

TOP 50 CARDIOVASCULAR PRODUCTS, 2013

Category leaders, ranked by US sales, and their media spend for the 12 months ending Oct. 31 (for sales/TRx) and Sept. 30 (for media)

Rank	Product	Manufacturer	US sales \$ (millions)	Vs. prior 12 mos.	TRx (millions)	Vs. prior 12 mos.	US DTC media \$ (000s)	Vs. prior 12 mos.	US journal media \$ (000s)	Vs. prior 12 mos.
1	Crestor	AstraZeneca	\$5,341.2	6.9%	23.6	-8.2%	\$76,066.5	47.0%	\$622.5	-41.0%
2	Diovan	Novartis	\$2,164.4	5.5%	13.0	-9.0%	\$5,701.3	58.0%	\$0.0	N/A
3	Zetia	MSP	\$1,672.5	14.4%	7.7	-3.4%	\$1,014.8	-94.0%	\$52.7	N/A
4	Enoxaparin sodium	Generic	\$1,477.5	-12.8%	2.9	5.7%	\$0.0	N/A	\$60.6	-31.0%
5	Lovaza	GlaxoSmithKline	\$1,084.4	-0.2%	4.8	-10.3%	\$5,018.3	-80.0%	\$1,397.6	50.0%
6	Niaspan	AbbVie	\$1,041.2	-7.2%	4.1	-24.2%	\$314.2	-48.0%	\$960.6	-46.0%
7	Fenofibrate	Generic	\$1,021.3	>100.0%	13.2	75.0%	\$0.0	N/A	\$220.4	N/A
8	Metoprolol Succinate	Generic	\$945.8	-7.4%	37.0	4.1%	\$0.0	N/A	\$0.0	N/A
9	Vytorin	MSP	\$885.4	-10.1%	3.6	-24.6%	\$0.0	N/A	\$0.0	N/A
10	Pradaxa	Boehringer Ingelheim	\$858.6	-1.3%	2.7	-11.6%	\$23,605.2	-78.0%	\$3,538.8	-17.0%
11	Xarelto	Johnson & Johnson	\$847.9	>100.0%	3.1	>100.0%	\$81,803.0	>100.0%	\$14,732.7	27.0%
12	Benicar	Daiichi-Sankyo	\$830.5	7.7%	5.0	-7.1%	\$0.9	N/A	\$0.0	N/A
13	Atorvastatin calcium	Generic	\$740.5	-71.9%	63.6	67.0%	\$0.0	N/A	\$0.0	-100.0%
14	Benicar HCT	Daiichi-Sankyo	\$683.7	4.2%	3.9	-9.6%	\$0.0	N/A	\$0.0	N/A
15	Bystolic	Forest	\$671.6	29.2%	6.8	8.9%	\$0.0	-100.0%	\$0.0	N/A
16	Valsartan HCTZ	Generic	\$615.1	>100.0%	7.9	>100.0%	\$0.0	N/A	\$319.0	N/A
17	Welchol	Daiichi-Sankyo	\$563.7	17.3%	1.8	-0.8%	\$11.5	-95.0%	\$0.0	N/A
18	Angiomax	The Medicines Co.	\$468.0	4.7%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
19	Aggrenox	Boehringer Ingelheim	\$460.4	-8.9%	1.4	-12.0%	\$0.0	N/A	\$0.0	N/A
20	Activase	Genentech	\$453.7	34.7%	0.0	51.5%	\$0.0	N/A	\$0.0	-100.0%
21	Lipitor	Pfizer	\$449.0	-85.1%	2.0	-86.3%	\$1.3	-100.0%	\$0.0	-100.0%
22	TriLipix	AbbVie	\$414.7	-25.8%	2.1	-32.1%	\$0.0	-100.0%	\$0.0	N/A
23	Effient	Daiichi-Sankyo/Lilly	\$407.0	16.7%	1.4	0.9%	\$0.0	N/A	\$2,186.5	3.0%
24	Exforge	Novartis	\$394.9	1.0%	2.0	-10.3%	\$3,648.0	N/A	\$0.0	N/A
25	Clopidogrel	Generic	\$378.2	>100.0%	24.8	>100.0%	\$0.0	-100.0%	\$0.0	-100.0%
26	Lovenox	Sanofi-Aventis	\$366.7	-38.3%	0.1	-53.8%	\$0.0	N/A	\$0.0	N/A
27	Azor	Daiichi-Sankyo	\$288.4	11.4%	1.5	-4.8%	\$0.0	N/A	\$0.0	N/A
28	Micardis	Boehringer Ingelheim	\$274.8	-0.5%	1.5	-16.2%	\$0.0	-100.0%	\$0.0	N/A
29	Diovan HCT	Novartis	\$269.3	-83.1%	1.5	-84.0%	\$0.0	N/A	\$0.0	N/A
30	Amlodipine Bes.-Benaz.	Generic	\$268.4	-27.5%	8.5	-9.2%	\$0.0	N/A	\$0.0	N/A
31	Diltiazem HCl	Generic	\$257.4	12.9%	6.4	5.4%	\$0.0	N/A	\$0.0	N/A
32	Coreg CR	GlaxoSmithKline	\$236.8	-10.6%	1.0	-21.2%	\$0.0	N/A	\$0.0	N/A
33	Pravastatin	Generic	\$230.7	67.8%	30.4	6.2%	\$0.0	N/A	\$0.0	N/A
34	Toprol XL	AstraZeneca/Par	\$226.4	44.4%	3.4	-6.2%	\$18.2	N/A	\$0.0	N/A
35	Micardis HCT	Boehringer Ingelheim	\$216.6	-2.5%	1.2	-18.6%	\$0.0	N/A	\$0.0	N/A
36	TriCor	AbbVie	\$211.8	-83.9%	1.1	-83.0%	\$0.0	N/A	\$0.0	N/A
37	Fondaparinux Sod	Generic	\$207.9	-8.5%	0.2	-9.9%	\$0.0	N/A	\$0.0	N/A
38	Simvastatin	Generic	\$184.4	-19.5%	77.8	-11.4%	\$0.0	N/A	\$0.0	N/A
39	Cathflo Activase	Genentech	\$181.8	-5.8%	0.0	12.5%	\$0.0	N/A	\$0.0	N/A
40	Integrilin	Merck	\$177.0	-13.3%	0.0	-75.0%	\$0.0	N/A	\$0.0	N/A
41	Heparin sodium	Generic	\$170.7	-5.5%	0.7	2.2%	\$0.0	N/A	\$0.0	N/A
42	Clonidine	Generic	\$168.0	-8.5%	1.1	2.9%	\$0.0	N/A	\$16.0	N/A
43	Nifedipine ER	Generic	\$158.2	12.8%	4.9	11.2%	\$0.0	N/A	\$0.0	N/A
44	Lisinopril	Generic	\$153.6	-15.0%	93.3	3.4%	\$0.0	N/A	\$33.1	N/A
45	Losartan potassium	Generic	\$145.2	-29.0%	31.8	24.8%	\$0.0	N/A	\$0.0	N/A
46	Amlodipine Bes./Atorva	Generic	\$141.0	-18.8%	0.8	5.1%	\$0.0	N/A	\$0.0	N/A
47	Tribenzor	Daiichi-Sankyo	\$141.0	25.3%	0.8	7.8%	\$0.0	N/A	\$0.0	N/A
48	Exforge HCT	Novartis	\$139.0	16.9%	0.8	2.9%	\$0.0	N/A	\$0.0	N/A
49	Livalo	Kowa	\$137.5	24.3%	0.9	9.4%	\$7,701.8	-78.0%	\$1,770.4	-37.0%
50	Plavix	BMS/Sanofi-Aventis	\$131.8	-96.8%	0.5	-96.7%	\$0.0	-100.0%	\$0.0	N/A

Sources: Sales/TRx, IMS Health; DTC media spend, Nielsen; journals, Kantar Media.