

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

Rank	Company	Total Promo Spend		DTC		eDetailing		Total Professional Detailing		Journal Advertising		Total Professional Meetings		Company	Rank
		2013 (Millions)*	% change vs 2012	2013 (Millions)	% change vs 2012	2013 (Millions)	% change vs 2012	2013 (Millions)	% change vs. 2012	2013 (Millions)	% change vs. 2012	2013 (Millions)	% change vs. 2012		
1	Pfizer	\$1,858.85	-12.0%	\$801.64	34.2%	\$33.26	8.2%	\$916.88	-12.0%	\$1.99	-69.5%	\$115.07	27.3%	Pfizer	1
2	Merck & Co.	\$1,489.41	-2.6%	\$246.85	-14.2%	\$18.99	12.1%	\$1,113.37	-2.2%	\$0.80	-52.1%	\$101.92	-10.5%	Merck & Co.	2
3	Forest Laboratories	\$1,139.22	23.0%	\$0.58	44.1%	\$13.89	23.3%	\$1,020.54	21.6%	\$3.74	-76.9%	\$112.02	13.7%	Forest Laboratories	3
4	AstraZeneca	\$1,137.77	-8.9%	\$247.62	19.9%	\$13.77	-6.2%	\$798.77	-12.1%	\$0.84	-21.7%	\$112.02	-18.0%	AstraZeneca	4
5	Eli Lilly	\$1,063.02	-22.6%	\$415.97	-8.2%	\$10.70	-18.8%	\$571.91	-23.5%	\$1.49	-62.0%	\$82.15	-12.8%	Eli Lilly	5
6	Boehringer Ingelheim	\$833.41	-9.1%	\$65.49	-62.7%	\$9.94	-9.3%	\$691.57	-14.6%	\$1.09	-57.1%	\$53.34	-27.3%	Boehringer Ingelheim	6
7	Novartis	\$810.38	-22.8%	\$46.04	-36.9%	\$22.42	3.7%	\$652.45	-15.7%	\$1.89	-20.6%	\$69.65	4.1%	Novartis	7
8	GlaxoSmithKline	\$802.99	-10.4%	\$144.03	-17.7%	\$14.33	2.4%	\$602.77	-12.2%	\$1.89	-20.6%	\$99.35	1.7%	GlaxoSmithKline	8
9	Bristol-Myers Squibb	\$787.86	-6.1%	\$134.05	-23.6%	\$7.28	-31.2%	\$540.20	-12.2%	\$1.53	-76.8%	\$47.63	2.7%	Bristol-Myers Squibb	9
10	Johnson & Johnson	\$755.92	16.2%	\$97.87	43.4%	\$20.90	2.0%	\$529.39	10.8%	\$4.37	-39.6%	\$98.81	5.3%	Johnson & Johnson	10
11	Novo Nordisk	\$572.06	15.0%	\$109.97	29.1%	\$8.06	23.4%	\$391.71	16.2%	\$1.05	-66.2%	\$100.56	22.4%	Novo Nordisk	11
12	Daiichi Sankyo	\$502.52	-2.8%	\$0.02	-95.8%	\$2.71	79.9%	\$473.69	-11.4%	\$0.20	-53.1%	\$61.90	-28.2%	Daiichi Sankyo	12
13	Sanofi	\$486.99	0.3%	\$29.27	-25.7%	\$8.96	-29.7%	\$371.09	-2.6%	\$0.74	-68.6%	\$24.59	26.4%	Sanofi	13
14	Takeda	\$479.98	-8.0%	\$2.68	-81.2%	\$9.74	6.9%	\$423.70	-12.3%	\$0.13	-91.7%	\$72.50	-0.8%	Takeda	14
15	Amgen	\$398.08	-7.5%	\$184.35	-20.1%	\$3.36	-43.2%	\$155.95	-5.1%	\$1.01	-29.9%	\$49.98	-17.0%	Amgen	15
16	AbbVie	\$369.24	56.1%	\$286.79	44.4%	\$1.01	-10.6%	\$63.02	43.5%	\$0.75	-28.6%	\$49.28	10.1%	AbbVie	16
17	Allergan	\$360.60	-0.2%	\$185.79	-7.8%	\$2.14	-46.9%	\$140.89	2.5%	\$0.66	-26.8%	\$17.27	51.3%	Allergan	17
18	Otsuka Pharmaceutical Group	\$353.22	678.5%	\$112.73	3,731.9%	\$2.89	268.8%	\$191.84	620.7%	\$0.71	-35.0%	\$46.61	234.7%	Otsuka Pharmaceutical Group	18
19	Teva	\$300.59	11.9%	\$14.85	-60.5%	\$9.18	4.7%	\$247.09	8.5%	\$0.77	28.3%	\$34.18	-26.2%	Teva	19
20	Sunovion	\$281.65	-14.4%	\$28.17	-42.4%	\$4.14	-35.3%	\$211.93	-13.9%	\$0.85	-40.4%	\$36.73	-6.2%	Sunovion	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, 2012 and 2013 data may not be comparable for all publications