

TOP 25 ADVERTISED BRANDS, JAN-JUNE 2013

Rank 2013	Rank 2012	Product	Company	\$ ad spending in thousands			% change	
				2013	2012	2011	2013 vs 2012	2012 vs 2011
1	2	Xarelto tablets	Johnson & Johnson	\$8,903	\$6,731	\$0	32.3%	N/A
2	—	Linzess capsules	Forest/Ironwood	\$5,487	\$0	\$0	N/A	N/A
3	—	Tudorza Pressair inhal. pwr.	Forest	\$4,659	\$0	\$0	N/A	N/A
4	—	Invokana	Johnson & Johnson	\$4,575	\$0	\$0	N/A	N/A
5	12	Zytiga	Johnson & Johnson	\$2,927	\$1,943	\$171	50.6%	1,033.4%
6	9	Lyrica capsules	Pfizer	\$2,403	\$2,063	\$863	16.5%	138.9%
7	—	Xeljanz	Pfizer	\$2,277	\$0	\$0	N/A	N/A
8	18	Humira	Eli Lilly	\$2,176	\$1,628	\$1,127	33.6%	44.5%
9	13	Brilinta Ticagrelor tablets	AstraZeneca	\$2,116	\$1,936	\$0	9.3%	N/A
10	926	Eliquis tablets	BMS/Pfizer	\$1,854	\$5	\$0	35,481.8%	N/A
11	6	Victoza injection	Novo Nordisk	\$1,767	\$2,561	\$2,118	-31.0%	20.9%
12	23	Latuda	Sunovion	\$1,607	\$1,301	\$2,213	23.6%	-41.2%
13	21	Pradaxa	Boehringer Ingelheim	\$1,596	\$1,497	\$2,910	6.6%	-48.5%
14	—	Xtandi capsules	Astellas	\$1,544	\$0	\$0	N/A	N/A
15	1	Viibryd	Forest	\$1,530	\$7,951	\$2,894	-80.8%	174.7%
16	29	Humalog Kwikpen	Eli Lilly	\$1,440	\$1,069	\$137	34.7%	680.6%
17	—	Vascepa	Amarin	\$1,422	\$0	\$0	N/A	N/A
18	15	Bydureon injection	BMS/AstraZeneca	\$1,414	\$1,696	\$0	-16.7%	N/A
19	7	Oxycontin tablets	Purdue	\$1,345	\$2,433	\$1,193	-44.7%	103.9%
20	72	Zytiga-NB	Johnson & Johnson	\$1,226	\$574	\$1,509	113.3%	-61.9%
21	24	Forteo injection	Eli Lilly	\$1,197	\$1,271	\$1,825	-5.8%	-30.3%
22	93	Afinitor tablets	Novartis	\$1,164	\$438	\$1,153	165.6%	-62.0%
23	—	Abilify Maintena injection	Otsuka	\$1,132	\$0	\$0	N/A	N/A
24	36	Jentadueto	Boehringer/Lilly	\$1,130	\$1,005	\$0	12.5%	N/A
25	20	Samsca tablets	Otsuka	\$1,102	\$1,582	\$2,235	-30.3%	-29.2%