

TOP 5 MEDICAL/SURGICAL JOURNALS RANKED BY AD REVENUE, 2012

Total ad pages for top journals down 21% vs. 2011

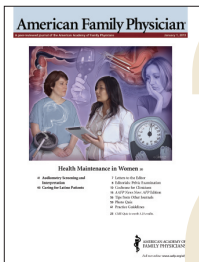
Source: Kantar Media

1



New England Journal of Medicine—
ad pages
down 37.3%
vs. 2011

American Family Physician
—ad pages
down 22%
vs. 2011



2

3



Monthly Prescribing Reference
—ad pages
down 35.7%
vs. 2011

Journal of the American Medical Association
—ad pages
down 48.7%
vs. 2011



4

5



Medical Economics
—ad pages
down 20.4%
vs. 2011