

TOP 5 MEDICAL/SURGICAL JOURNALS RANKED BY AD REVENUE, 2013

1



Journal of the American Medical Association—ad pages **up 16.4%** vs. first-half 2012

New England Journal of Medicine—ad pages **up 25.7%** vs. first-half 2012



2

3



Monthly Prescribing Reference—ad pages **down 26.1%** vs. first-half 2012

Journal of Clinical Oncology—ad pages **up 4.8%** vs. first-half 2012



4

5



Medical Economics—ad pages **down 28.2%** vs. first-half 2012