

**Contact:**  
**Scott Evans**  
**SDI**  
**267.685.4386**  
**sevans@sdihealth.com**

**Jack Loughran**  
**Buchanan Public Relations**  
**610.649.9292**  
**jack@buchananpr.com**

**FOR IMMEDIATE RELEASE**

**SDI REPORTS: PHARMACEUTICAL PROMOTIONAL SPENDING INDICATES TREND  
TOWARD ELECTRONIC AND ONLINE PROMOTION**

PLYMOUTH MEETING, Pa. – May 10, 2010 – [SDI](#), a leading healthcare market insight and analytics firm, today reports evidence of pharmaceutical promotion shifting away from print advertising toward electronic promotion — for marketing to both professionals and consumers.

Spending by pharmaceutical companies on print advertising in medical journals was the lowest in a decade in 2009. At \$287 million, spending on these print ads dropped 30% compared with 2007. At the same time, SDI's ePromotion Audit, which tracks online promotional activities for physicians, noted an increase of more than 32% in industry spending on ePromotion.

“We have seen a rise in the adoption of online tactics being used to communicate with physicians,” said Kelly Sborlini, Vice President of Market Research Audits at SDI. “We’re also seeing a similar shift in pharmaceutical direct-to-consumer advertising. The largest growth area in DTC advertising is on the Internet, whereas spending on consumer magazine print ads is decreasing.”

Compared with 2007, expenditures for magazine direct-to-consumer advertising declined 29% in 2009, while spending on Internet advertising more than tripled (259%).

**About [SDI](#)**

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.