

# TOP 25 ADVERTISED CATEGORIES, JAN-JUNE 2013

Rank 2013	Rank 2012	Product	\$ ad spending in thousands			% change	
			2013	2012	2011	2013 vs 2012	2012 vs 2011
1	1	Antineoplastic agents	\$22,278	\$19,591	\$22,306	13.7%	-12.2%
2	3	Anticoagulants oral	\$15,171	\$12,224	\$3,034	24.1%	303.0%
3	10	Diabetes oral	\$6,723	\$2,755	\$3,066	144.0%	-10.1%
4	4	Diabetes insulin	\$5,638	\$10,392	\$14,273	-45.7%	-27.2%
5	—	Select serotonin antag	\$5,487	\$0	\$0	N/A	N/A
6	—	Anticholinergics	\$5,325	\$0	\$0	N/A	N/A
7	6	Seizure disorders	\$3,635	\$4,853	\$1,718	-25.1%	182.5%
8	16	Antipsychotics—other	\$3,519	\$2,179	\$3,487	61.4%	-37.5%
9	13	Biological response modifier	\$3,051	\$2,468	\$2,695	23.6%	-8.4%
10	32	Immunologic agent	\$2,861	\$1,212	\$1,959	136.0%	-38.1%
11	17	Interferon	\$2,749	\$2,014	\$2,604	36.5%	-22.7%
12	8	Non-specific promo advert	\$2,532	\$2,922	\$3,114	-13.4%	-6.1%
13	—	Corticoids plain other	\$2,277	\$0	\$0	N/A	N/A
14	23	Alzheimer-type dementia	\$1,966	\$1,635	\$2,889	20.2%	-43.4%
15	45	Anti-platelet	\$1,929	\$951	\$3,112	102.9%	-69.5%
16	11	Dermatological other	\$1,832	\$2,669	\$2,642	-31.4%	1.0%
17	2	SSRI/SNRI	\$1,802	\$12,485	\$22,505	-85.6%	-44.5%
18	14	Codeine & comb non-inject	\$1,798	\$2,439	\$1,229	-26.3%	98.5%
19	12	Chol red RX statins	\$1,683	\$2,520	\$3,171	-33.2%	-20.5%
20	18	Diuretics non-injectable	\$1,568	\$1,988	\$2,937	-21.1%	-32.3%
21	33	Psychotherapeutic drugs	\$1,505	\$1,183	\$818	27.3%	44.6%
22	—	Choles Reducers/RX	\$1,422	\$0	\$0	N/A	N/A
23	28	HIV-rev. transcriptase inhibitor	\$1,411	\$1,335	\$265	5.7%	404.3%
24	37	Erythropoietin	\$1,296	\$1,118	\$86	16.0%	1206.9%
25	21	Antivirals, other	\$1,276	\$1,909	\$1,651	-33.1%	15.6%