

Opinion

BY RICHARD P. MILLS, MD, MPH

EyeNet Rated Most Valuable to Readers

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and a whopping 31.8 percent of you responded (and without a dollar bill enclosed).

I'm going to crow a little about our success because you readers are the beneficiaries. More than 70 percent of you read half or more of each issue, spending an average of 35 minutes. You perceive *EyeNet* as useful or extremely useful (73 percent), relevant to your practice (95 percent), providing practical clinical information (93 percent) and more credible than other similar publications (81 percent).

Of course, we did the survey to help us decide what changes might serve you better. You suggested that we might scale back on the Washington Report (since advocacy news is covered in a faxed newsletter), Academy Notebook, Calendar and Blink. As you will see during the coming months, we have listened to your needs, and we'll be fine-tuning content accordingly.

Among survey findings, the most gratifying came from a question about magazines and newspapers in our category, "Which one publication is the most useful to you in your practice?" *EyeNet* came out on top (45.5 percent), followed by *Review of Ophthalmology*,

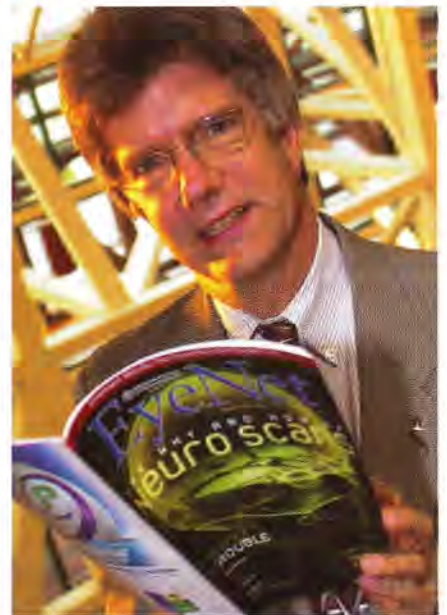
OW! was our reaction at *EyeNet* when we saw the results of the reader survey just completed by the independent firm, Stratton Publishing and Marketing. They contacted a random sample of 1,500 Academy members,

Ocular Surgery News, *Ophthalmology Management*, *Ophthalmology Times* and *EyeWorld*. Our closest competitor came in at 15 percent and our most distant at 3.2 percent. You also said that among competing publications, *EyeNet* did the best job covering clinical information and professional news and information.

Considering that *EyeNet* started just four years ago, under the expert guidance of Thomas A. Weingeist, PhD, MD, charter editor and current Academy president, these are great results. However, among the ophthalmic advertising community, the popularity of *EyeNet* is still a well-kept secret.

You may have noticed that *EyeNet* carries far fewer ad pages than other magazines aimed at ophthalmologists. Part of the problem is that *EyeNet* has undergone many changes during the past several years, including changes in title (from *Argus*), size and editorial mix. The evolving identity of *EyeNet* has kept the magazine under the radar of many advertising companies. Readership results show us that now we have a successful formula for *EyeNet*, and we expect this success to carry over into advertising sales.

And you can help. *EyeNet* is a benefit of Academy membership, and publishing expenses are offset by advertising. As your editor, I know that our ability to bring you the clinical news you can use—and, more importantly, that you can trust—depends on a reasonable ratio of ads to editorial content. So the next time you see a salesperson or drug representatives of one of the advertisers in *EyeNet*, tell them you appreciate their support. And the next time you get a survey in the mail or on the phone about ophthalmology publications, take a few minutes to answer. Tell them what you told Stratton on the survey reported here. This should help boost ad sales, and once that happens, we should be just fine for the rest of this millennium.



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