

ceptives 3) the total number of advertising pages for contraceptive devices other than oral-chemical products. In addition, we were able to compile statistics on the advertising patterns of the leading manufacturers of oral contraceptives, in order to show ratios between advertising for oral contraceptives and advertising for all other products promoted by these manufacturers in each journal. Summary data which appears in the tables at the end of this report were compiled for each journal.

2. Organization of the report

The summary and detailed data given in this report are arrayed by the particular journal surveyed and are computed to give total figures for the entire three-year period, rather than a year-by-year breakdown. *GP*, which is published monthly and is the largest of the three publications, in terms of circulation and total volume of advertising, is discussed in Section I of the report. Section II is devoted to the *American Journal of Obstetrics and Gynecology*, which is a semi-monthly specialty journal and ranks second in this survey in terms of advertising volume. *Obstetrics and Gynecology*, a monthly specialty journal, is discussed in Section III.

Each Section in the report begins with summary data covering the entire survey period for each journal studied. The tables also contain a breakdown for each of the seven leading contraceptive manufacturers advertising in the journals. These summaries contain information about the total number of oral contraceptive ads sponsored by each manufacturer and the total number of advertisements for all products sponsored by oral contraceptive manufacturers. For the purposes of this report, we have identified as "leading contraceptive manufacturers" only those manufacturers who advertised frequently in the journals studied. In the tables, the leading manufacturers of oral contraceptives have been organized to show rank order in terms of volume of advertising for oral contraceptive agents.

SECTION I. *GP*, General Practice.¹ Oral contraceptive advertising represents 3.5 percent of the total advertising copy in "GP" for the period January 1967 through December 1969.

Volume in pages, Years 1967-69:

Total pages oral contraceptive advertising.....	227
Total pages all advertising.....	6, 536
Total pages advertising for other contraceptive devices.....	20

¹ Information based on a review of 36 monthly issues.

VOLUME IN ORAL CONTRACEPTIVE ADVERTISING SPONSORED BY LEADING MANUFACTURERS, YEARS 1967-69

Manufacturers	Total pages oral contraceptive advertising	Total pages firm advertising
Ortho.....	99	164 (65)
Searle.....	58	122 (64)
Lilly.....	27	267 (240)
Mead-Johnson.....	16	189 (173)
Wyeth.....	15	193 (178)
Syntex.....	12	12 (0)
Parke-Davis.....	0	200 (200)
Total all manufacturers.....	227	1, 147 (920)

¹ Figures in parentheses indicate total pages of firm advertising minus pages devoted to oral contraceptive ads.