



Research Questionnaire December 2005

Orthopaedic Product News (**OPN**) would be very grateful if you could complete this questionnaire, your views are very important and of great value to the magazine.

Orthopaedic Product News has commissioned Forty2 to carry out this piece of research and any questions or queries should be directed through them. Forty2 are an independent market research agency, the main point of contact is Lou Ramsay, 020 8297 4122.

The questionnaire is mainly multiple-choice, with a minimal number of open-ended questions. Please make your answers to the open ended questions as thorough as possible.

There are a total of 29 questions to be answered and the whole questionnaire should take less than five minutes to complete.

On completion please post it back by simply folding along the dotted lines and tucking in the top to create its own envelope. No stamp is required.

As soon as the research results are analysed and fully understood the magazine may require Forty2 to carry out a number of telephone interviews, please state at the end of the questionnaire if this would be acceptable to you.

Many thanks again for taking part.

Fold 4 and tuck into flap

Fold 1

Fold 2

Fold 3

FAO LOU RAMSAY
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**REPOSE PAYEE
GRANDE-BRETAGNE**

IBRS/CCRI
PHQ-D/1152/HG

**By air mail
Par avion**



1. How long do you spend reading each issue of OPN?
- 0-1 hour
 - 1-2 hours
 - 3+ hours

2. How long do you keep copies of OPN for reference?
- 1-3 months
 - 4-6 months
 - 7-12 months
 - 12+ months
 - Throw it away once read

3. If you pass on your copy of OPN, who do you tend to pass it to?
- Surgeon
 - Nurse
 - Registrar
 - Orthopaedic Trade Supplier
 - Other
- please specify below*

4. How many other people probably read your copy?
- One
 - Two
 - Three
 - Four and over
 - None

5. Do you ever use OPN's website, www.opnews.com?
- Yes
 - No

6. Please indicate your level of agreement with the following statements about OPN:
- Agree Disagree
strongly slightly slightly strongly
- OPN keeps me well informed
 - OPN influences my buying decisions
 - OPN looks better than it used to
 - I like the format and style of OPN
 - I like the reader reply cards
 - OPN is easy to use
 - OPN is useful to me

7. How do you rate the different sections in OPN?
- | | | | | |
|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | <small>Very good</small> | <small>Good</small> | <small>Average</small> | <small>Poor</small> |
| Editorial | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Company News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Product News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Future Events | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Product Features | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Company Profiles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Company Interviews | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Exhibition Guides | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. Please state your level of agreement with the following statement: 'I would like to see more of the following in OPN'
- Agree Disagree
strongly slightly strongly

- News
- Company News
- Product News
- Articles
- Future Events
- Product Features
- Company Profiles
- Company Interviews
- Exhibition Guides

9. How do you rate the following aspects of OPN?
- Very good
- Its appearance
 - Quality of photography
 - Quality of printing
 - Depth of information
 - Quality of writing

10. 'Thinking about the 'Future Events' section of OPN, do you think it goes far enough into the future? Please tick one only
- It goes further than required
 - It is about right
 - It does not go far enough

11. Thinking of the content of OPN. Please indicate your level of agreement with the following statements:
- Agree Disagree
strongly slightly slightly strongly

- The amount of editorial is about right
- I find the articles both interesting and relevant
- I find the product features interesting
- I find that there is ample interesting news in OPN
- I find the appointments section useful

12. Thinking of the 'Product Feature' sections of OPN. Which Product Features interest you?
- Very Quite A Little Not

- | | | | | |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Acetabular Cups | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Arthroscopy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cement Systems | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Foot Surgery & Footwear | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fixation and Trauma | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hand Surgery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hip Surgery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| IT in Orthopaedics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Knee Surgery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Power Tools | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Spinal Surgery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sports Injuries & Knee Braces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Upper Limb Surgery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13. Are there any other 'Product Features' other than the above that you would like to see? Please list

14. Thinking about the design and layout of OPN what is your level of agreement with the following statements?
- Agree Disagree
strongly slightly slightly strongly

- Due to the amount of information the layout is cramped
- Editing of the journal is not aggressive enough
- I find the type too small to read
- I find the line spacing is too tight
- I wish the editorial was spread over more pages
- I would like to see more images used

15. Thinking about OPN what is your perception/image of it? Please tick as many as you feel appropriate

- Authoritative
- Paternal
- Independent
- Un-biased
- Helping Hand
- Friendly Voice
- Professional
- Informal
- Stuffy
- Boring

16. What other journals do you read and how often? Please tick as many as you feel appropriate
- Often Sometimes Never

- Orthopaedics Today
 - JBJS
 - Others
- please specify:*

17. Thinking about these other journals, what is your perception/image of them? Please tick as many as you feel appropriate
- OT JBJS Other

- Authoritative
- Paternal
- Helping Hand
- Friendly Voice
- Professional
- Informal
- Stuffy
- Boring

18. Thinking of all of the orthopaedic journals you read, which is your favourite? Only tick one

- JBJS
- Orthopaedic Product News
- Orthopaedics Today
- Other

19. Thinking about your favourite journal, from above, please explain why it is your favourite, answer as fully as possible

20. Thinking about OPN, what would you do to improve it? Please answer as fully as possible

22. 92% of OPN's circulation is to Orthopaedic Surgeons, Specialist Registrars and other medical professionals. Only 8% goes to the orthopaedic trade. Which of the following statements do you agree with the most? tick one only

- I thought it was considerably higher than 8%
- I thought it was somewhat higher than 8%
- 8% is similar to what I thought
- I thought it was less than 8%

23. With regard to advertising in OPN, do you think it represents good value for money when compared with the competition?
- Yes
 - No

24. Would adding 600 UK Rheumatologists to OPN's mailing in return for an increase in the advertising page rate of £40 be of value to you?
- Excellent Good Fair Poor
value value value value

25. OPN currently has a distribution in Europe and Scandinavia as follows:

- Europe
- Belgium 504
- Elre 68
- France 146
- Germany 1130
- Italy 309
- Netherlands 124
- Other European 78
- Switzerland 398
- UK 4158
- Scandinavia
- Norway 91
- Other Scandinavian 33
- Sweden 643

- Bearing this in mind, would adding up to 4500 European and Scandinavian Surgeons to OPN's mailing (increasing circulation by up to 60%) be of interest to you?
- Great Some Little No
interest interest interest interest

26. Increasing the circulation would translate as an increase in the advertising rate of £50 per page per thousand readers we added. Does this represent good value to you?
- Excellent Good Fair Poor
value value value value

27. With the previous question in mind, by how much would you like to see the circulation increase? tick one only

- None
- 1000
- 2000
- 3000
- 4000
- +4000

21. Please can you state your current profession?

- Surgeon
- Registrar
- Orthopaedic Trade

- If you answered 'Orthopaedic Trade' to the above please go on to question 22, otherwise go to question 29

28. If OPN's overseas circulation was to increase which countries would be of interest to you?
- Great Some Little No
interest interest interest interest

- Croatia
- Czech Republic
- Denmark
- Estonia
- Georgia
- Finland
- France
- Germany
- Hungary
- Latvia
- Lithuania
- Macedonia
- Poland
- Romania
- Russia
- Slovak Republic
- Slovenia
- Turkey
- Yugoslavia

29. Should Orthopaedic Product News need to carry out some telephone interviews, once this piece of research is complete, would you be happy to take part?
- Yes
 - No

If yes to the above question, please provide your full details below:

Name:

Occupation:

Daytime telephone number:

THANKS FOR YOUR HELP

Use of Data

The information you give will be used solely for research purposes in full accordance with UK data protection legislation. Any personal details you provide will not be used for any other purpose. Pelican Magazines Ltd and Forty2 will not pass on any information to any third party.