

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 14411

Circulation of U.S. Medical Journals With Total Circulation Over Seventy Thousand According to March 24, 1976 Issue of Standard Rate & Data Service

<u>JOURNAL</u>	<u>DISTRIBUTION</u>	<u>1975 BILLING</u>
American Family Physician	108,714	\$ 3,429,391.
American Medical News	261,118	667,643.
Consultant	142,120	3,449,776.
Current Prescribing	118,168	528,952.
Drug Therapy	113,793	2,715,616.
Emergency Medicine	109,974	4,176,358.
Hospital Medicine	178,687	1,932,165.
Hospital Practice	187,134	2,843,413.
Hospital Tribune	100,000	698,156.
Infectious Diseases	139,840	516,275.
* Journal of the American Medical Association	239,435	3,912,878.
Journal of Legal Medicine	125,626	211,961.
MD Medical Newsmagazine	181,481	3,566,184.
Medical Aspects of Human Sexuality	161,522	3,128,745.
Medical Challenge	77,749	not available
Medical Economics	169,624	10,221,480.
Medical Opinion	152,191	1,102,447.
Medical Tribune	150,000	2,157,365.
Medical World News	164,652	4,793,021.
Modern Medicine	170,311	1,873,372.
* New England Journal of Medicine	159,113	2,395,607.
Patient Care	101,145	1,274,123.
Physicians Management	179,386	1,101,501.
Physician And Sportsmedicine	90,533	1,424,066.
Postgraduate Medicine	108,068	2,054,874.
Practical Psychology	104,092	807,756.
Private Practice	171,659	1,274,123.
Resident and Staff Physician	96,267	1,561,083.
Total Billing (excluding Medical Challenge)		\$ 63,818,331.

* Denotes Peer Review Journals according to Dr. Crout's testimony

1975 Billing figures obtained from Perq Corp, Ridgefield, Conn.