Ophthalmology Times Europe [OTE] is a dedicated, monthly, healthcare magazine delivering advertisers a pan-European circulation of 24,000 practising ophthalmologists.

The support and world-renowned reputation of its leading, sister publication in the US, Ophthalmology Times means OTE is the most effective marketing vehicle for your products and services in Europe.

OTE provides its readers and advertisers alike with leading information; covering news, clinical reviews, sub-specialties and therapies along with dispensing and practice management information.

Written for Europeans by Europeans, OTE provides a forum to share and gain knowledge, insights and discoveries in the ophthalmology industry, helping its readers to provide the best care for patients together with a broad range of the best possible options of therapies, devices and techniques.

Promote your products and services to a market that continues to grow year on year:

**Worldwide Revenues for Ophthalmic Devices – 2003**

- Total revenue in million$: 50,800
- Surgical & Diagnostic Products: 3,700
- Intraocular Lenses: 550
- Contact Lenses: 3,200
- Sunglasses: 7,900
- Spectacles: 3,200

**Worldwide Revenues for Ophthalmic Devices – 2004**

- Total revenue in million$: 52,520
- Surgical & Diagnostic Products: 3,900
- Intraocular Lenses: 800
- Contact Lenses: 3,350
- Sunglasses: 570
- Spectacles: 8,000

OTE’s pan-European circulation of 24,000 practising ophthalmologists ensures you target the right audience for your products and services. We have ensured the circulation includes some of the biggest European markets such as Germany, France and the UK, as well as rapidly emerging markets including the Czech Republic and Turkey.

**OTE Circulation**

- Total OTE circulation: 23,289
- Total Western Europe circulation: 20,645
- Total Eastern Europe circulation: 2,644

**OTE Circulation Profile – Western Europe**

- Austria: 700
- Belgium: 800
- Denmark: 400
- Finland: 325
- France: 4600
- Germany: 4570
- Greece: 200
- Ireland: 200
- Italy: 2500
- Netherlands: 1000
- Norway: 400
- Portugal: 700
- Spain: 1100
- Sweden: 850
- Switzerland: 600
- UK: 1700

**OTE Circulation Profile – Eastern Europe**

- Belarus: 23
- Bosnia Herz.: 15
- Bulgaria: 65
- Croatia: 72
- Cyprus: 90
- Czech Republic: 789
- Estonia: 10
- Hungary: 211
- Iceland: 19
- Latvia: 23
- Lithuania: 26
- Poland: 240
- Romania: 190
- Russia: 230
- Serbia: 10
- Slovakia: 150
- Slovenia: 85
- Sweden: 850
- Turkey: 380
- Ukraine: 36

**Projected Readership Breakdown by Sub-Speciality**

- Refractive: 16%
- Retinal: 16%
- Glaucoma: 29%
- Other: 5%
- Cataract: 34%
OTE is a physician-driven publication that disseminates news and information on clinical, social and political issues to members of the European ophthalmology community. In partnership with our readers, OTE is the forum for ophthalmologists to communicate their clinical knowledge, insights and discoveries, and through which to better understand management success strategies for improving and expanding their practices.

OTE is a monthly, comprehensive publication covering all of the latest developments within the ophthalmic industry. With a broad focus on Cataract, Corneal and Refractive Surgery, Glaucoma and Vitreoretinal conditions, OTE reports on all major news, events, surgical and clinical developments and industry trends in Europe, providing an accurate and timely resource for time-pressured ophthalmologists throughout the European community.

OTE’s Editorial Advisory Board of key European opinion leaders ensures coverage of and expert opinion on all latest research findings and issues affecting the industry. Encouraging communication amongst European ophthalmologists, OTE provides a forum for exchange of clinical insights, developments and research.

As well as covering the latest news and opinion, the publication also provides ophthalmologists with in-depth features and analysis on emerging developments within the European ophthalmology community.

For all editorial enquiries please contact
Fedra Pavlou, Editor on +44 (0)1244 393 420
or email fpavlou@advanstar.com

www.oteurope.com
# Editorial Calendar 2006

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<th>REGULARS</th>
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<td>January/</td>
<td>Refractive IOLs</td>
<td>AAO 2005 Meeting Highlights</td>
<td>• Each issue of <em>OTE</em> contains a range of clinical articles covering</td>
<td>10th ESCRs Winter</td>
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<tr>
<td>February</td>
<td>Corneal Surgery</td>
<td>World Ophthalmology Congress: Meeting Preview</td>
<td>topics including:</td>
<td>Refractive Surgery</td>
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<td>Cataract</td>
<td>Meeting (10-12</td>
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<td>- phacoemulsification,</td>
<td>February, Monte</td>
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<td>viscoelastics, IOLs, surgical instruments and</td>
<td>Carlo, Monaco)</td>
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<td>techniques, therapeutics</td>
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<td>- excimer lasers, microkeratomes, implants, surgical</td>
<td>World Ophthalmology</td>
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<td>techniques, phakic IOLs, thermal procedures</td>
<td>Congress</td>
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<td>March</td>
<td>Glaucoma and Retina</td>
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<td>Retina</td>
<td>(19-24 February,</td>
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<td>- laser surgery, vitreous</td>
<td>São Paulo, Brazil)</td>
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<td>surgery, PDT, imaging techniques, AMD, therapeutics</td>
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<td>Glaucoma</td>
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<td>• Calendar of Events</td>
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<td>April</td>
<td>Cataract and Refractive</td>
<td>10th ESCRs Winter Refractive Meeting Highlights</td>
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<td>ARVO 2006 Annual</td>
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<td>Surgery</td>
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<td>Meeting (30 April-</td>
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<td>May 2006, Florida,</td>
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<tr>
<td>May</td>
<td>European Device and Pharma Pipeline</td>
<td>World Ophthalmology Congress Highlights</td>
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<td>12th Congress of</td>
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<td>French Society of</td>
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<td>Ophthalmology</td>
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<td>(6-10 May 2006, Paris,</td>
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<td>June</td>
<td>Anti-Infectives/Anti-</td>
<td>ASCRS 2006 Meeting Highlights</td>
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<td>6th EURETINA Congress</td>
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<td>Inflammatories, Allergy, Dry Eye</td>
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<td>(18-20 May, Lisbon,</td>
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<td>July/August</td>
<td>Refractive Surgery</td>
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<td>3rd International</td>
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<td>Diagnostics and Imaging</td>
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<td>Congress on Glaucoma</td>
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<td>Surgery (25-28 May,</td>
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<td>Toronto, Canada)</td>
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<tr>
<td>September</td>
<td>Paediatric</td>
<td>ESCRs 2006 Meeting Preview</td>
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<td>XXIV Congress of the</td>
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<td>ESCRs (9-13</td>
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<td>September, London,</td>
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<td>UK)</td>
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<td>October</td>
<td>Surgical Instruments</td>
<td>AAO 2006 Meeting Preview</td>
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<td>(4-7 October, Vilamoura,</td>
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<td>Portugal)</td>
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<td>November</td>
<td>Cataract and Refractive</td>
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<td>AAO Annual Meeting</td>
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<td>Outlook</td>
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<td>2006 (11-14 November,</td>
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<td>Las Vegas, USA)</td>
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<tr>
<td>December</td>
<td>Retina and Glaucoma</td>
<td>ESCRs 2006 Meeting Highlights</td>
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<td>XVII International</td>
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<td>Outlook</td>
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<td>Congress of Eye</td>
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<td>Research (29 Oct-3</td>
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<td>Nov, Buenos Aires,</td>
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<td>Argentina)</td>
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*Bonus distribution refers to extra issues of *OTE* that are distributed to the events listed*
Magazine Supplements

To complement the range of editorial in OTE and its impressive pan-European circulation, our range of promotional opportunities offers everything from display advertising and classified advertising to bellybands, loose/bound-in inserts and tipped-in postcards in the magazine.

In addition to the 10 regular issues of OTE that will be published in 2006, we will also be producing topical, special interest supplements for distribution with the publication.

Online Products

Website Advertisements
An advertisement for a year on the OTE website (www.oteurope.com) offers increased exposure for your products and services. You can change the advertisement copy every three months to ensure your audience is kept up-to-date with new product developments, news and opportunities.

With all the latest industry news, product launches and discoveries, the OTE website offers you the ideal marketing vehicle for your online advertising messages.

Sponsored Surveys
Sponsored surveys are web-based surveys tailored to your individual company’s requirements and performed by OTE as independent market research.

This provides you with an ideal way to perform market research before launching a new product, or to source feedback on existing products and services.

The survey is sent out by OTE and is therefore perceived to have no bias, encouraging respondents to complete it in an honest and open way.

Additional Services

Classified Advertising
Ensure buyers can find your products and services in the classified section of OTE.

- Size and colour options fit any message and budget
- Complementary category headings help you target the right audience
- Design of your classified advert is completely free, saving you time and money
- Your classified advert will also appear online at www.oteurope.com, making the ideal online tool to drive traffic to your own website.

Call +44 (0) 1244 393 130 or email csavage@advanstar.com

List Rental
Advantar list rental provides direct mail, email and telephone access to a unique B2B database of over 2 million professionals from over 23 industry sectors worldwide.

Call +44 (0) 1244 393 452 or email htaylor@advanstar.com
Terms and Conditions

CONDITIONS OF ACCEPTANCE

All advertisement orders are subject to acceptance from the Publisher and are subject to the conditions set out below. Any other proposed condition shall be void unless in writing and specifically accepted in writing by the Publisher.

1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to it at its absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.

2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, altered publication or the failure of an advertisement to appear from any cause whatsoever. Should late publication or the failure of an advertisement to appear be due to the act or default of the Advertiser or the Advertiser’s servants or agents then the space will be paid for in full notwithstanding that the advertisement has not appeared (such omission or suspension shall be notified to the Advertiser as soon as possible).

3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser’s advertisement.

4. In no circumstances does the placing of an order confer the right to renew on similar terms.

5. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event the Publisher has the option of cancelling the balance of the contract without surcharge within 10 days of the effective rate change.

6. The Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

7. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any way illegal or defamatory nor an infringement of any other party’s rights nor an infringement of the British Code of Advertising Practice.

8. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than six weeks before the date of insertion.

9. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 5, all unearned volume discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contracted period.

10. Where the Advertiser has undertaken to supply inserts, which have been accepted and approved by the Publisher, the Publisher reserves the right to charge at the rate agreed if they fail to arrive at the time and place of insertion.

11. The Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Advertising Terms, including without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Advertising Terms, the Advertising Terms and Conditions shall control.

12. Notwithstanding anything in these Conditions providing to the contrary neither the Publisher nor the Advertiser shall be liable to each other for any loss or damage consequential or otherwise caused by or arising out at any Act of Parliament, Order in Council, Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, act of God or other similar contingency beyond the control of either of them.

13. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date, the Publisher reserves the right to repeat the copy last used.

14. The Publisher cannot accept responsibility for changes in date of insertions and copy unless these are confirmed in writing and in time for the changes to be made. The Publisher reserves the right to charge for any additional expense involved in such changes.

15. Copy matter provided must conform to the Publisher’s printing specifications and any additional work involved may be charged for.

16. Provided copy is received two weeks prior to stipulated copy date, the Publisher will provide proofs if requested. However, costs incurred may be charged for.

17. A voucher copy will be provided for each advertisement published.

18. The Advertiser shall be responsible for the insurance of all artwork and other advertisement material delivered by the Advertiser to the Publisher and the Publisher cannot accept any liability for any loss or damage thereto.

19. The Publisher reserves the right to destroy all artwork and other materials which have been in the Publisher’s (or the Publisher’s printers) custody for three months provided that the Advertiser or the Advertiser’s agent has not given written instructions to the contrary. The Publisher may exercise this right without giving further notice to the Advertiser.

PAYMENT OF ACCOUNTS

20. Invoices are rendered at date of publication. Credit accounts are strictly net and must be settled on receipt of invoice unless otherwise agreed. If an account is overdue, the Publisher reserves the right to suspend insertion and charge interest calculated at 4% above base rate. Failure to pay accounts in accordance with the Publisher’s terms and conditions will make advertising agencies liable to reductions in any commission otherwise allowed to agencies.

COPY, PROOFING, VOUCHERS

13. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date, the Publisher reserves the right to repeat the copy last used.

14. The Publisher cannot accept responsibility for changes in date of insertions and copy unless these are confirmed in writing and in time for the changes to be made. The Publisher reserves the right to charge for any additional expense involved in such changes.

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www.ot.europé.com
Ophthalmology Times, the leading physician reviewed news magazine in the US ophthalmic market, delivers the most well-rounded package of surgical and clinical news, industry trends, insights and discoveries in all sub-specialties to over 20,000 ophthalmologists in the United States.

Ophthalmology Times America Latina
Ophthalmology Times America Latina reaches over 15,000 ophthalmologists within Central and South America. It prints editions in both Spanish and Portuguese, to decisively address the barriers of language and culture.

Ophthalmology Times China
Ophthalmology Times China was the first clinically oriented ophthalmic news magazine in China. It was the first healthcare publication in China to be BPA Worldwide audited, and remains the only ophthalmic audited publication in China.

Ophthalmology Times India
Ophthalmology Times India, reaching 10,000 ophthalmologists in India, is the first magazine in India to apply for a circulation by BPA Worldwide.

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