

# Readership Survey

Conducted by



For

**Irish Medical Times**

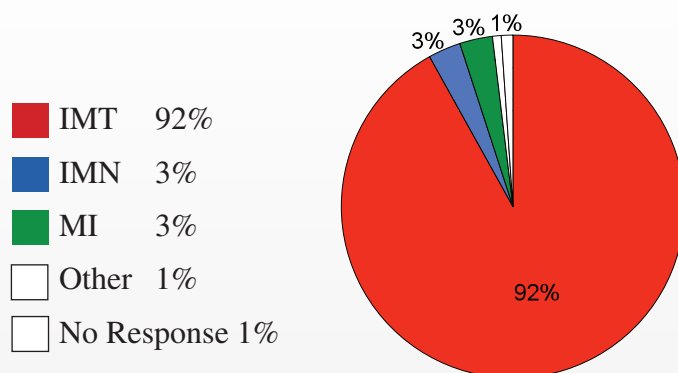
## Research background

- This project was a **postal survey** issued to 6,000 medical practitioners who subscribe to Irish Medical Times. This was done within the March 25th 2014 edition of the publication. Of the 6,000 recipients, 2,663 were general practitioners. This represents 86% of the total number of practising GPs (based on ICGP figures for practising GPs in the Republic of Ireland).
- Subscribers were asked to complete the questionnaire and return it by post to RedC Research for analysis. As an incentive, a prize draw of two second-generation Apple iPads were provided by Irish Medical Times.
- This report is based on **510 completed questionnaires** that were received directly by RedC Research in advance of the closing date of April 5th 2014. Margin of error on a sample size of 510: +/-4.5%.
- This data is weighted on known readership profile by type of doctor as follows:
  - **GP - 44%**   ● **Consultant - 26%**   ● **NCHD - 26%**   ● **Other - 4%**
- 'Subscribers' refers to all Irish Medical Times subscribers who responded to the survey.

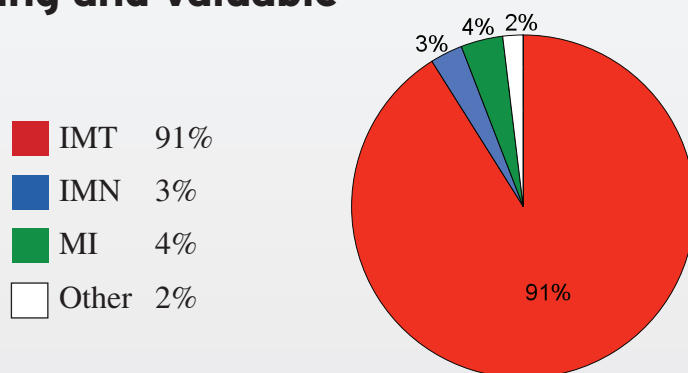
## Headline findings

- 92% of subscribers claim that if they had to choose only one title, they would choose Irish Medical Times. Both Irish Medical News and Medical Independent are chosen by just 3% of subscribers.
- 97% of subscribers rate Irish Medical Times as excellent or good. Just 54% of subscribers rate Irish Medical News as excellent or good and just 30% rate Medical Independent as excellent or good.
- Each edition of Irish Medical Times is read on average for 27 minutes, allowing a high level of engagement with its readers. Subscribers read Irish Medical News on average for 15 minutes, while it is just 13 minutes for Medical Independent.
- Each edition of Irish Medical Times is read on average by two people – allowing exposure of editorials and advertisements to go beyond the initial recipient and this equates to 20% more readers than our nearest competitor Irish Medical News.
- Irish Medical Times has a very strong base of long-term subscribers, with 59% subscribing for more than 10 years, which indicates the authority and respect in which Irish Medical Times is held.
- 83% of subscribers claim to read every issue of Irish Medical Times, compared to just 41% of respondents claiming to read every issue of Irish Medical News and just 21% of subscribers reading every issue of Medical Independent.

## Publication of choice: If you could only choose one



## Most interesting and valuable



Irish Medical Times wins as the publication of choice, if subscribers could only choose one title. Irish Medical Times is also chosen as the most interesting and valuable publication.

# Level of multiple users of publication – how many others read subscribers' copies

Base: All who receive each publication.

## Average number of other readers

**Irish Medical Times** = 1.05

**irishmedicalnews** = 0.72

**Medical INDEPENDENT** = 0.69

### Resulting

**Readership IMT: 14,758**

**IMN: 12,239**

**MI: 9,563**

ABC circulation, IMT: 7,199

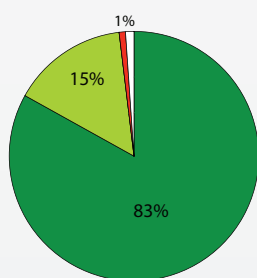
ABC circulation: 7,116

(Publisher's statement) 5,659

Irish Medical Times has a higher level of multiple users when compared with other titles, averaging just over one additional reader to the initial recipient. At 14,758 total readers, Irish Medical Times has 20% more readers than its nearest competitor, but more importantly Irish Medical Times is the only publication with a requested subscriber circulation.

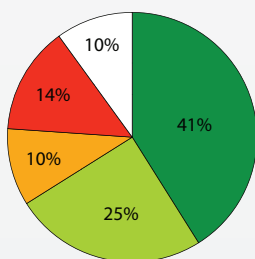
## Frequency of reading publications

### Irish Medical Times



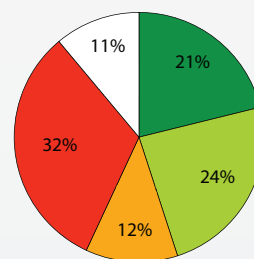
■ Every Issue 83%  
■ Occasionally 15%  
■ Never 1%  
 No Response 1%

### irishmedicalnews



■ Every Issue 41%  
■ Occasionally 25%  
■ Rarely 10%  
■ Never 14%  
 No Response 10%

### Medical INDEPENDENT



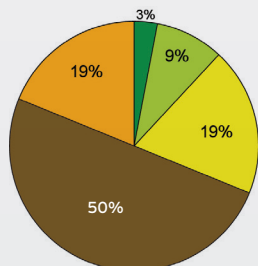
■ Every Issue 21%  
■ Occasionally 24%  
■ Rarely 12%  
■ Never 32%  
 No Response 11%

83% of subscribers claim to read every edition of Irish Medical Times. Just 41% of subscribers claim to read every issue of Irish Medical News and just 21% claim to read every issue of Medical Independent.

## Length of time spent reading publications

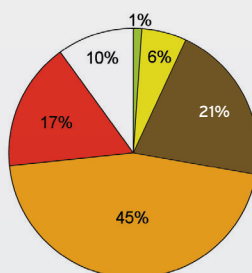
■ Over 60 mins ■ 45-60 mins ■ 31-45 mins ■ 16-30 mins ■ 10-16 mins ■ Do Not Read  No Response

### Irish Medical Times



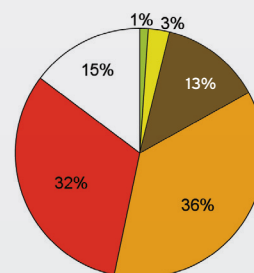
Average: 27 mins.

### irishmedicalnews



Average: 15 mins.

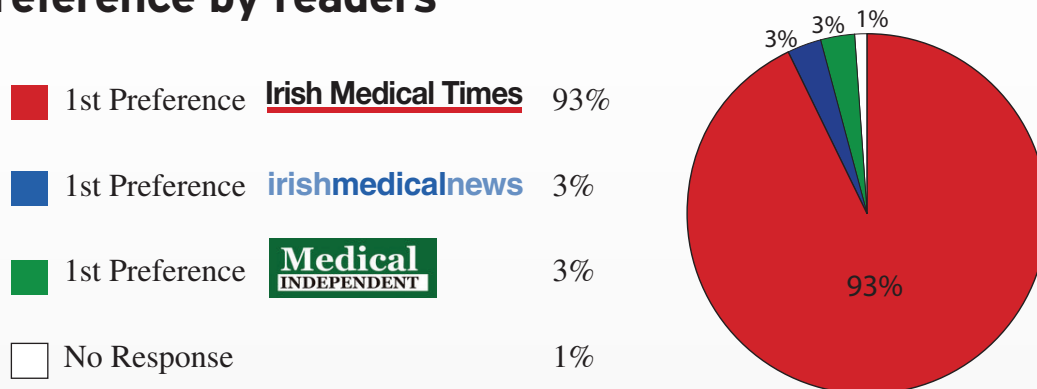
### Medical INDEPENDENT



Average: 13 mins.

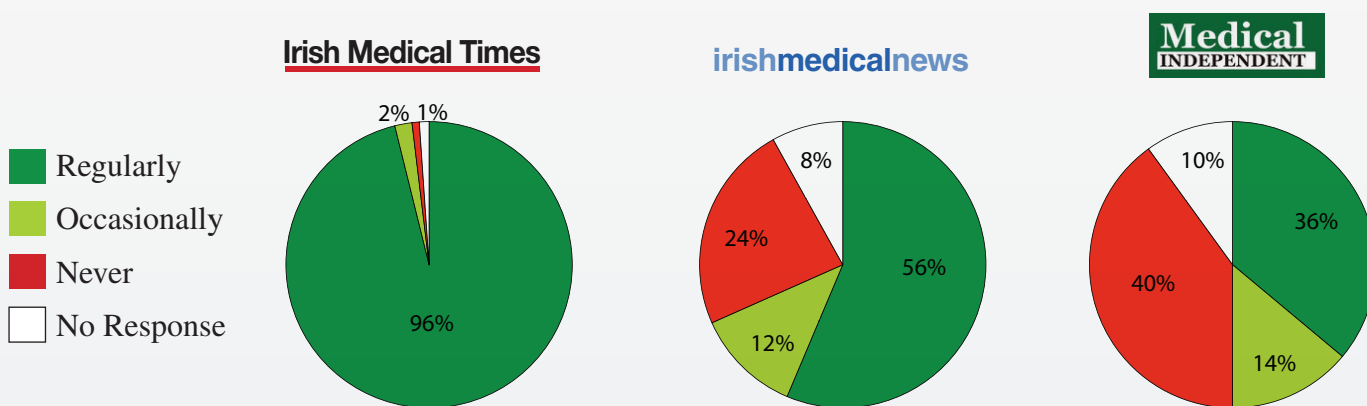
The average time spent reading Irish Medical Times indicated by subscribers is 27 minutes. This is nearly double the average time spent reading its nearest competitor, Irish Medical News, which has an average of 15 minutes, and an average of 13 minutes spent reading Medical Independent. ('Do not read' and 'no response' were not included in the analysis of time spent reading Irish Medical News and Medical Independent; if they were included, the average would be 11 and 10 minutes respectively.)

## Title preference by readers



93% of subscribers say Irish Medical Times is their first-preference publication, with just 3% of subscribers saying Irish Medical News is their first preference and 3% claiming Medical Independent as their first preference.

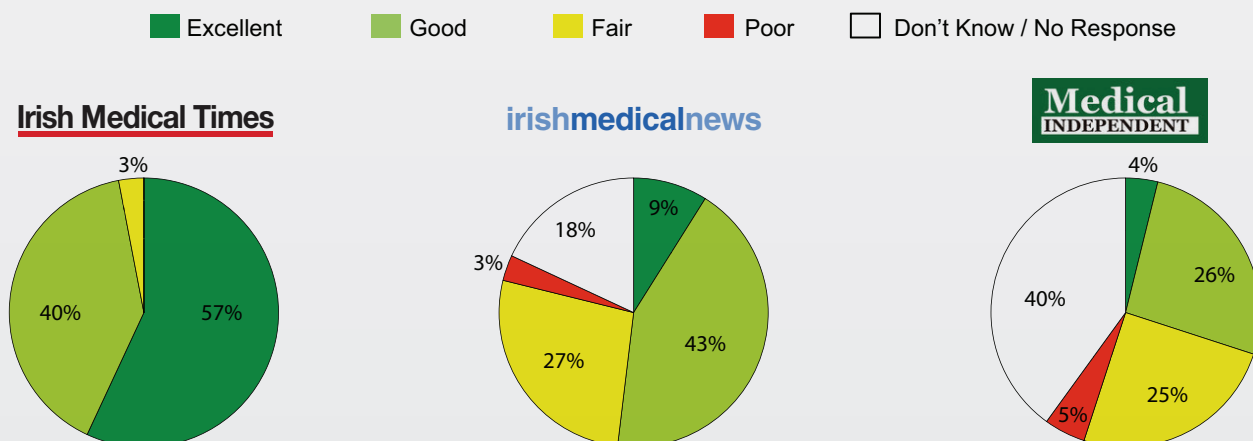
## Frequency of receiving publications



96% of subscribers receive Irish Medical Times regularly. Just 56% of subscribers receive Irish Medical News regularly, with just 36% regularly receiving Medical Independent.

## Rating of titles

Base: All giving first preference.



97% of subscribers rate Irish Medical Times as excellent or good. This is compared with just 52% rating Irish Medical News as excellent or good and just 30% rating Medical Independent as excellent or good. Nearly 60% of subscribers rate Irish Medical Times as excellent. This is compared with just 9% rating Irish Medical News as excellent and only 4% rating Medical Independent as excellent.

## Key advertising benefits

- 31% of subscribers claim to have discussed a pharmaceutical product with a sales rep from a company advertising in Irish Medical Times.
- 61% of subscribers claim to have attended a conference or meeting having seen an advert in Irish Medical Times.
- 33% of subscribers claim to have applied for a job in response to a job advert seen in Irish Medical Times.
- With 20% more readers than its nearest competitor, Irish Medical Times has the largest readership of any medical newspaper in Ireland.
- With an average time spent reading of 27 minutes, Irish Medical Times has the strongest engagement with readers of any medical newspaper. This represents nearly double the average reading time compared to its nearest competitor.

Irish Medical Times is the only medical newspaper in Ireland with a requested subscription circulation, giving it a distinct advantage over any of its competitors. Nearly 60% of the subscribers have been receiving Irish Medical Times for in excess of 10 years, and in some instances for over 30 years. It is for these and many other reasons that Irish Medical Times has been, and continues to be, considered the medical 'paper of record' for the Irish medical community since 1967.

If you would like a comprehensive presentation of the research results please call us on 01 - 8176300