

# ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, August 2002

## Top 10 Advertised Drug Classes (\$ Millions) Jan. - August 2002

|                                |                 |
|--------------------------------|-----------------|
| Antiasthmatics/Bronchodilators | \$3.811 (+10%)  |
| Cholesterol Reducers           | \$3.766 (+3%)   |
| Ulcer Therapy                  | \$3.470 (+201%) |
| Antidepressants                | \$3.311 (+47%)  |
| Angiotensin II Antagonists     | \$3.098 (-40%)  |
| COX-2 Inhibitors               | \$2.515 (-34%)  |
| Diabetes Diagnosis and Therapy | \$1.913 (+15%)  |
| Alzheimer's Disease Therapy    | \$1.630 (+98%)  |
| ACE Inhibitors                 | \$1.543 (-39%)  |
| Antibiotics                    | \$1.482 (-24%)  |

## Top 10 Advertised Products Jan. - August 2002

|            |                     |
|------------|---------------------|
| Nexium     | \$1,769,000 (+999%) |
| Vioxx      | \$1,599,000 (+7%)   |
| Effexor XR | \$1,459,000 (+58%)  |
| Lipitor    | \$1,329,000 (+33%)  |
| Symbicort  | \$1,291,000 (+826%) |
| Norvasc    | \$1,168,000 (+19%)  |
| Altace     | \$1,151,000 (+59%)  |
| Viagra     | \$1,139,000 (+29%)  |
| Avandia    | \$1,129,000 (+23%)  |
| Zocor      | \$1,001,000 (-17%)  |

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

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