

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, December 2003

Top 10 Advertised Drug Classes (\$ Millions) January—December 2003

Cholesterol Reducers	\$8.188 (+63%)
COX-2 Inhibitors	\$7.446 (+40%)
Angiotensin II Antagonists	\$6.729 (+40%)
Antidepressants	\$5.091 (-3%)
Antiasthmatics/Bronchodilators	\$5.055 (-10%)
Ulcer Therapy	\$4.229 (-12%)
ACE Inhibitors	\$3.417 (+18%)
Diabetes Diagnosis & Therapy	\$2.423 (-4%)
Antibiotics	\$2.343 (-20%)
Contraceptives	\$1.778 (+10%)

Top 10 Advertised Products January—December 2003

Crestor	\$3,234,000 (+324%)
Lipitor	\$2,897,000 (+43%)
Effexor XR	\$2,682,000 (+9%)
Celebrex	\$2,650,000 (+95%)
Vioxx	\$2,538,000 (-22%)
Bextra	\$2,258,000 (+987%)
Nexium	\$2,160,000 (-6%)
Advair	\$1,810,000 (+29%)
Altace	\$1,710,000 (+1%)
Cozaar/Hyzaar	\$1,649,000 (+30%)

To find out more about these figures, contact your STA representative.

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