

Fig 4: US Spend for Total Promo, DTC, eDetailing, Professional Detailing, Professional Meetings, Journal Ads

Rank	Company	Total Promo Spend		DTC		eDetailing		Detailing		Meetings		Journal		Company	Rank
		2012 (Millions)*	% change vs 2011	2012 (Millions)	% change vs 2011	2012 (Millions)	% change vs 2011	2012 (Millions)	% change vs. 2011	2012 (Millions)	% change vs. 2011	2012 (Millions)	% change vs. 2011		
1	Eli Lilly	\$1,669.00	-10.0%	\$453.00	-8.0%	\$10.00	87.0%	\$640.00	-10.0%	\$61.00	-19.0%	\$1.98	-74.0%	Eli Lilly	1
2	Pfizer	\$1,610.00	-24.0%	\$597.00	-31.0%	\$26.00	40.0%	\$888.00	-19.0%	\$90.00	-23.0%	\$3.60	-35.0%	Pfizer	2
3	Merck	\$1,394.00	3.0%	\$288.00	25.0%	\$14.00	0.0%	\$975.00	-1.0%	\$114.00	-2.0%	\$0.67	-42.0%	Merck & Co.	3
4	AstraZeneca	\$1,111.00	-12.0%	\$207.00	-38.0%	\$10.00	-2.0%	\$791.00	-1.0%	\$100.00	7.0%	\$0.67	-5.0%	AstraZeneca	4
5	Boehringer Ingelheim	\$986.00	15.0%	\$175.00	-8.0%	\$5.00	47.0%	\$704.00	21.0%	\$96.00	25.0%	\$3.34	-20.0%	Boehringer Ingelheim	5
6	Forest Laboratories	\$863.00	8.0%	<\$1.0	N/A	\$8.00	22.0%	\$743.00	7.0%	\$96.00	33.0%	\$7.35	-34.0%	Forest Laboratories	6
7	Novartis	\$852.00	-31.0%	\$73.00	-27.0%	\$18.00	76.0%	\$663.00	-33.0%	\$94.00	-22.0%	\$1.72	-61.0%	Novartis	7
8	GlaxoSmithKline	\$844.00	-18.0%	\$175.00	-15.0%	\$11.00	114.0%	\$607.00	-16.0%	\$48.00	-43.0%	\$1.45	0.0%	GlaxoSmithKline	8
9	Abbott	\$828.00	20.0%	\$290.00	79.0%	\$6.00	105.0%	\$457.00	1.0%	\$71.00	4.0%	\$2.17	-14.0%	Abbott	9
10	Bristol-Myers Squibb	\$811.00	-8.0%	\$178.00	-34.0%	\$7.00	79.0%	\$522.00	0.0%	\$97.00	32.0%	\$4.52	22.0%	Bristol-Myers Squibb	10
11	Johnson & Johnson	\$541.00	19.0%	\$68.00	15.0%	\$17.00	137.0%	\$352.00	15.0%	\$95.00	27.0%	\$4.32	20.0%	Johnson & Johnson	11
12	Takeda	\$507.00	-26.0%	\$14.00	-85.0%	\$6.00	5.0%	\$434.00	-16.0%	\$50.00	-22.0%	\$0.87	-64.0%	Takeda	12
13	Daiichi Sankyo	\$496.00	10.0%	<\$1.0	N/A	\$1.00	-1.0%	\$459.00	11.0%	\$34.00	0.0%	\$0.27	-61.0%	Daiichi Sankyo	13
14	Amgen	\$432.00	28.0%	\$231.00	62.0%	\$5.00	61.0%	\$135.00	-3.0%	\$59.00	22.0%	\$0.97	-31.0%	Amgen	14
15	Sanofi	\$430.00	-8.0%	\$39.00	10.0%	\$9.00	75.0%	\$320.00	-9.0%	\$57.00	-12.0%	\$0.84	-80.0%	Sanofi	15
16	Novo Nordisk	\$426.00	9.0%	\$85.00	18.0%	\$5.00	100.0%	\$282.00	6.0%	\$51.00	6.0%	\$2.27	-33.0%	Novo Nordisk	16
17	Allergan	\$340.00	10.0%	\$193.00	24.0%	\$3.00	201.0%	\$129.00	-1.0%	\$14.00	-27.0%	\$0.77	-45.0%	Allergan	17
18	Sunovion	\$296.00	-12.0%	\$49.00	-37.0%	\$5.00	163.0%	\$201.00	-10.0%	\$39.00	27.0%	\$0.67	49.0%	Sunovion	18
19	Teva	\$289.00	-16.0%	\$38.00	-27.0%	\$6.00	112.0%	\$198.00	-22.0%	\$46.00	30.0%	\$0.23	-21.0%	Teva	19
20	Roche	\$239.00	-13.0%	\$47.00	-27.0%	\$6.00	64.0%	\$123.00	-17.0%	\$59.00	14.0%	\$2.84	-11.0%	Roche	20

* Total promotional spend figure does not include amount spent on samples, clinical trials or direct mail.
Source: CSD—Cegedim Strategic Data Note: Due to resampling of Journals in the CSD audit, 2011 and 2012 data may not be comparable for all publications and manufacturers.