

Journal Ad Review Guidelines & Methodology

Kantar Media Professional Health (KMPH) Journal Ad Review (JAR) is a research tool that tracks publication revenue from healthcare advertising (drug and non-drug) to physicians and related professionals. Data are reported as dollars, pages, and insertions for all ads appearing each month in over 600 medical publications.

Journal Qualification

The guidelines below are used to determine if a publication qualifies for measurement in the KMPH Journal Ad Review:

Publication must meet all of the following criteria:

- Be published at least quarterly
- Is Multi-sponsored, i.e. has more than one advertiser per issue
- Contains editorial, not just product information.
Please note: The Laboratory market is an exception to this rule.
- Averages at least (5) ad insertions per issue on average
- Has a primary audience among those already covered in Journal Ad Review
- Circulates to at least 15% of the universe in its primary target audiences

Demographic Publications must meet all of the following criteria:

- Have a Full Run or corresponding issue published monthly
- Have (2) or more demographic ads per issue
- Be a national demographic edition
- Have rates or rate card
- Be regularly published

Advertisement Qualification

The following guidelines are used to determine if an advertisement qualifies for measurement in the KMPH Journal Ad Review.

Advertising pages tracked in Journal Ad Review:

- All standard paid advertisements
- Non-branded ads (product advertising without the brand name)
- Family ads that display different formulations or more than one product
- Full page classified ads
- Advertorials

Advertising not tracked in Journal Ad Review:

- Recruitment ads that are less than one page
Please note: recruitment ads that are 1/6 page or larger in the Nursing market are tracked
- House ads and public service ads

Ad Level Coding:

Pharmaceutical ads are coded to their product name and to a specific ad image code. Non-Pharmaceutical advertising must be one full page or greater to be coded uniquely at the ad image level. Non-Pharmaceutical ads must relate to medical or surgical products to be coded at this level.

Page Counting Methodology

Pages for all publications are counted based on the ad's A-size configuration. If an ad is one page in an A-size publication, it is given credit for one page in all of its appearances, even if it is reformatted to run as a king-size or $\frac{3}{4}$ page ad in tabloids.

This rule also applies to multiple page ads (i.e., a two-page A-size ad is given credit for two pages even if it is reformatted to a single tabloid page).

Please note: Dollar and insertion data are not affected by this method of counting pages. All costs are calculated based on the actual ad configuration in each individual publication. See Ad Costing Methodology below.

Ad Costing Methodology

Reported dollars are estimated using the 52x rate listed on publisher rate card for specialty groups.

Insert dollars are calculated using insert rates as shown on the rate cards. When no insert rates are listed on a rate card, the black & white ROB rate is used.

Premium positions (Covers 2, 3, 4 and Table of Contents) are also calculated according to the publisher's rate card and included in the reported dollars.

Reading a KMPH JAR Ad Code

Every unique advertisement is assigned its own KMPH JAR Ad Code. This Ad Code represents the product's name plus the year and month in which the ad first appeared in a publication tracked by KMPH. The final two digits are sequence numbers that represent how many ads have ever been coded for the associated product.

For example: SEROQUEL 20050545

Means: This ad for SEROQUEL was first coded in May of 2005 and was the 45th ad coded to this product in the JAR database.

Insert advertisements will have an "I" placed at the end of the ad code.

For example: SEROQUEL 20050545I

Non-branded advertisements will have "Non-Branded", or an abbreviation of non-branded, in the product name.

For example: SEROQUEL NB 20050545