

Cegedim Strategic Data (CSD) tracks pharmaceutical companies' print advertising investments

Rate of decline in print advertising investments slows to 4% for 12 months ending September 2011 across ten key markets

Paris, February 06, 2012 – [Cegedim Strategic Data](#) (CSD), leading provider of integrated healthcare market research and worldwide promotional audits, has released audited marketing figures on pharmaceutical companies' print advertising investments - €438 million for MAT* Q3 2011.

Ten key markets were analysed: Top five Europe (France, Germany, Italy, Spain, and UK), USA, Japan, China, Brazil and Russia.

The industry experienced a particularly difficult 12 month period to September 2010, where the decrease in print advertising investments was 10%. Use of advertising in medical journals continued to decrease for the following 12 month period ending September 2011, however, not to the same extent 4%.

Overall for the top five European markets, print advertising decreased by 11%. Only two of the five countries showed an increase in print advertising spend: Italy 8% and Spain 5%. France showed a marked 19% drop, which may be due to many factors including a general decrease in promotional budgets and the decline in the number of product launches and therefore advertising campaigns in 2011.

Meanwhile, print advertising in the USA indicated a turnaround, with an increase of 10% for MAT Q3 2011 compared to a decrease of 13% for MATQ3 2010.

In contrast to the USA, Japan continued to decline 2% MAT Q3 2011 although to a lesser extent compared to 8% for the previous 12 month period.

Of the main emerging markets, China and Russia showed increases of 20% and 12% respectively. Brazil, however, showed a decrease of 4%.

CSD continuously tracks print advertising spending in primary care and specialist medical journals in over 30 countries.

***MAT= Moving Annual Total**

*About Cegedim
Strategic Data:*

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 40 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs. To learn more, please visit our website: www.cegedimstrategicdata.com

About Cegedim:

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: www.cegedim.com

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