

A contraceptive manufacturer stated his policy as follows:

"JAMA provides us with a measure of prestige. We use other books to push our sales."

Another ethical drug manufacturer offered a more explicit statement:

"We use JAMA particularly for prestige purposes and as a reminder of the product. But the other publications are more profitable because JAMA is too crowded with its concentrated ads. For this reason, we have built up a big representation in state and county medical journals, which are more local and personal, and which are less competitive, and give better visibility. I have a high regard for *Modern Medicine* and *Medical Economics*. We need their mass circulation to reach the GP's, who are our chief market. We use the specialist journals chiefly for our endocrine products."

This same idea was mentioned by another small ethical drug manufacturer:

"My feeling is that each of the three general journals—JAMA, *Medical Economics* and *Modern Medicine*—all play a part in the medical field. I personally prefer *Modern Medicine* and *Medical Economics* because their advertising, being interspersed with copy, has a better chance of being seen."

*Medical Economics* and *Modern Medicine* both have some strong supporters. It is interesting to note that most of these are also most bitter in their comments about the Councils. It seems more than likely that their favorable attitude toward the throw-aways is a rationalization of their dislike of the AMA.

An advertiser, head of a small drug firm, bitter toward the Council, stated:

"For selling, we use *Medical Economics* and *Modern Medicine*. Our detail men have noticed that these books are widely read by physicians, much more so than JAMA, which just seems to pile up in offices."

A specialty drug manufacturer who fits into the above-mentioned category expressed a different slant:

"With other firms who use JAMA, there is no doubt that JAMA is used for prestige. JAMA is, however, the kiss of death for product selling. Principally, this is because of lack of readership. The JAMA editors expect too much of the JAMA readers. The articles are too advanced, too obtruse for the general practitioner. JAMA is too much of an intellectual affair, not at all practical. Furthermore, its frequency of publication is too great."

A physician connected with a large drug firm who has had considerable trouble with the Council stated:

"This question of the relative effectiveness between *Medical Economics*, *Modern Medicine* and JAMA is a very moot one. No two people in our organization agree. I think it is the consensus that both *Medical Economics* and *Modern Medicine* are better read by doctors than is JAMA—but this does not mean that they are more influential."

The fact that Council Acceptance is the key to the selling of JAMA space appears again and again. Witness this eastern ad agency man:

"JAMA is used for mass circulation and wide coverage. It is the best possible organ for this, but it is only half as valuable as it could be, because of unrealistic and shopworn methods and restrictions that have no application today. Because of this fussiness, and in many cases inconsistency, JAMA loses lots more advertising which it could otherwise have."

"We use JAMA to get acceptance of new products by the profession. The ad budgets for established products are very low, and therefore we can't afford to use JAMA for them. Besides this, the value of JAMA for an established drug is questionable."

"We use other journals to push new specific products or for non-Council Accepted products. We can conduct a heavy campaign in them, even though the coverage is not as wide as JAMA's, because the readership is considerably higher."

Another ethical drug manufacturer mentioned a different variation of the effect of Council Acceptance on JAMA space selling:

"Of course, we have to advertise our non-Accepted products in non-AMA journals. We accordingly feel that we must also support these non-AMA journals with Council Accepted products as well."

As indicated above, most of the advertisers who use detail men and journal advertising usually make an effort to tie them together. This also applies to JAMA advertising, possibly to a higher degree than with the others.

About a third of the advertisers who discussed the subject of tying in JAMA advertising with detailing stated that their detail men regularly carry the JAMA ads. Another third state that they usually carry the ads but generally use them only in the case of certain products. Another third mentioned that they had no