

# TOP 25 ADVERTISED CATEGORIES, JAN-JUNE 2014

Rank 2014	Rank 2013	Category	\$ ad spending in thousands			% change	
			2014	2013	2012	2014 vs 2013	2013 vs 2012
1	1	<b>Antineoplastic agents</b>	\$21,881	\$23,516	\$19,250	-7.0%	22.22%
2	3	<b>Diabetes oral</b>	\$12,489	\$6,912	\$2,755	80.7%	150.9%
3	2	<b>Anticoagulants oral</b>	\$10,292	\$15,183	\$12,224	-32.2%	24.2%
4	-	<b>Antidepressants</b>	\$6,704	\$0	\$0	N/A	N/A
5	7	<b>Seizure disorders</b>	\$5,141	\$3,723	\$4,878	38.1%	-23.7%
6	8	<b>Antipsychotics - other</b>	\$5,125	\$3,519	\$2,179	45.6%	61.4%
7	25	<b>Antivirals - other</b>	\$5,113	\$1,276	\$1,909	300.6%	-33.1%
8	18	<b>SSRI/SNRI</b>	\$5,051	\$1,802	\$12,485	180.3%	-85.6%
9	68	<b>Steroids, inhaled bronch</b>	\$4,384	\$453	\$0	867.9%	N/A%
10	4	<b>Diabetes insulin</b>	\$4,374	\$5,697	\$10,392	-23.2%	-45.2%
11	12	<b>NS promotion institutional advert</b>	\$3,988	\$2,587	\$2,922	54.1%	-11.5%
12	9	<b>Biological response modifier</b>	\$3,882	\$3,051	\$2,468	27.2%	23.6%
13	100	<b>Anti-obesity systemic</b>	\$3,652	\$230	\$0	1,486.8%	N/A
14	11	<b>Interferon</b>	\$3,165	\$2,749	\$2,014	15.1%	36.5%
15	10	<b>Immunologic agent</b>	\$3,080	\$2,861	\$1,212	7.7%	136.0%
16	38	<b>Beta agon, aerosol</b>	\$2,817	\$897	\$1,238	214.2%	-27.6%
17	14	<b>Alzheimer-type dementia</b>	\$2,570	\$2,009	\$1,635	27.9%	22.9%
18	52	<b>Influenza vaccine</b>	\$2,309	\$629	\$1,480	267.1%	-57.5%
19	16	<b>Dermatological other</b>	\$2,228	\$1,866	\$2,701	19.4%	-30.9%
20	241	<b>Estrogens</b>	\$2,145	\$5	\$4	44,824%	13.1%
21	19	<b>Codeine &amp; comb non-inject</b>	\$2,084	\$1,798	\$2,439	16.0%	-26.3%
22	22	<b>HIV-reverse transcriptase inhibitor</b>	\$2,069	\$1,437	\$1,335	44.1%	7.6%
23	106	<b>Immune system adjuncts</b>	\$1,975	\$204	\$411	866.7%	-50.3%
24	13	<b>Corticoids plain other</b>	\$1,738	\$2,277	\$0	-23.7%	N/A
25	39	<b>Diabetes therapy</b>	\$1,714	\$889	\$1,670	92.7%	-46.7%