

LRS-2

American Family Physician for 1963, and one issue of the Journal of the American Medical Association for 1963, which were unavailable for review. The review was made from the collected sets of these journals maintained by the Library of Congress and the National Library of Medicine.

The data contained in this report were obtained from a review of the advertising pages found in each journal and, in part, from a review of the advertising index which each of these journals publishes in each issue. Where the advertising indices were used, careful examination of the particular index was made to assure that the information contained therein accurately reflected advertising copy appearing in the publication. Where the indices were deemed unreliable, a page-by-page review was made of the issues under study. For some journals, a page-by-page review was necessary for every issue.

The advertising copy found in the four journals was studied in sufficient detail in order to obtain information on the firms which advertise in particular issues, the trade-names of the products advertised by these firms, the frequency with which some products appeared, and the volume of advertising copy devoted to the promotion of each product.

Summary data were compiled for each journal, for each year, showing the journal page-to-advertising ratios of the magazine studied, and the distribution of pharmaceutical advertising to other advertising appearing in each magazine throughout the study period. In addition to the summary data, a detailed manufacturer and product survey for each year of each journal is contained in this report to the Subcommittee. In the case of the Journal of the American Medical Association and the Annals of Internal Medicine, the data gathered are so extensive, that additional summary data have been prepared showing the ten leading firms by volume of advertising for each year, the ten most frequently advertised products for each year, and the ten most heavily advertised products for each year, for each of these two journals.

2. The Survey Criteria

Certain criteria were employed in carrying out the survey in order to determine which products would be specifically identified in the study. These criteria were adopted to select out that advertising in the four journals which could not properly be termed "pharmaceutical advertising." Advertising copy not satisfying the criteria used in the study are excluded from the detailed data representations appearing herein, but are accounted for in the aggregate under the term "other journal advertising."

Each page of each journal was classified into one of three categories: journal pages, pharmaceutical advertising, and other journal advertising. Journal pages represent the residual number of pages