

# OUR READERS

The website is visited by around 75,000 readers every month and we also send out a weekly e-newsletter out to over 30,000 registered subscribers. Our readers can be broken down into three categories; firstly we have the medical community, including surgeons, pharmacists, general practitioners, psychologists, biomedical scientists and researchers. The medical community makes up 15% of our readership base. The second category is the business community comprising of CEO's, CFO's, MD's and Directors of national and multi-national firms. We also have readers from the corporate finance advisory community made up of bankers, brokers, consultants, lawyers and accountants – these two categories link from our corporate publication. This special edition of the awards guide will be distributed to (enter number) of professionals within medicine around the world.

Please see below for a breakdown of our readers regionally.

## Country

1. USA - 30%
2. United Kingdom - 20%
3. Canada - 9%
4. Germany - 7%
5. France - 6%
6. South Africa - 5%
7. India - 4%
8. Australia - 4%
9. Saudi Arabia - 3%
10. Brazil - 2%

Rest of the world - 10%

