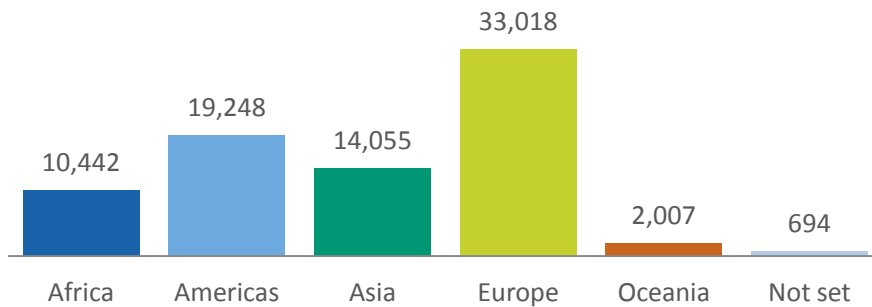


Community Eye Health Journal web analytics: Jan – June 2014

Website

There were 79,464 visits by 69,195 visitors (+15% on previous 6 months) to the [journal website](#) between January and June 2014. Visitors from 210 countries and territories viewed and downloaded 136,864 pages and documents. Another 305,107 views and downloads of journal content were made from PubMed Central.

Journal website visits by region, Jan – June 2014



28% of visits were made using a mobile or tablet device (25% during previous 6 months). Compared to the previous six months, there was a drop of 7.4% in the average no. of pages viewed per visit and a drop in the bounce rate of 1.4%.

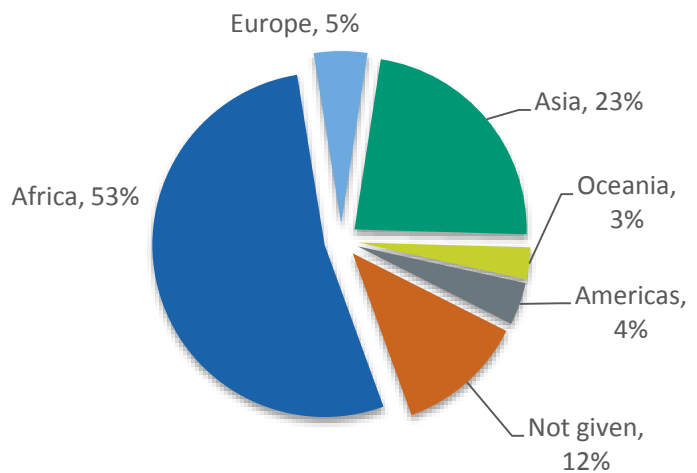
Email

Subscriptions to the journal’s email newsletters grew by 10% to 3,662 in the first six months of 2014.

The current open rate for the International edition email newsletter is 34%, with a click rate of 17%.

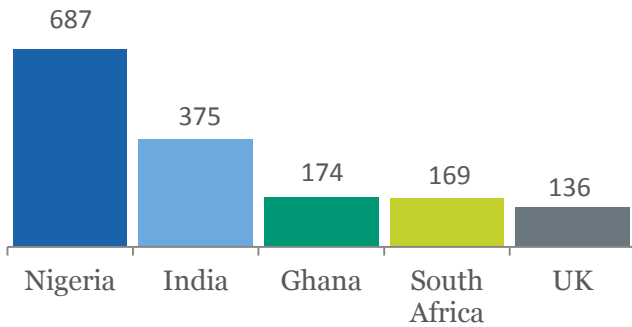
71% of subscribers have given a job title, the two most popular are Optometrist (556) and Ophthalmologist (416).

Email subscribers by continent, June 2014

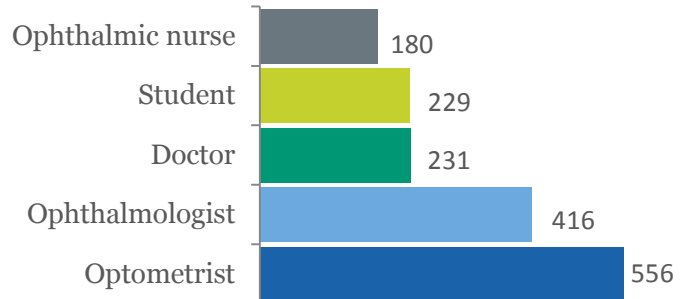


Email subscribers, June 2014

1. Most popular countries



2. Most popular job titles

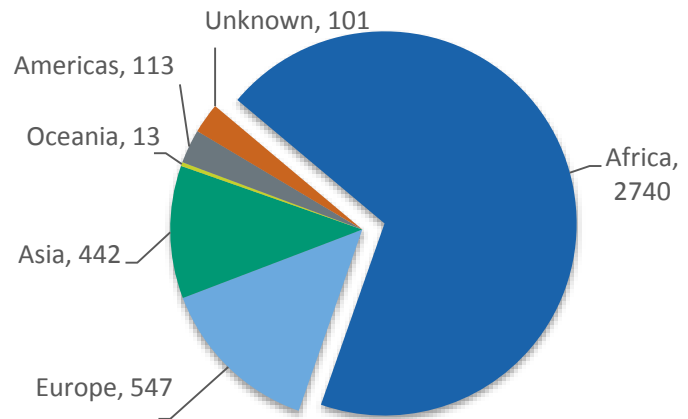


Social media

By the end of June 2014, the journal had 3,956 [Facebook](#) fans (+2% on the end of Dec 2013) and 546 [Twitter](#) followers (+50%).

70% of the journal’s Facebook fans are aged under 35. The country with the most fans is currently Kenya with 676 (17% of total).

Journal Facebook fans by region, June 2014



Reach in Sub Saharan Africa

Between Jan and June 2014:

- 6,330 website visits were from Sub Saharan Africa (8% of all visits, +27% on previous 6 months)
- 34% of Sub Saharan website visits were Francophone
- 1,934 email subscribers were from Sub Saharan Africa (53% of all subscribers)
- 2,690 Facebook fans were from Sub Saharan Africa (68% of all fans)

Most popular Sub Saharan Africa countries

1. Journal website visits, Jan – June 2014

Country	Website visits	Change from July- Dec 2013
Nigeria	1,282	+15%
South Africa	846	+63%
Cameroon	518	+56%
Kenya	446	+58%
Côte d’Ivoire	359	+81%

2. Journal email subscribers, June 2014

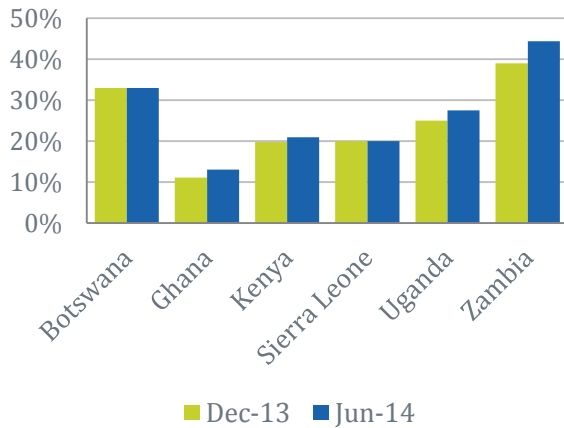
Country	Email subscribers	Change from Dec 2013
Nigeria	687	+14%
Ghana	174	+7%
South Africa	169	+8%
Kenya	108	+8%
Ethiopia	102	+10%



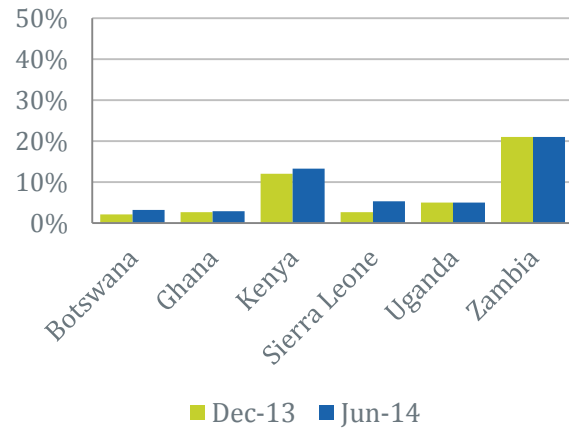
Email subscriber penetration in six African countries

The charts below show the approximate¹ percentages of ophthalmologists and ophthalmic nurses in six African countries who have subscribed to the journal's email newsletter.

Ophthalmologists



Ophthalmic nurses



Most popular articles: International edition, Jan - June 2014

Article titles (year published)	% page views
1. Visual field testing for glaucoma – a practical guide (2012)	3.2%
2. How to test for a relative afferent pupillary defect (RAPD) (2012)	2.3%
3. Post-operative management of trabeculectomy in the first three months (2012)	1.7%
4. The next step: detailed assessment of an adult glaucoma patient (2012)	1.3%
5. Managing eye health in young children (2010)	1.2%
6. The optic nerve head in glaucoma (2012)	1.2%
7. Communication and effective teaching (2000)	1.1%
8. Visual fields interpretation in glaucoma: a focus on static automated perimetry (2012)	1.1%
9. Conjunctivitis (2005)	0.6%
10. How to apply an eye pad, shield, and bandage (2010)	0.5%

¹ Figures for the email newsletter subscriber database are incomplete and rely on self-reporting. Numbers of ophthalmic personnel for each country are taken from a human resources mapping project carried out at ICEH in 2012.