

PHARMACY READERSHIP SURVEY 2012

Helping you partner with the No1 brand at the heart of community pharmacy since 1859

When you want to reach community pharmacists and pharmacy staff through the trade media, what are the factors informing your decision? Are they about circulation, frequency of reading or value to readers? What about digital promotion? Are pharmacy professionals online?

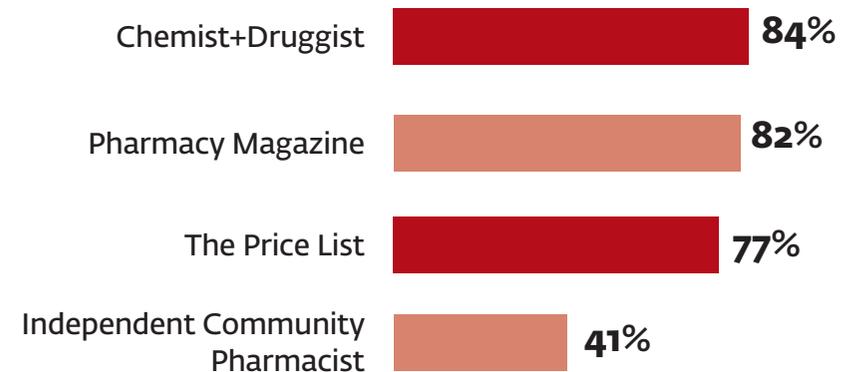
Here are some findings worth taking into consideration when deciding how best to target pharmacy professionals – drawn from a recent independent survey of community pharmacists and their staff.

PHARMACY
PORTFOLIO
2012

What title can help you reach community pharmacists most effectively?

C+D continues to have the highest magazine penetration among pharmacists in both multiple and independent pharmacy environments at 84 per cent.

*Base – Total sample (428)



Which titles are read most frequently among pharmacists?

C+D is the most regularly read title among pharmacists in both multiple and independent pharmacy environments.

*Base – Those who see each publication



Which titles are most frequently read by pharmacy assistants?

Not only are assistants extensively reading OTC, they are also reading C+D and using the Price List.

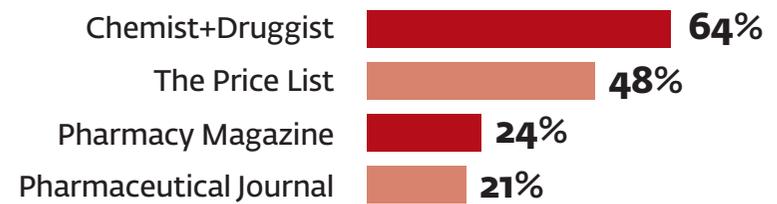
*Base – Those who see each publication



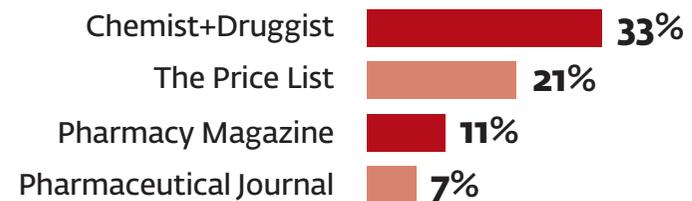
Give yourself the best chance of being seen by your target audience by choosing the title that pharmacy professionals value the most

*Base – Total sample (428) – and 'one chosen publication'

'Indispensable publications'



'One chosen publication'



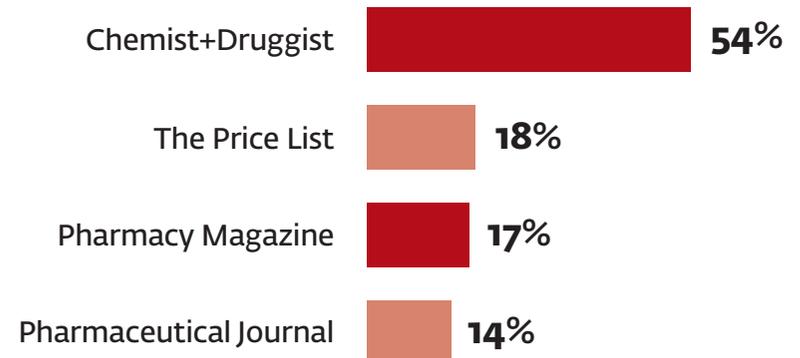
If you're looking to drive sales among pharmacists then make sure you're in the title that most influences pharmacists' stock decisions

*Base – Pharmacists (219)

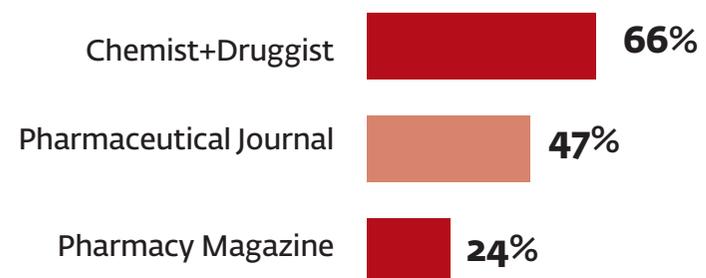
C+D is also the most likely magazine to be recommended to another pharmacist as the best source of information.

*Base – Pharmacists (219)

'Influences stock decisions'



'Would recommend to another pharmacist as best source of information'



As assistants make the bulk of product recommendations make sure you're in the title that they rely on most to help them make recommendations to customers

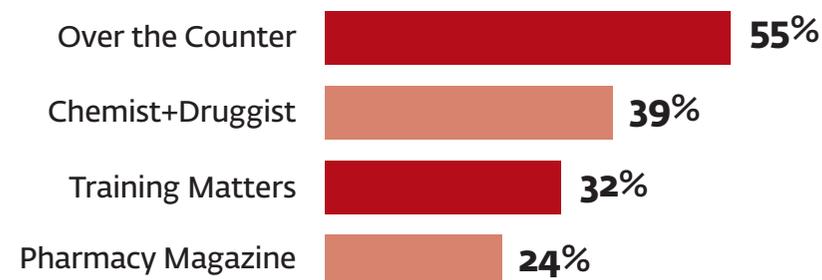
*Base – Assistants (209)

Pharmacy assistants make on average 9.0 product recommendations every day.

OTC is also the pharmacy assistant title that pharmacy assistants are most likely to recommend to another pharmacy assistant as the best source of information.

*Base – Assistants (209)

'Helps me make recommendations to customers'



Average pharmacy assistant product recommendations per day

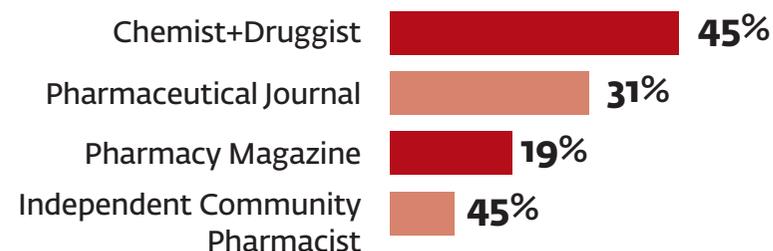
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Be in a title that pharmacists and assistants are most likely to use for impartial product and treatment information

*Base – Pharmacists (219)

*Base – Assistants (209)

'Most objective/impartial when reviewing new products/treatments' (pharmacists)

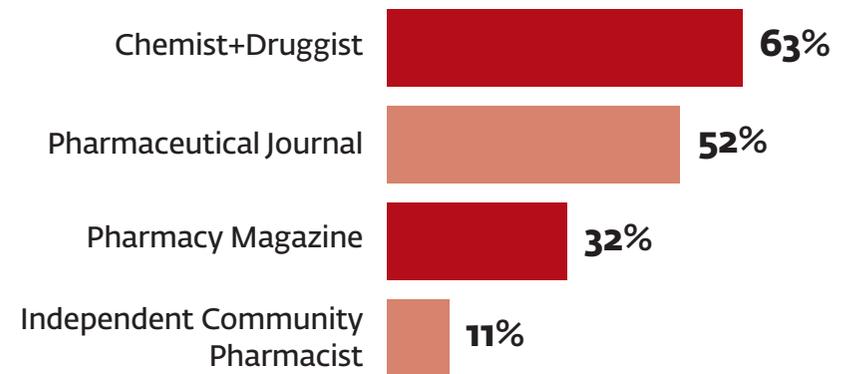


'Most objective/impartial when reviewing new products/treatments' (assistants)



Maintaining a CPD record is a mandatory requirement for pharmacists. What titles do pharmacists see as being best placed in enabling them to fulfil their CPD obligations?

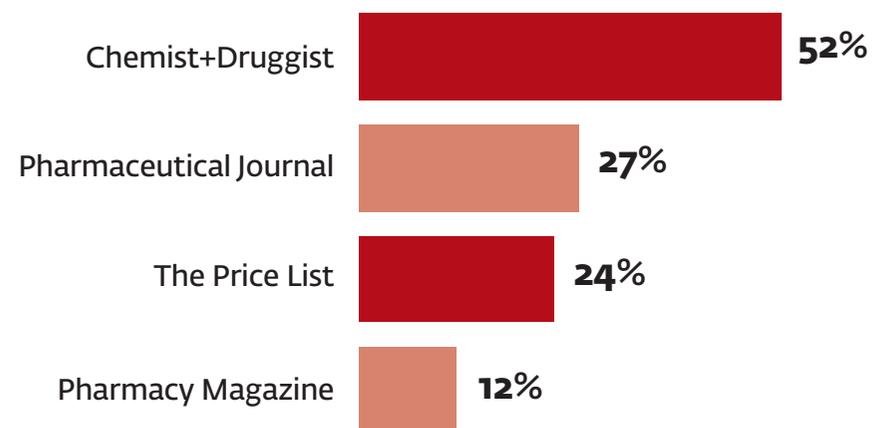
*Base – Pharmacists (219)



Be in a title that pharmacists see as the most useful in the running their NHS business

*Base – Pharmacists (219)

'What titles are most useful in relation to dispensing requirements?'



The C+D Price List is a unique product directory and pricing guide distributed monthly to pharmacies as part of their C+D subscription package

The Price List continues to offer unrivalled exposure for advertisers, being used 1.4 times a day by pharmacists in both independent and multiple pharmacy environments.

This is also true for other members of the pharmacy team including technicians and counter staff, who use the Price List 1.9 times per day.

*Base – Those who see the Price List

The Price List offers a unique way to influence pharmacy professionals on a consistent basis over its monthly lifecycle.



Online

Do pharmacists and their staff have internet access during working hours?

*Base – Total sample (428). Those who answered 'open' and 'partially open'

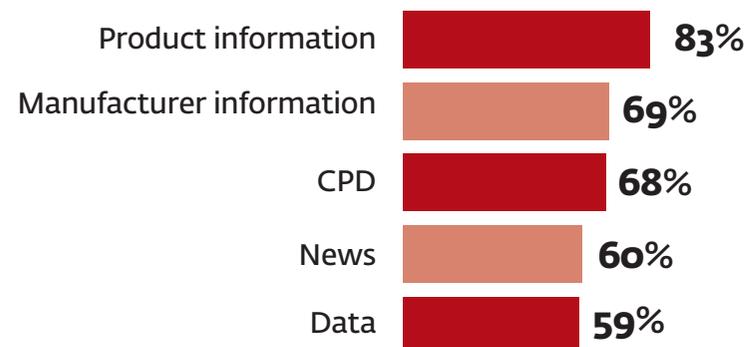


How many times a day are pharmacists and their staff accessing the internet during working hours?

5 times a day

*Base – Those with access to the internet at work

What sort of information are pharmacy professionals accessing online?



*Base – Those with access to the internet at work

Are pharmacists engaging with CPD material online?

*Base – Pharmacists (219)

71%

Go online at work or at home to engage with CPD material

90%

Find it very useful or quite useful to have access to CPD material online



CONCLUSION

The C+D Pharmacy Portfolio continues to achieve the greatest visibility among UK pharmacy professionals. The readership data helps to illustrate how highly valued C+D, OTC and the Price List are among pharmacy professionals and therefore why they offer the best possible opportunities to get your promotional messages seen by this important audience.

It is also important to note how access to the internet is now a vital part of the working lives of UK pharmacy professionals and therefore that digital promotion and the provision of digital CPD content should be seen as essential elements to community pharmacy promotional campaigns.

The results covered in this readership survey have been compiled from an independent readership survey that was carried out by a third party, LJ&P.

The survey was mailed to a sample of 3,500 community pharmacies drawn from a list supplied by the NPA and not seen by UBM Medica, the publishers of C+D. The survey was sent out in February 2012 – 219 pharmacists and 209 pharmacy assistants responded. The data was weighted in order to reflect the current market breakdown between multiples and independent pharmacies.

For more information on how the C+D Portfolio can help you, please contact Daniel Spruytenburg:

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