

Fig. 1: Average Total Marketing Budgets

(n=138)

	Mean (\$M)		Median (\$M)	
	2014	2013	2014	2013
All	13.5	12.9	2.5	2.0
Pharma	19.4	19.1	3.8	4.5
Biotech	14.7	11.9	4.5	3.3
Devices	4.2	4.1	1.0	0.7
Small (<\$500M)	2.9	2.3	0.9	0.6
Med/Large (\$500M+)	22.2	21.4	5.3	6.5

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2014