

March 24, 1976 issue of Standard Rate and Data Service which contains circulation figures for all major publications. Of these twenty-eight publications, only one, The New England Journal of Medicine, is financed to any major extent by subscriptions. Twenty-five of these twenty-eight leading publications are sent to physicians free of charge and are paid for entirely by industry funds. Two other publications, American Medical News and the Journal of the American Medical Association, are financed through a combination of dues paid to the American Medical Association and by pharmaceutical advertising.

Only two of the journals, The New England Journal of Medicine and the Journal of the American Medical Association, are scholarly journals, i.e., journals which primarily print reports of original research submitted by the investigator after review by independent expert reviewers. The remainder are publications which the pharmaceutical and publishing industries call "controlled circulation" publications. They are also known popularly as "throw-aways". They generally do not publish original work and usually do not have a rigorous review of papers of the type conducted by the scholarly journals. They are sent to physicians, not because they are requested, but simply because the physicians' names appear on mailing lists.

Of the twenty-six leading journals which are throw-aways, four concentrate on legal and socioeconomic aspects of medical care. The remaining twenty-two focus on medical treatment. The medical publications sent to the physician thus constitute a literature overwhelmingly supported by the drug industry.