

M3 MI

Ad Intelligence

M3 MI Ad Intelligence

The market's most complete picture of professional health advertising

June 2025



Ad Intelligence

Competitive Insights

100% focused on Professional Health

Understanding the advertising landscape, identifying opportunities and threats, and assessing creative and messaging are key to gaining a competitive edge

10+
Years of data

40
Key Markets
(specialties & health sectors)

1000
Medical Websites and Journals

12,000+
Advertisers and Brands

650+
Digital & Print media properties

200+
Rx and other medical & non-medical product categories

Accessing the data through our Ad Report

Link Menu

Access our website, the Ad Report, other platforms, or setup a Report Burst

Available Data Date

Keeps you informed of latest available data

Page View Options

The default page will start with the overview page, but you can change this by setting a new default via the Bookmark Feature

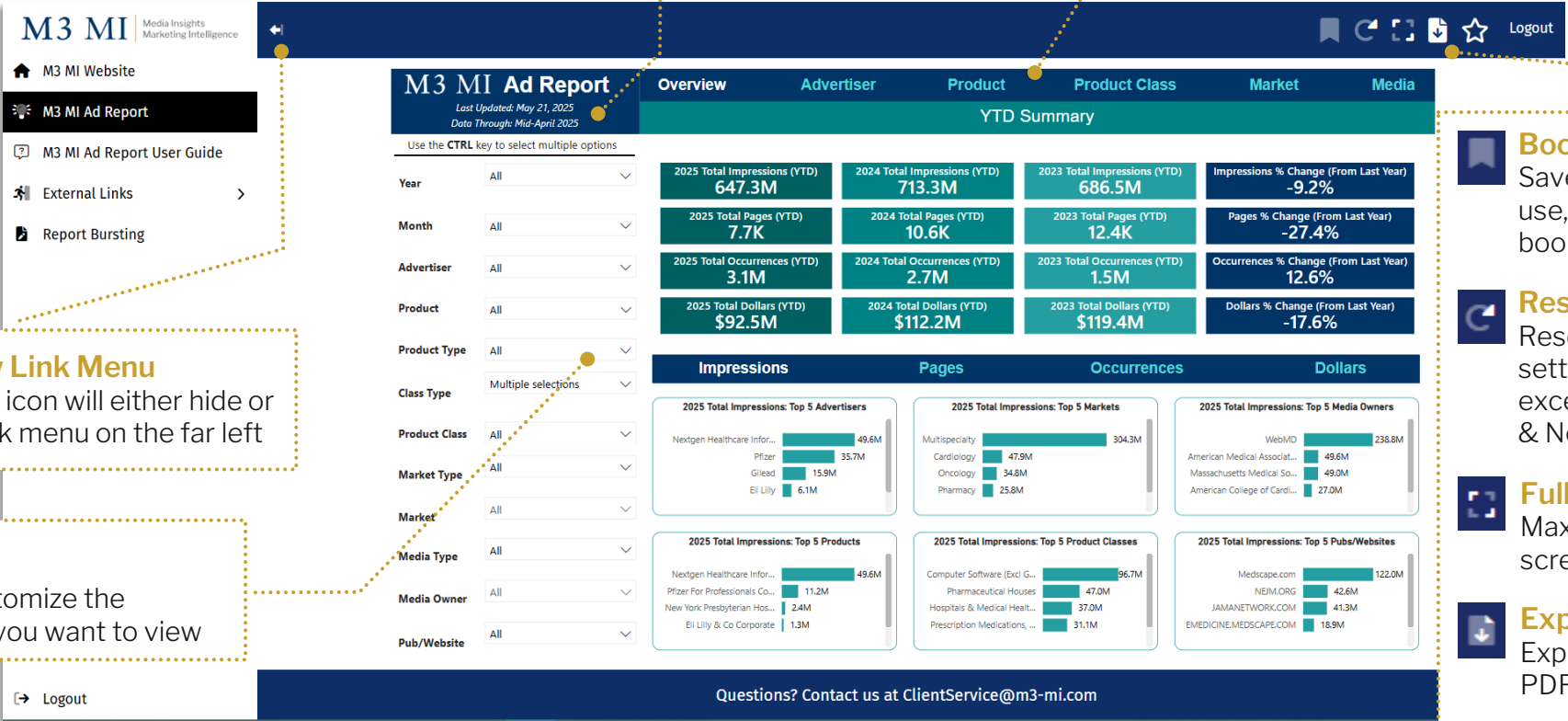


Hide/Show Link Menu

Clicking this icon will either hide or show the link menu on the far left

Filters

Allows you to customize the competitive data you want to view



Bookmark

Save your filter selections for future use, you can create multiple bookmarks per project



Reset To Defaults

Reset filters to a new project, default setting reverts to "All" available data, except Class Type, which resets to "RX & Non-RX (Medical)" data



Full Screen

Maximize the page size to fill your entire screen, to exit view, click your Esc key



Export

Export the current pages data as a PDF, PNG, PPTX



Add Favorite

Adds the Ad Report or M3 MI website links to the Link Menu

Filters and available selections

M3 MI Ad Report
Last Updated: April 23, 2025
Data Through: Mid-March 2025

Use the **CTRL** key to select multiple options

Year	All	▼
Month	All	▼
Advertiser	All	▼
Product	All	▼
Product Type	All	▼
Class Type	Multiple selections	▼
Product Class	All	▼
Market Type	All	▼
Market	All	▼
Media Type	All	▼
Media Owner	All	▼
Pub/Website	All	▼

What is available in each filter?

Year – Data is available starting in 2022

Month – Select a specific month or multiple months to view data

Advertiser – Company, Co-Promote, etc. advertising the product (e.g. Advil)

Product – Specific brand/item or service in the ad (e.g. Advil Dual Action)

Product Type – Type of item/service offered in the ad (e.g. Pain Reliever Caplets)

Class Type – RX, Non-Rx (Medical) or Non-RX (General)

Note: By default, Non-RX (General) is unselected.

Product Class – Group of similar products (e.g Adult Formula General Pain Analgesics OTC)

Market Type – Medical/Surgical or Other HCP

Market – Specific medical specialties or healthcare sectors ([click for full list](#))

Media Type – Digital (includes Internet – Display, Mobile Web & Mobile App) or Print

Media Owner – Publishing Group, Medical Association, etc. that owns the Pub/Website tracked

Pub/Website – Data for specific print publications or digital property tracked

HCP Ad Report

2025 Overview of Properties Tracked

Note: Not **all** available properties are listed here. [Login](#) to the platform to view the full drop downs associated with each filter or contact us with questions.



Markets (Medical Specialties & Healthcare Sectors)

Allergy	Gastroenterology	Nursing	Pediatrics
Anesthesiology	General Surgery	Nutrition	Pharmacy
Cardiology	Healthcare Business Management	Obstetrics & Gynecology	Plastic Surgery
Critical Care	Infectious Disease	Oncology	Psychiatry
Dental	Internal Medicine	Ophthalmology	Pulmonary Disease
Dermatology	Laboratory	Optometry	Radiology
Diabetes/Endocrinology	Managed Healthcare	Orthopedic Surgery	Rheumatology
Emergency Medicine	Multispecialty	Otorhinolaryngology (ENT)	Surgical Specialties
Extended Healthcare	Nephrology	PA/NP	Urology
Family Medicine	Neurology	Pain Medicine	Veterinary

Product Classes (Group of similar products)

Class Type: Rx		
Pharmaceutical Houses	Prescription Crohn's Disease Medications	Prescription Hematology, Immunology Medications
Prescription ADHD Medications	Prescription Depression Medications	Prescription Infection Medications
Prescription Allergy Medications	Prescription Dermatological Medications	Prescription Medications, Condition Not Specified
Prescription Anxiety Medications	Prescription Diabetes/Endocrine Medications	Prescription Medications, General Promotion
Prescription Arthritis Medications	Prescription Diarrhea Medications	Prescription Medications, Multi Condition
Prescription Arthritis, Osteoporosis, Musculoskeletal Medications NEC	Prescription Gastrointestinal Medications NEC	Prescription Medicines NEC
Prescription Blood Pressure Medications	Prescription Genitourinary Medications	Prescription Memory Loss Medications
Prescription Cancer Therapy Medications	Prescription Heart Disorder Medications	Prescription Menopause Medications
Prescription Cholesterol Medications	Prescription Heart, Blood Pressure & Cholesterol Medications NEC	Prescription Mental Health Medications NEC
Prescription Constipation Medications	Prescription Crohn's Disease Medications	Prescription Osteoporosis Medications
Prescription Contraceptive Medications	Prescription Depression Medications	Prescription Pain/Central Nervous System Medications

Product Classes, continued

Class Type: Rx, continued		
Prescription Psychotic Disorder Medications	Prescription Sense Organ Medications	Prescription Stroke, Vascular Medications
Prescription Respiratory Disorder Medications	Prescription Sexual, Contraceptive & Menopause Medications NEC	Prescription Ulcer Medications
Prescription Seizure Medications	Prescription Sleep Disorder Medications	

Product Classes, continued

Class Type: Non-Rx (Medical)		
Acne Products	Baby Aid Products Corporate Promotion/Sponsorship	Body Skin Care NEC
Adult Formula Cold Medications (OTC)	Baby Aid Products General Promotion	Body Skin Care, General Promotion & Multi-Category
Adult Formula General Pain Analgesics (OTC)	Baby Anti-Rash Medications	Cancer Clinics/Associations
Adult Formula Sinus & Allergy Medications (OTC)	Baby Lotions & Creams	Cancer Organizations
Adult Incontinence Products	Baby Powders	Cardiology Clinics
Adult Incontinence Products & Childrens Diapers General Promotion	Baby Wipes	Childrens Diapers & Training Pants
AIDS Organizations	Back/Neck Pain Clinics	Childrens Formula Cold Medications (OTC)
Anti-Smoking & Anti-Tobacco Organizations	Bandages	Childrens Formula General Pain Analgesics (OTC)
Apparel NEC	Bath Toiletries NEC	Childrens Formula Sinus & Allergy Medications (OTC)
Apparel Retailers NEC	Beauty, Health & Medical Svcs: Comb&NEC	Childrens Toothpastes
Apparel Services	Blood Centers & Clinics	Chiropractic Clinics/Associations
Asthma & Allergy Clinics	Body Moisturizers	Cleaners, Cleansers, Polishes NEC

Product Classes, continued

Class Type: Non-Rx (Medical), continued		
Cleaners/Cleansers NEC	Dental Floss & Other Flossing Devices	Doctors, Nurses, Chiropractors, Dentists
Clinics & Medical Centers NEC	Dental Insurance	Drug & Toiletry-Direct Response: NEC
Cold, Cough, Sinus & Asthma Remedies: Comb & NEC	Dental Rinses	Drug Stores & Pharmacies
Cold, Sinus & Allergy Medications (OTC) NEC	Dental Services/Associations	Drugs, Toiletries & Fitness Corporate Promotion/Sponsorship
Computer Software (Excl Games & Educ)	Dental Supplies & Implements NEC	Drugs, Toiletries & Fitness General Promotion
Contact Lenses	Dental Supplies Corporate Promotion/Sponsorship	Drugs, Toiletries & Fitness NEC
Convalescent, Retirement & Nursing Homes	Dental Supplies General Promotion	Ear Care
Corporate Advertising NEC	Denture Adhesives	Electric & Battery Operated Toothbrushes
Cosmetic Surgery Clinics/Associations	Diarrhea Remedies	Electronics & Electronic Components
Cough Drops & Lozenges (OTC)	Digestive Aids	Employment Agencies
Cough Medications (OTC)	Digestive Aids & Antacids General Promotion	Eye Medications
Cough Medications (OTC) General Promotion	Disability Organizations	Eye Surgery Clinics/Associations

Product Classes, continued

Class Type: Non-Rx (Medical), continued		
Eyeglasses & Corrective Lenses Corporate Promotion/Sponsorship	Health Maintenance Organizations (HMO)	Lip & Skin Preparations NEC
Eyeglasses & Corrective Lenses General Promotion	Hearing Aid Devices	Lip Balms & Medications
Eyeglasses & Corrective Lenses NEC	Heart & Lung Organizations	Magazines NEC
Eyeglasses & Prescription Sunglasses	Hemorrhoid Remedies	Manufactrg Chemicals & Plastics
Fertility & Sexual Medicine Clinics/Associations	Hospitals & Medical Healthcare Systems	Manufacturing & Industrial Services
Fitness & Diet Programs & Spas	Hospitals, Clinics & Medical Centers Corporate Promotion/Sponsorship	Manufacturing Materials & Supplies Corporate Promotion/Sponsorship
Foot Medications Corporate Promotion/Sponsorship	In-Home Medical Tests	Manufacturing Materials & Supplies General Promotion
Foot Medications General Promotion	Internet Webcasts	Manufacturing Materials & Supplies NEC
Formula Baby Foods	Lamps & Lighting Fixtures	Medical & Dental Insurance Corporate Promotion/Sponsorship
Gloves	Laxatives	Medical & First Aid Supplies Corporate Promotion/Sponsorship
Gum Care Toothpastes	Lens Care Accessories	Medical & First Aid Supplies General Promotion
Hand Sanitizers & Hand Gels	Lip & Skin Preparations General Promotion	Medical & First Aid Supplies NEC

Product Classes, continued

Class Type: Non-Rx (Medical), continued		
Medical & Health Insurance	Medicines & Proprietary Remedies Corporate Promotion/Sponsorship	Online & Mobile Drug Stores, Pharmacies & Vitamin Retailers
Medical & Health Organizations NEC	Medicines & Proprietary Remedies General Promotion	Online & Mobile Hair Restoration Clinics/Services
Medical & Health Supply Dealers	Medicines & Proprietary Remedies NEC	Online & Mobile Magazines
Medical Appliances & Equipment Corporate Promotion/Sponsorship	Mental Health & Chemical Dependency Clinics/Associations	Online & Mobile Optical Services & Supply Stores
Medical Appliances & Equipment General Promotion	Misc Oral Products (Medicated/Unmedicated)	Optical Goods, Navigational & Precsn Instr
Medical Appliances & Equipment NEC	Mouthwashes	Optical Services & Supply Stores
Medical Appliances, Equipment & Devices	Muscle Rubs & Liniments	Optical Services & Supply Stores Corporate Promotion/Sponsorship
Medical/Health Oriented Newsletters	Non-Formula Baby Foods	Optical Services-Discount Department Store
Medicated Products & Remedies Corporate Promotion/Sponsorship	Nutritional Supplements Corporate Promotion/Sponsorship	Organizations Corporate Promotion/Sponsorship
Medicated Products & Remedies General Promotion	Nutritional Supplements General Promotion	Organizations NEC
Medicated Products & Remedies NEC	Nutritional Supplements NEC	Other Printers NEC

Product Classes, continued

Class Type: Non-Rx (Medical), continued		
Pain Analgesics (OTC) General Promotion	Regular Toothbrushes	Stop Smoking Programs
Pediatric Clinics	Regular Toothpastes	Sunglasses
Pharmacies, Health & Beauty Retailers Corporate Promotion/Sponsorship	Sedatives & Sleep Products	Tooth Polishes & Whiteners
Pharmacy Products-Discout Department Store	Seminars & Lectures	Toothpastes, Sensitive Teeth
Pharmacy Services-Discout Department Store	Small Appliances (Air Cleaner/Purifier)	Topical Anesthetics, Antiseptics & Antibiotics
Phone Services (1-800/1-900) NEC	Sports Nutritional Energy Bars	Topical Anti-Itch Medications
Podiatry Clinics	Regular Toothbrushes	Vitamins & Minerals
Pollution/Hazardous/Waste/Recyclg Systms	Regular Toothpastes	Weight Loss & Gain Aids
Portable Hand & Power Tools	Sedatives & Sleep Products	Womens Health Care & Gynecology Clinics
Pregnancy & Abortion Organizations	Seminars & Lectures	Womens Health Care Products
Print Media NEC	Small Appliances (Air Cleaner/Purifier)	
Recruitment NEC	Sports Nutritional Energy Bars	

HCP Media Properties

Full list available to clients only – contact your account manager for more information.



240+ Print only



260+ Digital only

& a further **150+** in **both print and digital** formats



Thank you

Contact us

For additional questions, or to schedule a training on the new Ad Report system, please contact:

ClientService@M3-MI.com

M3 MI

