

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

- ✓ Understand the advertising landscape
- ✓ Identify opportunities & threats
- ✓ Assess creative and messaging
- ✓ Gain a competitive edge



100% focused on Professional Health

10+ Years of Data

1,000 Medical Websites and Journals

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

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

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

Overview

Advertiser

Product

Product Class

Market

Media

YTD Summary

2025 Total Impressions (YTD)

510.8M

2024 Total Impressions (YTD)

537.0M

2023 Total Impressions (YTD)

527.5M

Impressions % Change (From Last Year)

-4.9%

2025 Total Pages (YTD)

5.4K

2024 Total Pages (YTD)

7.9K

2023 Total Pages (YTD)

9.2K

Pages % Change (From Last Year)

-31.9%

2025 Total Occurrences (YTD)

2.4M

2024 Total Occurrences (YTD)

2.1M

2023 Total Occurrences (YTD)

1.1M

Occurrences % Change (From Last Year)

13.3%

2025 Total Dollars (YTD)

\$68.4M

2024 Total Dollars (YTD)

\$83.8M

2023 Total Dollars (YTD)

\$89.1M

Dollars % Change (From Last Year)

-18.3%

Impressions

Pages

Occurrences

Dollars

2025 Total Impressions: Top 5 Advertisers

Nextgen Healthcare Infor...

49.6M

Pfizer

27.0M

Gilead

14.2M

Eli Lilly

5.0M

2025 Total Impressions: Top 5 Markets

Multispecialty

234.2M

Cardiology

36.8M

Oncology

27.3M

Pharmacy

22.9M

2025 Total Impressions: Top 5 Media Owners

WebMD

95.0M

American Medical Associat...

39.5M

Massachusetts Medical So...

34.6M

American College of Cardli...

20.8M

Pubs/Websites

95.8M

32.9M

29.9M

3.1M

Intuitive, interactive online platform

Enhanced features including saved report templates, team sharing, export to Excel/PDF, automated emailing of reports, and more

Organized for the medical advertising & media industry, making it easy to find the data that’s most important to your needs

Customize your view based on what matters to you

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 [here](#).