

TOP 25 CHEMOTHERAPY AND TARGETED CANCER PRODUCTS, 2013

Category leaders, ranked by US sales, and their media spend

Rank	Product	Manufacturer	US sales dollars (millions)	% change vs. prior 12 months	2013 US journal spend dollars (thousands)	% change vs. prior 12 months	2012 US journal spend dollars (thousands)	% change vs. prior 12 months
1	Rituxan	Genentech/Roche	\$3,299.8	5.1%	\$0.0	0.0%	\$0.0	N/A
2	Avastin	Genentech/Roche	\$2,697.4	2.8%	\$1,844.0	21.1%	\$1,523.0	-37.9%
3	Herceptin	Genentech/Roche	\$1,945.7	5.3%	\$0.0	0.0%	\$0.0	-100.0%
4	Gleevec	Novartis	\$1,900.3	9.6%	\$0.0	0.0%	\$0.0	-100.0%
5	Alimta	Eli Lilly	\$1,197.1	5.4%	\$666.0	>100.0%	\$92.0	-92.3%
6	Xgeva	Amgen	\$788.6	19.2%	\$1,441.0	-32.9%	\$2,346.0	-2.4%
7	Zytiga	Johnson & Johnson	\$775.9	64.9%	\$4,818.0	-1.8%	\$5,221.0	>100.0%
8	Xeloda	Genentech/Roche	\$754.7	7.0%	\$88.0	>100.0%	\$22.0	-96.0%
9	Afinitor	Novartis	\$720.7	69.8%	\$2,573.0	96.9%	\$1,307.0	9.2%
10	Treanda	Cephalon/Teva	\$681.4	14.9%	\$841.0	-38.3%	\$1,365.0	-1.8%
11	Erbix	BMS/Imclone	\$651.6	-3.4%	\$1,096.0	46.4%	\$749.0	-70.3%
12	Tarceva	Genentech/Roche	\$641.6	5.4%	\$110.0	-73.8%	\$419.0	-66.1%
13	Velcade	Takeda	\$625.6	-12.5%	\$415.0	-73.5%	\$1,564.0	>100.0%
14	Sprycel	Bristol-Myers Squibb	\$560.1	42.2%	\$404.0	-28.8%	\$568.0	-51.4%
15	Yervoy	Bristol-Myers Squibb	\$558.5	6.3%	\$235.0	-71.4%	\$823.0	-39.7%
16	Revlimid	Celgene	\$545.2	-1.9%	\$1,155.0	>100.0%	\$0.0	0.0%
17	Abraxane	Celgene	\$523.2	45.2%	\$1,174.0	>100.0%	\$618.0	21.2%
18	Tasigna	Novartis	\$497.7	24.0%	\$0.0	-100.0%	\$1,218.0	-22.5%
19	Cyclophosphamide	Generic	\$385.0	64.7%	\$0.0	N/A	\$0.0	N/A
20	Temodar	Merck	\$338.7	-17.6%	\$0.0	-100.0%	\$112.0	-83.2%
21	Sutent	Pfizer	\$336.2	5.5%	\$181.0	-39.4%	\$299.0	-65.6%
22	Faslodex	AstraZeneca	\$327.4	5.7%	\$844.0	>100.0%	\$0.0	0.0%
23	Vidaza	Celgene	\$313.7	-13.3%	\$0.0	0.0%	\$0.0	N/A
24	Kyprolis	Onyx/Amgen	\$307.7	>100.0%	\$554.0	>100.0%	\$250.0	N/A
25	Docetaxel	Generic	\$289.4	-38.8%	\$0.0	0.0%	\$0.0	-100.0%