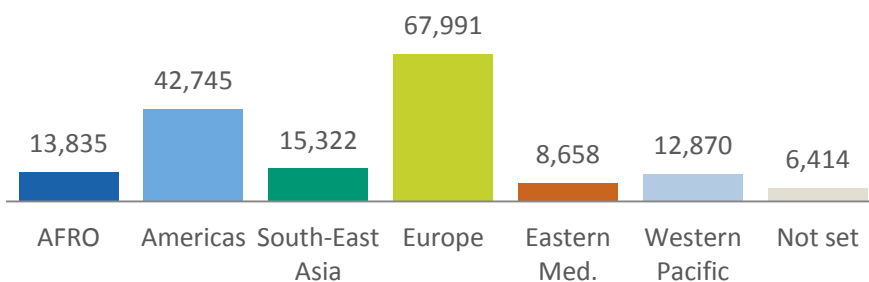


Community Eye Health Journal: Web analytics 2013

Website

In 2013, there were 167,466 visits by 142,378 unique visitors (+3% on 2012) to the [journal website](#) from 221 countries and territories. Visitors viewed and downloaded 297,399 pages and documents. Another 474,107 views and downloads of journal articles were made from PubMed Central (+78%).

Journal website visits by WHO region, 2013

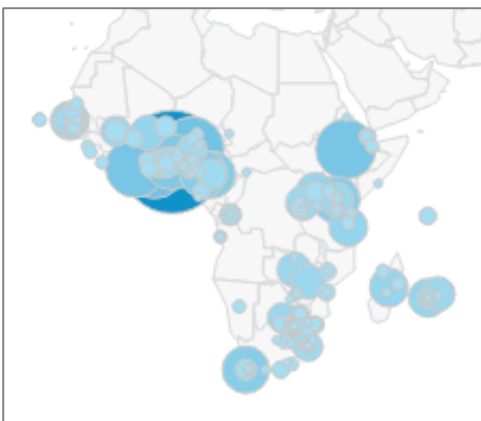


Mobiles and tablets are now used to make 21% of all visits to the website (18% in 2012). Visitor engagement improved slightly after the launch of the new website in August 2013. Compared to the same period the year before, Sept-Dec 2013 saw a rise of 4.9% in the average no. of pages viewed per visit and a drop in the bounce rate of 1.3%.

Sub Saharan Africa visits

In 2013, there were 11,397 visits (7% of total visits) from Sub Saharan Africa (+16 % on 2012). 27% of Sub Saharan visits were Francophone. As in 2012, Nigeria and South Africa provided a third of all Sub Saharan visits.

Sub Saharan Africa visits by city, 2013



Top Sub Saharan visits by country, 2013

Country	Visits in 2013	Change from 2012
Nigeria	2,610	+34%
South Africa	1,213	-3%
Cameroon	778	+36%
Ghana	698	+15%
Ethiopia	634	+6%

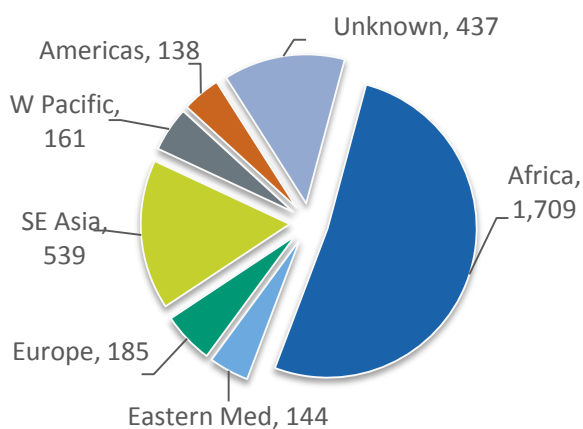


Email

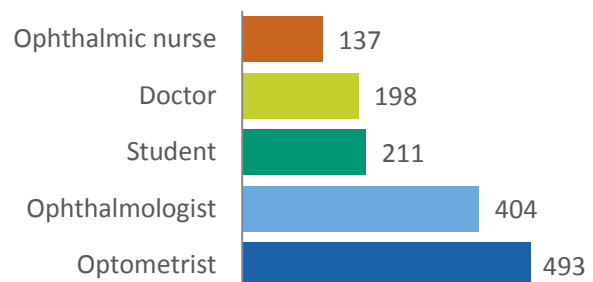
By the end of 2013, subscriptions to the journal’s email newsletters had grown by 13% to 3,343. The current average open rate for each International edition email newsletter is 29%, with a click rate of 12%.

51% (1,709) of email subscribers are based in Africa. 67% (2,247) subscribers have given a job title, the two most popular are Optometrist (493) and Ophthalmologist (404). The

Email subscribers by WHO region, Dec 2013



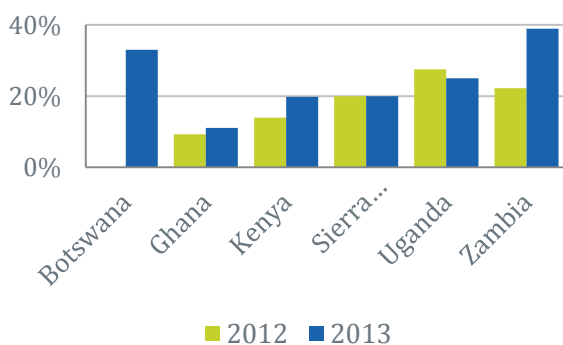
Email subscribers – popular job titles, Dec 2013



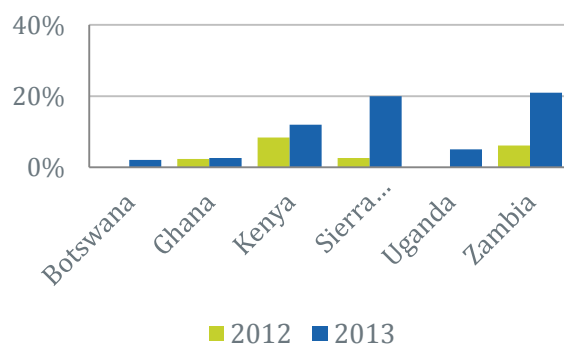
Market penetrations in six African countries

The charts below show the approximate¹ percentages of Ophthalmologists and Ophthalmic nurses - two of the journal’s key target readerships - who had subscribed to the email newsletter.

Ophthalmologists



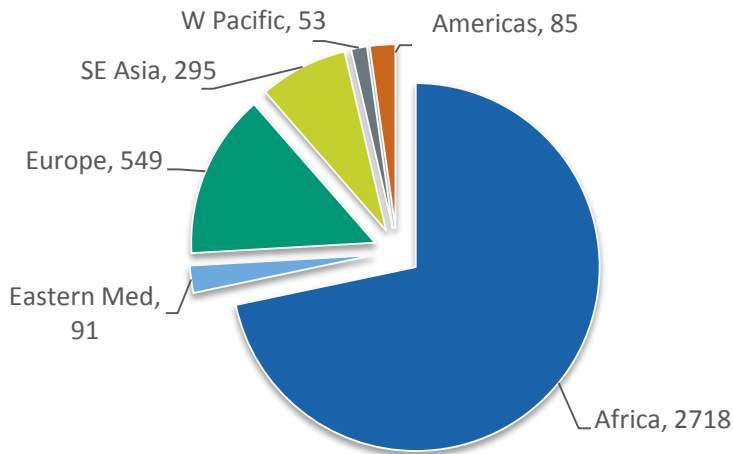
Ophthalmic nurses



¹ Figures for the email newsletter subscriber database are incomplete (~33%) and rely on self-reporting. Ophthalmic personnel for each country are taken from a human resources mapping project carried out at ICEH in 2012.

Social media

Journal Facebook fans by WHO region, Dec 2013



By the end of 2013, the journal had 3,889 [Facebook](#) fans (+764% on 2012) and 362 [Twitter](#) followers (+29%).

72% of the journal's Facebook fans are aged under 35 and 70% live in Sub Saharan Africa. The country with the most fans is currently Kenya with 684 (18% of total).

Most popular articles: International edition, Sept – Dec 2013

Article titles (year published)	% page views*
1. How to test for a relative afferent pupillary defect (RAPD) (2012)	4.2%
2. Visual field testing for glaucoma – a practical guide (2012)	3.4%
3. Post-operative management of trabeculectomy in the first three months (2012)	2.5%
4. Communication and effective teaching (2000)	2.5%
5. Visual fields interpretation in glaucoma: a focus on static automated perimetry (2012)	2.1%
6. The optic nerve head in glaucoma (2012)	1.5%
7. Managing eye health in young children (2010)	1.3%
8. How to look after and care for a slit lamp (2010)	1.2%
9. The next step: detailed assessment of an adult glaucoma patient (2012)	1.1%
10. Epidemiology in practice: Disease prevalence (1997)	1.0%

* 1,059 articles with 31,506 page views in total.