

4874 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

JOURNAL OF AMERICAN MEDICAL ASSOCIATION SUMMARY DATA Advertising, 1963 through 1967

Volume in Pages

Year	Total Pages Magazine	Total Pages Journal	Total Pages Advertising	Total Pages Drugs Advertising	Total Pages Other Advertising
1963*	12,418	6,548	5,870	4,526	1,344
1964	12,702	6,863	5,839	4,650	1,189
1965	13,438	7,244	6,194	5,149	1,045
1966	14,286	7,664	6,622	5,354	1,268
1967	<u>13,332</u>	<u>7,501</u>	<u>5,831</u>	<u>4,964</u>	<u>867</u>
Total...	66,176	35,820	30,356	24,643	5,713

Percentages

Year	Percent Total Pages	Percent Journal Pages	Percent Advertising Pages	Drug Advertising as Percent All Advertising	Other Advertising as Percent All Advertising
1963*	100.0%	52.7%	47.3%	77.1%	22.9%
1964	100.0%	54.0%	46.0%	79.6%	20.4%
1965	100.0%	53.9%	46.1%	83.1%	16.9%
1966	100.0%	53.6%	46.4%	80.8%	19.2%
1967	<u>100.0%</u>	<u>56.2%</u>	<u>43.8%</u>	<u>85.1%</u>	<u>14.9%</u>
Total...	100.0%	54.1%	45.9%	81.1%	18.9%

*Based on review of 51 of 52 issues published in 1963.