

Appendix XIII

A Study of Pharmaceutical Advertising in Selected
Medical Journals



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LEGISLATIVE REFERENCE SERVICE

March 6, 1969

TO: Senate Subcommittee on Monopoly, Select Committee
on Small Business

FROM: Education and Public Welfare Division

SUBJECT: Study of Pharmaceutical Advertising in Selected
Medical Journals

This is in reply to a request from the Chairman of the Subcommittee asking the Legislative Reference Service to undertake a detailed study of the patterns of pharmaceutical advertising appearing in selected medical journals over the last several years. The Chairman also asked that we ascertain to what degree such advertising constitutes a source of revenue for these journals and the medical organizations which publish them. We were also asked to provide the Subcommittee staff with other materials showing the relationship between the organizations which publish the journals analyzed in this report and the manufacturers who advertise in the journals studied.

1. The Advertising Survey Design

At the direction of the Subcommittee staff, the Legislative Reference Service undertook a survey of the pharmaceutical and other advertising which appears in four medical journals, each of which is published by a different professional association of medical practitioners. The journals selected for the survey were: The Journal of the American Medical Association, published by the American Medical Association; The Journal of Abdominal Surgery, published by the American Society of Abdominal Surgeons; The Annals of Internal Medicine, published by the American College of Physicians; and the American Family Physician, published by the American Academy of General Practice.

The survey period covered a span of five years for each publication, from January 1963 through December 1967. Each issue of each magazine was reviewed by the staff, except for four issues of The Journal of Abdominal Surgery during 1967 and the six issues of the