



SINCE 1975

CIRCULATION DATA

GEOGRAPHICAL BREAKDOWN	Qualified copies	Percent of total
EUROPE	16459	66.6%
<i>Western Europe</i>	14720	59.6%
<i>Central / Eastern Europe</i>	1739	7.0%
ASIA / PACIFIC	2896	11.7%
MIDDLE-EAST	2042	8.3%
LATIN AMERICA / CARIBBEAN	2491	10.0%
AFRICA	831	3.4%
GENERAL TOTAL	24719	100%

CIRCULATION BY JOB TITLE	Percent of total
Hospital Administrator / Director	38.0%
Medical Department Head	13.1%
Medical Practitioner	30.9%
Central Services Staff	3.7%
Non Hospital Function (e.g. Distributor, Turnkey Contractor)	7.4%
Other, including hospital based physicians	6.9%

CIRCULATION BY FUNCTION / DEPARTMENT / SPECIALITY	% of total
Hospital Administration & General Staff (*)	39.9%
Radiologists & Medical Imaging Specialists	6.5%
Anesthesiology & Intensive Care	10.0%
Cardiology & Internal Medicine	12.5%
Surgery/ Gynecology/ Urology	8.6%
Neurology, Ophthalmology, Otolaryngology and other medical specialists	13.2%
Physiotherapy/ rehabilitation	1.2%
Non Hospital	8.15%

CIRCULATION BY TYPE OF INSTITUTION	% of total
Hospital/ Clinic/ University Hospital	69.2%
Out-Patient Clinic/ Medical Centre	15.3%
Rehabilitation Clinic/ Nursing Homes/ Extend. Care	1.8%
Government Authority/ Health Agency	2.1%
Hospital Planner/ Turnkey Contractor/ Procurement Agency	0.8%
Distributor of Medical Products	6.0%
Other Activities	4.8%

(*) Hospital Administration & General Staff includes: Hospital Directors, Senior Purchasing Personnel, Hospital Information Technology Officers, Medical Directors, Heads of Biomedical Engineering and Central Services