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MEDICAL PUBLICATIONS HIGHLY VALUED AS INFORMATION SOURCE BY CANADIAN PHYSICIANS

For the first time in Canada, physician usage of print and online media has been measured in a single large-scale study.

The 2011 PMB Medical Media Study, released today, adds online channel penetration to the ongoing measurement of print readership, using input from a random sample of over 1,000 Canadian physicians.

KEY FINDINGS :

- **The average readership by GP's of the leading English and French medical publications is unchanged from 2008 and 2009**

	<i>Average GP Readers</i>		
	<i>2008</i>	<i>2009</i>	<i>2011</i>
Top 5 English print titles	15,937	16,089	16,341
Top 3 French print titles	5,824	5,952	5,876

- **The average reach of GP's by the leading English and French medical publications is also unchanged from 2008 and 2009**

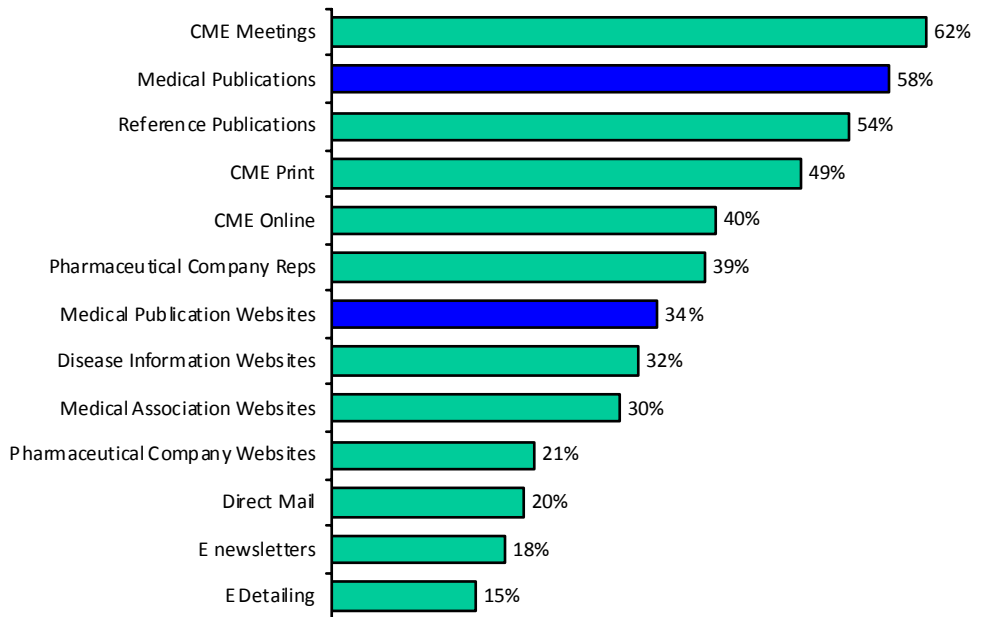
	<i>Average GP Reach</i>		
	<i>2008</i>	<i>2009</i>	<i>2011</i>
Top 5 English print titles	51.1%	50.4%	50.1%
Top 3 French print titles	71.9%	71.4%	71.8%

- **Canadian physicians remain highly committed to reading medical publications**

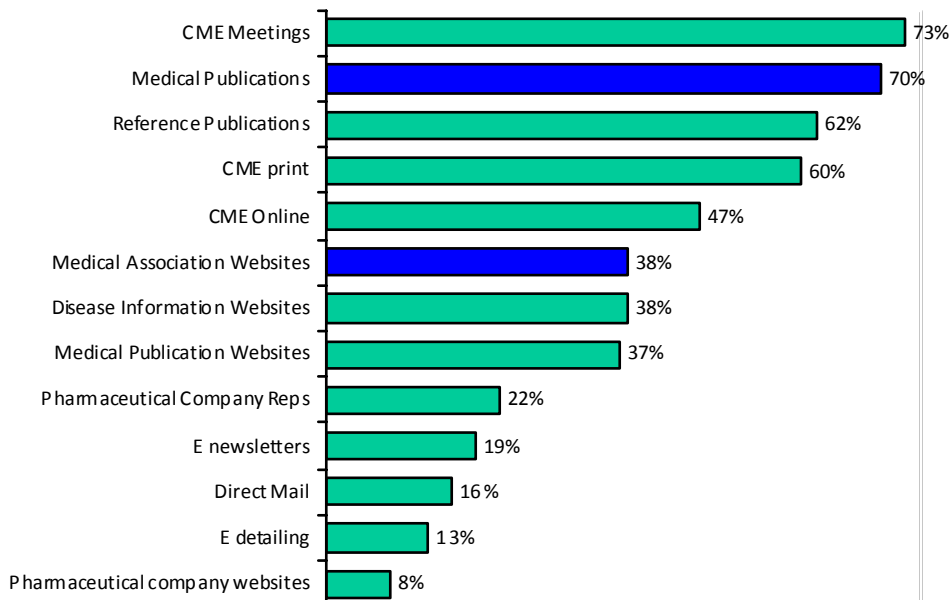
97% of physicians read 5.8 print publications each month (98% in 2009)

- **Printed medical publications are the #1 ranked media advertising channel – second only to CME meetings overall as a valuable information source for prescription products and for patient treatment. The *websites* of medical publications also rank high as a valuable information source.**

Agreement: valuable information source *for prescription products*



Agreement: valuable information source *for patient treatment*

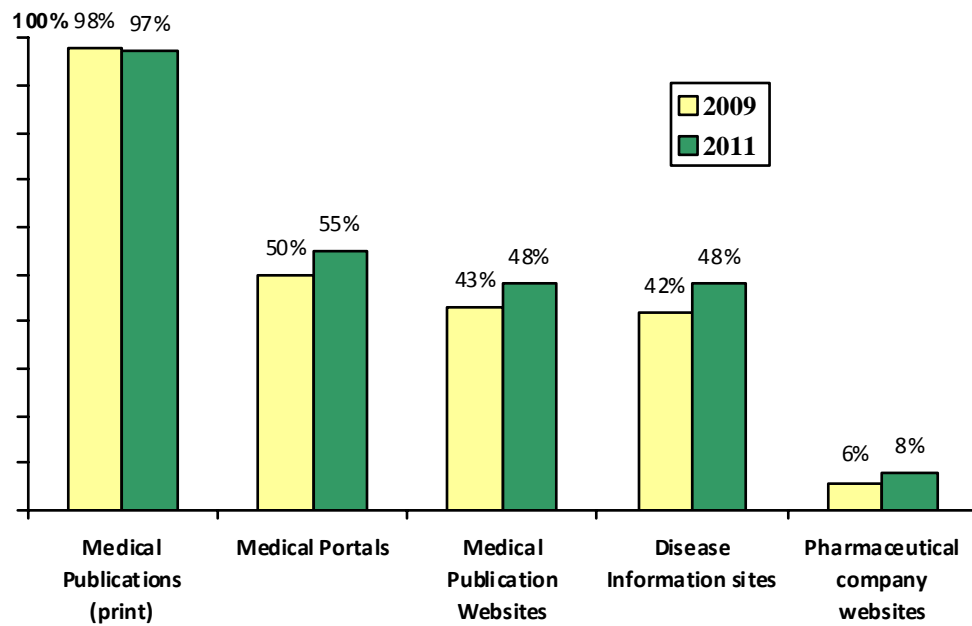


- **Physicians are adding online as an information source. They have not reduced their reliance on medical publications.**

Physicians usage of electronic information channels grew slightly from 2009 to 2011.

Continued very low usage of pharmaceutical company websites.

Physicians using these media channels per month



For more information on the Medical Media Study, please contact Steve Ferley, PMB President (416 961 3205; steve@pmb.ca).