

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, February 2009

Top 10 Advertised Drug Classes January-February 2009

Cholesterol reducers \$1,076,500 (-15%)

Diabetes diagnosis and therapy \$542,800 (-7%)

Angiotensin II antagonists \$497,500 (-35%)

Antidepressants \$390,800 (+45%)

Analgesics-narcotics \$362,000 (-43%)

Vaccines \$214,600 (-4%)

IBS therapy \$204,700 (+16%)

Ulcer Therapy \$200,900 (-52%)

COX-2 inhibitors \$196,100 (-20%)

Antipsychotics \$133,000 (+5%)

Top 10 Advertised Products January-February 2009

Crestor \$504,700 (+2%)

Micardis \$227,700 (+75%)

Lantus/Apidra Solostar \$215,300 (+999%)

Lipitor \$210,800 (-44%)

Cipraxel \$208,400 (+103%)

Ezetrol \$200,400 (+5%)

Celebrex \$196,100 (-20%)

Cymbalta \$182,400 (+10%)

Januvia \$170,300 (-31%)

Atacand \$157,000 (-17%)

CPM

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

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