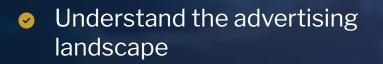
M3 MI

Ad Intelligence

The market's **most complete picture** of professional health advertising



- Identify opportunities & threats
- Assess creative and messaging
- Gain a competitive edge

100% focused on Professional Health



Access to critical competitive insights

- View your competitor's ads including placement, messaging, creative, and campaign timing
- Understand competitor spend allocation across journals, digital, etc.
- Discover your company's market share/share of voice and plan effective and competitive budget allocation strategies

Estimated Spend, Ad Occurrences, Ad Impressions (digital) & Pages (print) for:

12,000+ Advertisers and Brands

40 Key Markets

(specialties & health sectors) including Cardiology, Oncology, Neurology, Pharmacy, Eyecare, etc.

200+

Rx and other medical & non-medical product type categories

650+ Digital and Print media properties

from over 100 commercial, society and scientific publishers

For more information, contact info@M3-MI.com or visit www.M3-MI.com

M3 MI's Ad Report is your access point to the most comprehensive, accurate, **100% professional health ad data** for audience analysis and HCP media planning



Available filters

Multiple filters available to develop customize reports by advertiser, product, market or media. Year: Current year and historical data
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)
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
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

*Note: A detailed list of our media properties is not publicly accessible. Clients can view the full list of digital and/or print media; contact us for more information.

Access a more in-depth list of measured properties <u>here</u>.

M3 MI

For more information, contact us or visit our website:

ClientService@M3-MI.com 🜐 www.M3-MI.com

M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.