

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4935

ANNALS OF INTERNAL MEDICINE
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	4,228	2,392	1,836	1,402	434
1964	4,372	2,565	1,807	1,511	296
1965	4,764	2,637	2,127	1,695	432
1966	4,598	2,830	1,768	1,439	329
1967	4,701	2,940	1,761	1,426	335

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%	56.5%	43.5%	76.3%	23.7%
1964	100%	58.6%	41.4%	83.6%	16.4%
1965	100%	55.3%	44.7%	79.6%	21.4%
1966	100%	61.5%	38.5%	81.3%	18.7%
1967	100%	62.5%	37.5%	80.9%	19.1%