

AMERICAN FAMILY PHYSICIAN

Summary Data 1963-1967

YEAR	TOTAL PAGES MAGAZINE	TOTAL PAGES JOURNAL	TOTAL PAGES ADVERTISING	TOTAL PAGES DRUG ADVERTISING	TOTAL PAGES OTHER ADVERTISING
1963 (6 mo.)*	470	290	190	137	53
1964	1,058	602	456	370	86
1965	1,240	707	533	445	88
1966	1,261	677	584	524	60
1967	1,738	913	825	755	70

*Six issues unavailable for review

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%	61.7%	38.3%	72.1%	27.9%
1964	100%	56.8%	43.2%	81.1%	18.9%
1965	100%	57.0%	43.0%	81.2%	18.8%
1966	100%	53.7%	46.3%	89.7%	10.3%
1967	100%	52.5%	47.5%	91.5%	8.5%