

LRS-4

55:45 based upon the total of 6,864 pages published during this period [first 6 months of 1967].

Findings from the LRS survey, using the assumptions and criteria set forth above, produce a ratio of 56.2:43.8. We believe, therefore, that the data contained in this report fairly represent the volume and distribution of advertising in the medical journals studied.

3. Organization of Report

The summary and detailed data given in this report are arrayed by the particular journal surveyed. The Journal of the American Medical Association which is the largest of the four publications, in terms of volume of pages and circulation, is discussed in Part I of the report. Parts II, III, and IV are devoted to the Annals of Internal Medicine, the American Family Physician, and the Journal of Abdominal Surgery, in that order.

Each Part in the report begins with summary data covering the entire period of the survey for each journal studied. Among the data summarized are the total pages published for each year, the total journal pages, total advertising pages, total advertising pages classified as pharmaceutical advertising, and the total of other advertising pages. The data are also represented as percentages for each of these categories for each year studied.

Following the summary data, a detailed product survey for each year is given, showing the names of the manufacturers, the trade-names of the products advertised, the frequency of the products advertised, and the volume of copy devoted to each product. In the case of the Journal of the American Medical Association and the Annals of Internal Medicine, special annual summaries are given showing the leading firms which advertise in these two journals, the most frequently advertised products, and the most heavily advertised products appearing in the two journals.

4. Income from Advertising Revenue

The Chairman asked that we attempt to ascertain to what degree advertising revenue constitutes a source of income for the medical associations which publish the four journals surveyed in this study. We have obtained data showing this relationship only for the American Medical Association. Other publications by the remaining three organizations, insofar as they are available for review in the Library of Congress,