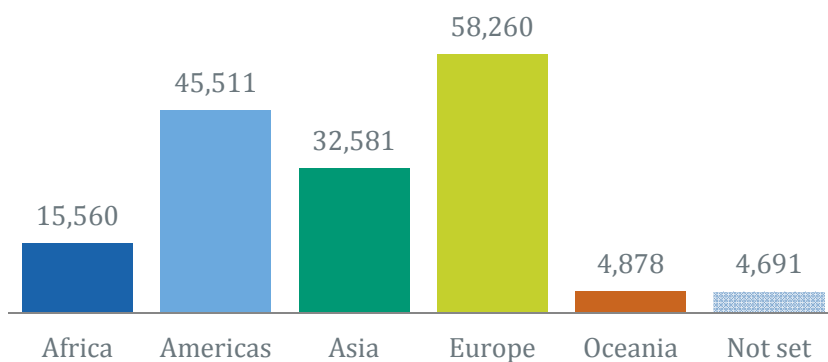


## Community Eye Health Journal: Analytics 2012

### Web

There were 161,571 visits (+29% on 2011) to the [journal website](#) from 212 countries in 2012. Visitors viewed and downloaded 289,139 pages. Another 265,897 views and downloads of journal articles were made from [PubMed Central](#) (+53% on 2011).

#### *Journal website visits by continent, 2012*



Mobile use increased significantly to 12.4% of all visits in 2012 (+218.0% on 2011) and the average visit length dropped slightly to 1 minute 27 seconds (-11.8%). Otherwise visitor behaviour remained similar to 2011. Average number of pages viewed per visit was 1.8, the bounce rate was 77.1% and the percentage of new visits was 84.8%.

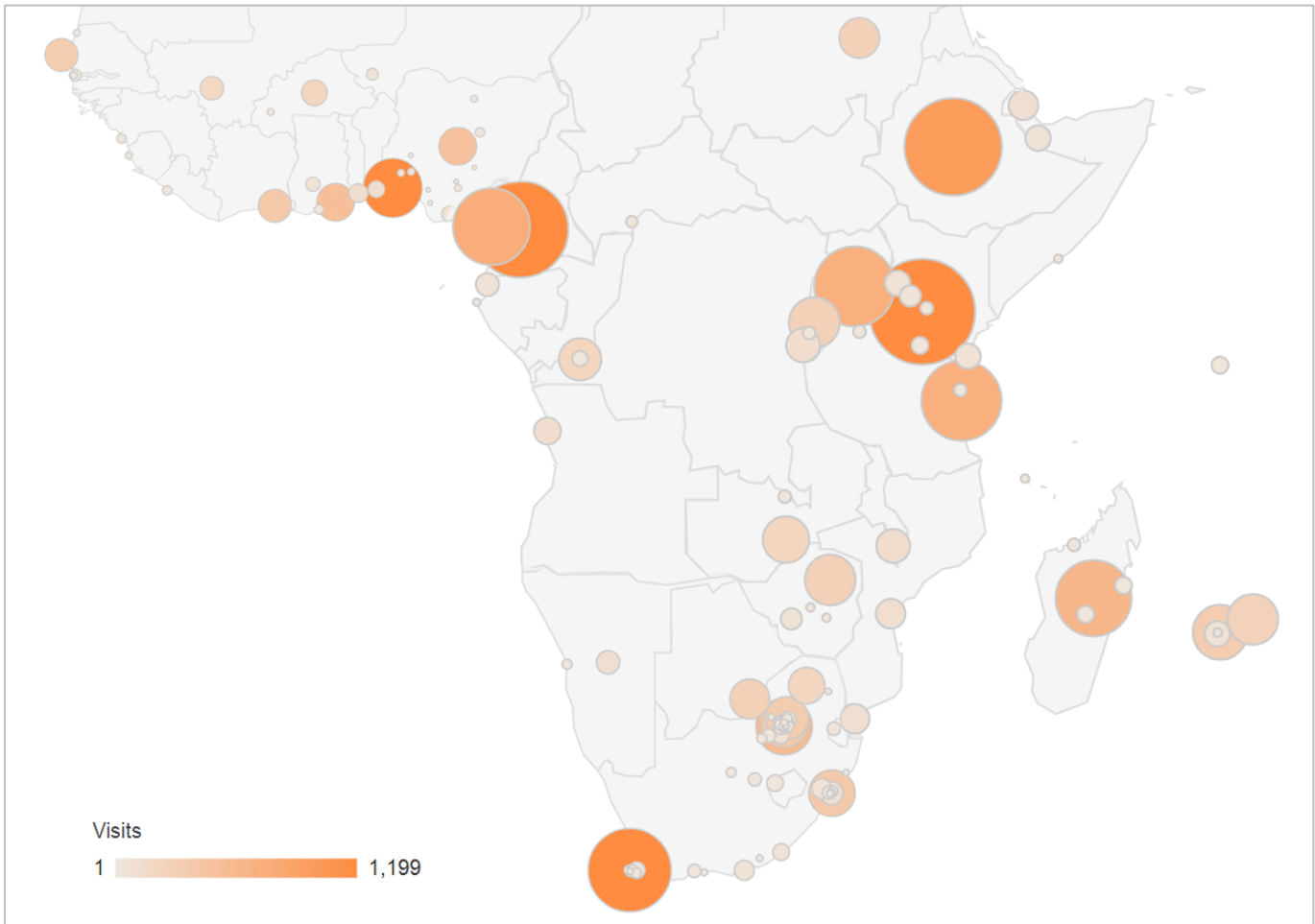
Practical procedures, cataract surgery and epidemiology were the most popular topics on the website (*See Appendix: Popular content tables*).

### Sub Saharan Africa visits

9,836 (6.1%) of website visits were from Sub Saharan Africa in 2012 (+19 % on 2011). Just over a quarter of Sub Saharan visits were Francophone. Nigeria and South Africa provided nearly a third of all Sub Saharan visits and 62% of all Sub Saharan visits were made from capital cities (a drop of 3.1% on 2011).



*Locations of Sub Saharan Africa visits, 2012*



*Top five Sub Saharan country visits to journal website, 2012 (total visits=9,836)*

Country	Visits	Percentage change from 2011
1. Nigeria	1,948	-3%
2. South Africa	1,254	+21%
3. Kenya	635	+9%
4. Ghana	606	+11%
5. Ethiopia	596	+49%

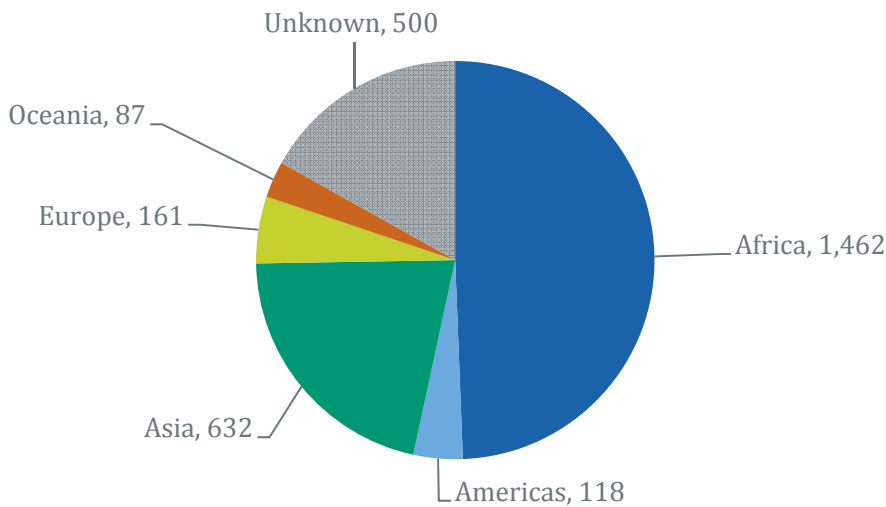


## Email

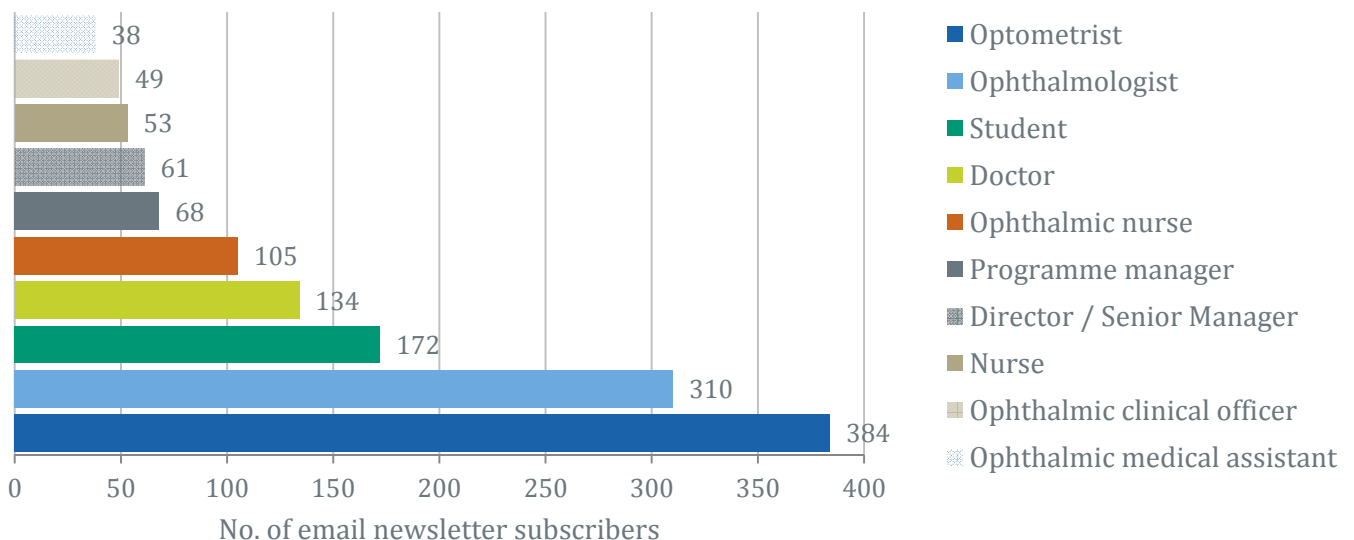
Subscriptions to the journal's email newsletters grew in 2012 with 2,960 readers subscribed by the end of December 2012 (+25% on 2011). The average open rate for each International edition newsletter is 26% with an average click rate of 14%.

49% of subscribers are based in Sub Saharan Africa and the most popular job titles given by subscribers are: Optometrist (12%), Ophthalmologist (10%), and Student (6%).<sup>1</sup>

### Email newsletter subscribers by continent, December 2012



### Email newsletter subscriptions: Most popular job titles, December 2012



<sup>1</sup> 60% of the journal's email newsletter subscribers have provided a job title.

## Social media

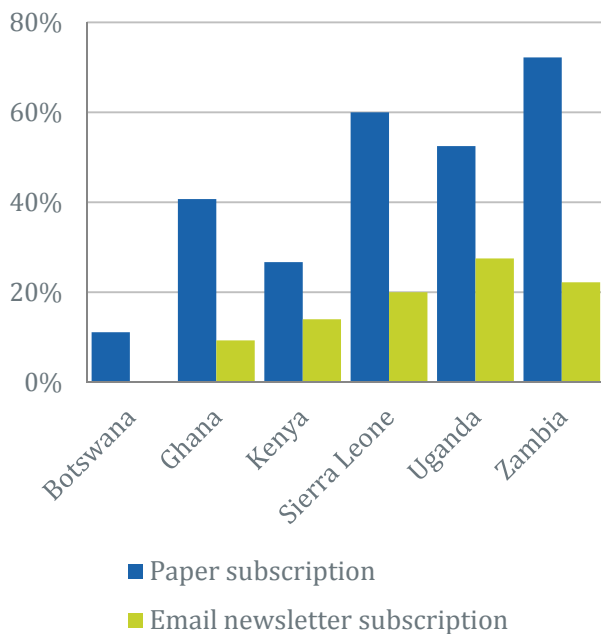
Social media interest in the journal also grew in 2012. The journal currently has 562 [Facebook](#) fans (+191% on Dec 2011) and 281 [Twitter](#) followers (+62% on Dec 2011).

Three quarters of the journal’s Facebook fans are aged under 35 and they live all over the world – the country with the most fans is currently Nigeria, with 113 (20%).

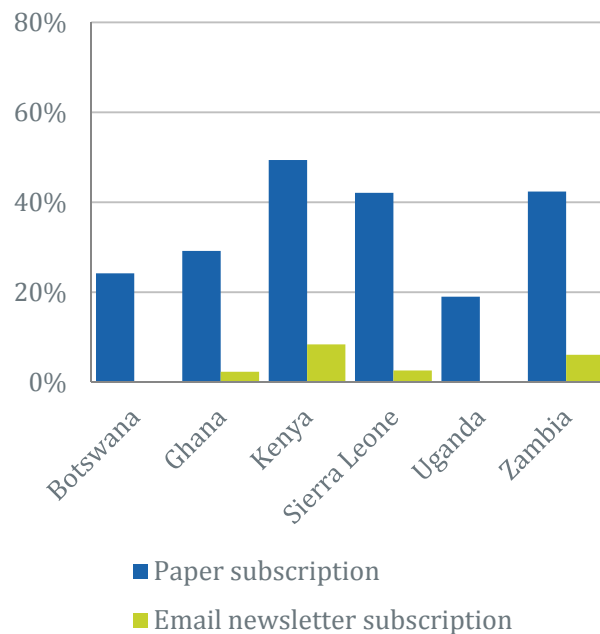
## Market penetration in six African countries

The graphs below give provisional figures for the percentages of ophthalmologists and ophthalmic nurses in six African countries with subscriptions to the Community Eye Health Journal (CEHJ).<sup>2</sup>

*Percentage of Ophthalmologists with a subscription to the CEHJ*



*Percentage of Ophthalmic nurses with a subscription to the CEHJ*



<sup>2</sup> Subscriber data for the journal is incomplete, with multiple subscriptions to single addresses and some missing information. Ophthalmic personnel numbers in each country are taken from a human resources mapping project being carried out at ICEH.

## Appendix: Popular content tables

### *Most popular articles 2012: International edition*

Article title (Year published)	Pageviews
1. Communication and effective teaching (2000)	7,314
2. Epidemiology in practice: Disease incidence (1997)	2,987
3. Surgery for congenital cataract (2004)	2,276
4. Epidemiology in practice: Disease prevalence (1997)	1,819
5. Endophthalmitis: controlling infection before and after cataract surgery (2008)	1,562
6. How to look after and care for a slit lamp (2010)	1,554
7. Management of capsular rupture and vitreous loss in cataract surgery (2008)	1,507
8. How to apply an eye pad, shield, and bandage (2010)	1,454
9. Keeping good nursing records: a guide (2010)	1,298
10. Administering a subconjunctival injection (2007)	1,224

### *Most popular articles 2012: French edition*

Article title (Year published)	Pageviews
1. Comment instiller un collyre ou appliquer une pommade oculaire dans les yeux d'un nourrisson ou d'un jeune enfant (2011)	9,288
2. Complications de la chirurgie de la cataracte (2009)	4,734
3. Conjonctivite (2006)	4,245
4. Anesthésie oculaire : principes, techniques et complications (2009)	2,589
5. Endophtalmie : comment lutter contre l'infection avant et après la chirurgie de la cataracte (2009)	2,120
6. Traumatismes oculaires : prévention, évaluation et prise en charge (2006)	2,055
7. Œil rouge - premiers soins à prodiguer au niveau primaire	1,984
8. Comment appliquer un pansement oculaire ou une coque oculaire (2007)	1,779
9. Papille optique et glaucome (2007)	1,348
10. Comment j'aborde la trabéculéctomie (2007)	1,321