

Peer Review Publishing. In addition, because their scientific and editorial content does not undergo a stringent review process as do scholarly journals, they provide no service to the scientific or medical community. Yet each year, such publications syphon off sizeable amounts of advertising revenue from Peer Review Journals. Last year, as a group 10 publications distributed to the research and laboratory field collectively billed over 10 million dollars in advertising revenue, money that would have been used to publish Peer Review material, had those ads appeared in scholarly journals. At this point, it might be helpful to look at the various types of controlled circulation journals. Essentially, there are three types:

1. Product tabloids which publish as their sole editorial content, non-advertising product descriptions from advertisers which are essentially free ads. In general these publications are newspaper size and it is commonly accepted in the trade that one must advertise in order to get an article published about their product.

2. Clinical or Research Type Journals, which have the appearance of scholarly Journals, but do not utilize any accepted review process for editorial. It is not unknown for these journals to allow an advertiser to write an article or to accept an article from an individual designated by the advertiser.

3. News Publications which contain News Releases that are handed out by industry, reviews or abstracts of articles appearing in Peer Review Journals or interviews with scientists who give papers at scientific meetings. It is often possible for a scientist or doctor to obtain publicity, in such a magazine about scientific theories or drugs which are held in disrepute by most scientists. In this manner, an unscrupulous scientist or doctor may circumvent the traditional Peer Review Process. I have brought with me today, some excerpts of ads from some of these publications, which appear in a trade journal circulated to buyers of advertising space.

It is interesting to note that in many cases, these magazines infer that doctors cannot effectively practice without these non-scholarly journals. By this time, some of you may be asking why Scholarly publications cannot compete effectively in the advertising market place with Throw Away Journals. The answer to that is simple. They just aren't willing to make the compromises with established scientific practice which advertisers demand. To do so, would mean there would no longer be any Peer Review Journals. Better to preserve the few that survive under the old system, than to have no communication system for authentic scientific material. What do Throw Aways do for advertisers that learned journals cannot?

First of all they send all copies of their magazines to the place where scientists and doctors work. Advertisers feel that professionals read on their jobs more than they do at home. For the most part, Scholarly scientific and medical journals are sent to home address at the request of the subscribers. This would seem to indicate that advertisers are wrong about where scientists and doctors read professional journals. On the other hand, advertising executives often ask their salesmen what publications they see on their prospect's desk. Obviously, a salesman sees fewer scholarly journals on customer's desks because the doctor receives them at home. Since Throw Away Publishers insist on sending their products to laboratories and doctors' offices, most professionals receive at least six and as many as twelve of these journals. One wonders when they find time to work! Another reason that learned journals cannot compete with Throw Aways is that no Peer Review Journal will allow an advertiser or prospect to influence its editorial and scientific content. Furthermore, learned journals often print adverse references to advertisers' products or present views which are unpopular with groups of advertisers. In no instance, will a scholarly Journal ever agree to run articles or product descriptions in exchange for advertising.

Advertisers and advertising agencies both abhor the grouping together of ads in the front and back of Scholarly Journals. They want to see their ads next to scientific content because they believe the ads will receive more attention there. Learned journals group ads in order to keep from having them sandwiched in the scientific articles thus causing articles to be continued on other pages. Editors of Peer Review Journals also resist this practice because they feel it implies advertisers influence, if advertisements appear mixed in with the articles. In general, advertisers group publications into stacked and interspersed,