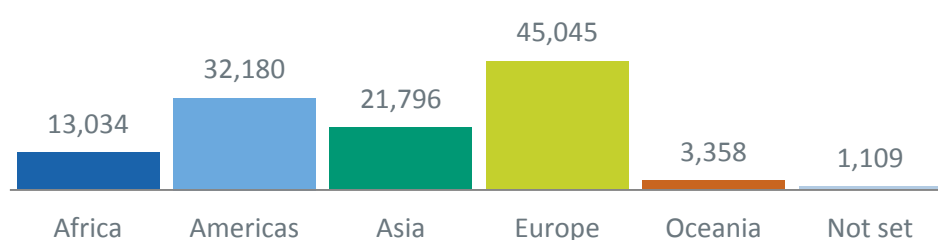


Community Eye Health Journal web analytics: July – December 2014

Website

There were 116,122 visits by 101,105 visitors (+48% on previous 6 months) to the [CEHJ website](#). Visitors from 221 countries and territories viewed 181,517 pages. A further 238,978 views and downloads of journal content were made from PubMed Central between July and November.

Journal website visits by region, July – Dec 2014

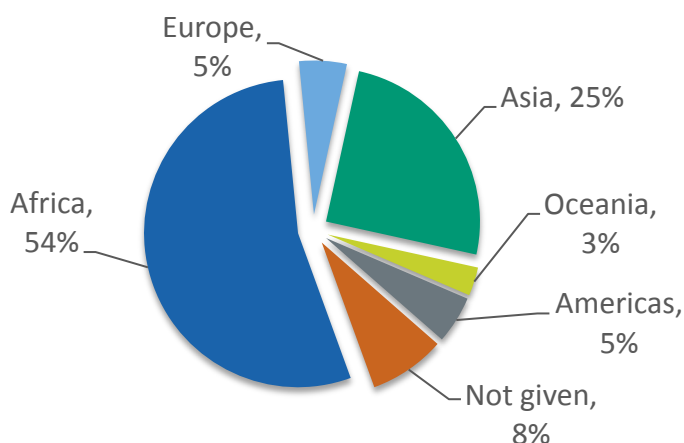


34% of visits were made using a mobile or tablet device (was 28% during previous 6 months). Compared to the previous six months, there was a drop of 6.4% in the average no. of pages viewed per visit and a drop in the bounce rate of 3.2%.

Email

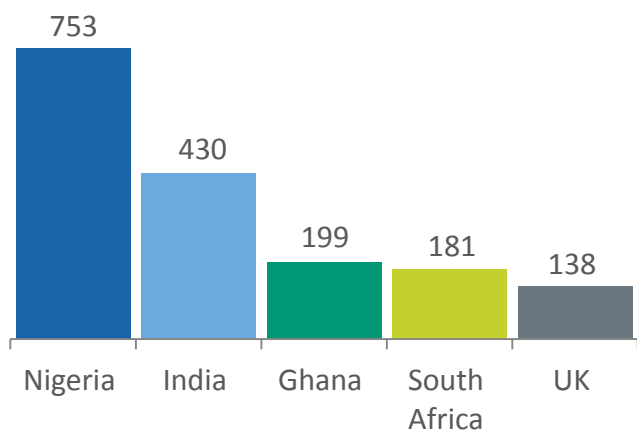
Subscriptions to the journal's email newsletters grew by 6% to 3,891 by the end of 2014. The current open rate for the International edition email newsletter is 28% in 2014, with a click rate of 11%. 73% of subscribers have given a job title, the two most popular are Optometrist (606) and Ophthalmologist (488).

Email subscribers by continent, December 2014

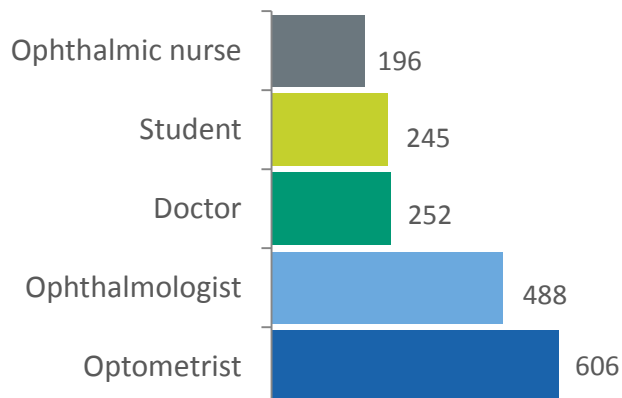


Email subscribers, December 2014

1. Most popular countries



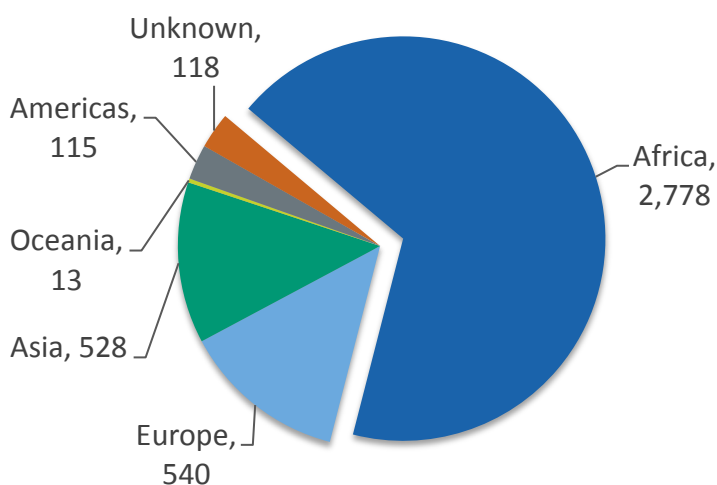
2. Most popular job titles



Social media

By the end of 2014, the journal had 4,092 [Facebook](#) fans (+3% on June 2014) and 638 [Twitter](#) followers (+50%). 67% of our Facebook fans are aged under 35. The country with the most fans is Kenya with 675 (16%).

Journal Facebook fans by region, December 2014



Reach in Sub Saharan Africa

- 7% of all website visits were from Sub Saharan Africa (7,842 visits, +23% on previous 6 months). 34% of Sub Saharan visits were Francophone
- 54% of email subscribers were from Sub Saharan Africa (2,097)
- 66% of Facebook fans were from Sub Saharan Africa (2,701)

Website visits: Most popular Sub Saharan Africa countries, Jul - Dec 2014

Sub Saharan country	Nigeria	S. Africa	Cameroon	Kenya	Ghana
Website visits	1,475	1,085	604	494	404
Change from Jan – Jun-14	+15%	+28%	+17%	+11%	+87%

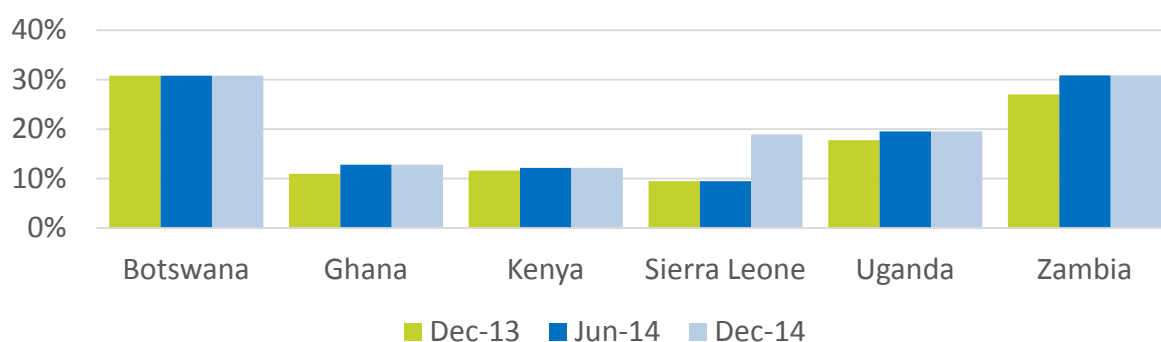
Email subscribers: Most popular Sub Saharan Africa countries, Dec 2014

Sub Saharan country	Nigeria	Ghana	S. Africa	Kenya	Tanzania
Email subscribers	753	199	181	114	112
Change from Jan – Jun-14	+10%	+14%	+7%	+6%	+10%

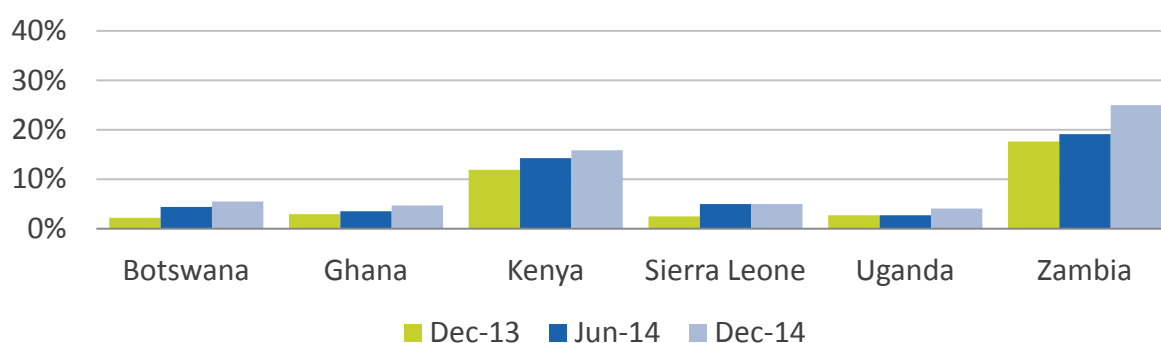
Email subscriber coverage in six African countries

The charts below show the approximate¹ percentages of key ophthalmic personnel in six African countries who have subscribed to the journal’s email newsletter.

Ophthalmologists/cataract surgeons



Ophthalmic clinical officers/Ophthalmic nurses



¹ Figures for the email newsletter subscriber database are incomplete and rely on self-reporting. Ophthalmic personnel numbers for each country are from [Mapping Human Resources for Eye Health in Sub-Saharan Africa Country Factsheets](#)

Most popular articles: International edition, July – Dec 2014

Article titles (year published)	Page views (% of total)
Visual field testing for glaucoma – a practical guide (2012)	5,314 (2.9%)
How to test for a relative afferent pupillary defect (RAPD) (2012)	4,337 (2.4%)
Post-operative management of trabeculectomy in the first three months (2012)	2,376 (1.3%)
The next step: detailed assessment of an adult glaucoma patient (2012)	2,007 (1.1%)
Visual fields interpretation in glaucoma: a focus on static automated perimetry (2012)	1,699 (0.9%)
Managing eye health in young children (2010)	1,588 (0.9%)
The eye signs of vitamin A deficiency (2013)	1,555 (0.9%)
The optic nerve head in glaucoma (2012)	1,270 (0.7%)
Corneal blindness: prevention, treatment and rehabilitation (2009)	805 (0.4%)
How to apply an eye pad, shield, and bandage (2010)	761 (0.4%)