

conditions changed since the precedents were established? We would certainly like to know the answers to that."

Two advertising agency people and one manufacturer gave requests for readership surveys, which were typical of the expressed or implied wishes of the majority of the advertisers:

"I should like to be convinced that JAMA is actually read by doctors and not just filed."

"Continuing surveys by independent groups should be made of readership and other information about who the readers are. Certain other questions would be influential in getting advertisers to place ads, for example, regular media information. We would like to know such things as what is the value of regional inserts. The AMA should have some fulltime people in Chicago preparing information on the media value of JAMA and comparing it with other books. National, regional, and specialty influence should be measured, and these facts put in the hands of advertisers. Surveys on the order of *Medical Economics* should be studied. They are excellent. Because of the widespread distrust of AMA, however, readership and ad effectiveness surveys should be by independent agencies and certified as such."

"A good readership study would be very helpful. We would buy it if the AMA put it out. I believe the AMA is basically honest in that I have never had reason to believe otherwise."

Survey material should, however, be carefully worked out and carefully prepared, since a number of the advertisers expressed skepticism in regard to the typical magazine surveys. One of the large ethical drug manufacturers expressed this attitude:

"Watch out for this—everyone in the publishing field is running surveys to prove that they are the best deal. We question each and every survey that these fellows present. The AMA, however, is a high caliber outfit and we would probably believe that any survey they did and results they presented would be done in good faith."

There are also a number of miscellaneous suggestions for services which the advertisers would like from the AMA. The most frequently mentioned was a request for circulation breakdowns, information on JAMA readers by age, specialty, etc.

Other suggestions included information about what AMA services are available to advertisers, more hospital information, an abstract service which would furnish bibliographies on request, a library clipping service to furnish clippings of everything published in AMA journals on a particular subject, and a request that manufacturers should be notified about articles in which their drugs are recommended.

One person stated that he believed the AMA should do promotional work at pharmaceutical conventions. Another mentioned:

"AMA promotion should concentrate on firms with new products and prestige products, which are the natural market for JAMA. In its promotional literature, the AMA should continually emphasize the value of the Seal as a builder of prestige."

Nearly three-quarters of the advertisers interviewed requested information on topics which are already currently being covered in the survey on attitudes of physicians toward medical advertising, which is now in the field.

4. *The AMA should increase the value of the Journal for its readers*

As has been mentioned earlier, the large majority of the advertisers indicated that their attitude toward a publication was based primarily on what they thought was the attitude of the readers toward it. The more valuable a publication is to its readers, the more valuable it is as an advertising medium to advertisers.

The suggestions for improving the value of JAMA to its readers were basically of three kinds: suggestions for *technical or production* changes; suggestions for *editorial* changes, and suggestions for *advertising* changes.

The three main advertising changes suggested were: acceptance of only professional advertising; interspersing the ads with more editorial matter, if this can be done without offending the readers; and some kind of regulation of inserts.

(a) *Suggestions for technical or production changes.*—Roughly a third of the advertisers suggested that JAMA could be made more attractive as an advertising medium by improving the physical make-up or production methods used in preparing JAMA. Many of these involved comments on the quality of the printing and the paper stock used.