, an independent third-party market research firm, *EyeNet* offers the most useful periodical publication and website for practicing ophthalmologists. It also remains the most credible ophthalmic non-peer-reviewed publication.

What Do Our Readers Think?



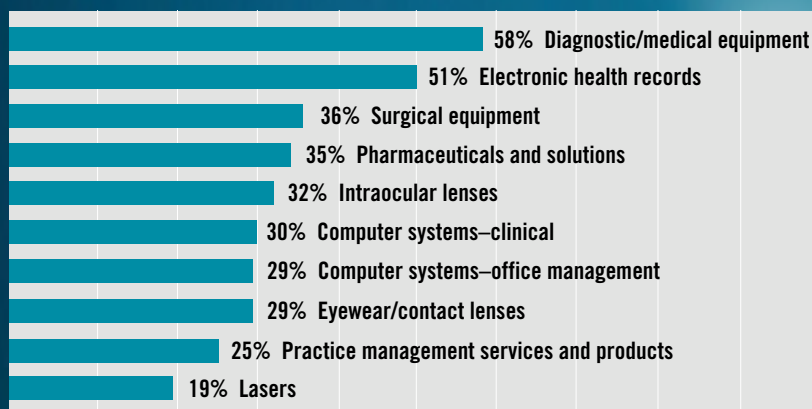
Beating the Field

More than one-third of respondents chose *EyeNet* as the most useful non-peer-reviewed publication for their practice.



Your Ad Dollars at Work: What Readers Plan to Purchase

Our readers' actions provide solid support for your marketing plan. One-quarter of respondents have purchased a product, equipment or services as a result of seeing an *EyeNet* ad. Additionally, 28 percent have visited an advertiser's website. Most important, large portions of respondents have specific purchasing plans for the next 12 months that align with *EyeNet*'s advertising categories:



SOURCE: *EyeNet* Reader Feedback Study, Stratton Publishing & Marketing, 2010.

