

2002 PERQ/HCI MID-YEAR SPECIALTY MARKET ADVERTISING REVIEW

Four out of eight specialty markets audited by PERQ/HCI reported single digit increases in advertising revenues when compared to the first half of 2001. Three others, hospital management, ophthalmology, and optometry, had single digit losses while one, laboratory, was unchanged. These results suggest that overall the specialty markets are, at best, in a holding pattern — still far better than last year's numbers when ad expenditures were lower in seven of the eight markets, according to PERQ/HCI's **Gene May**.

Ad spending in specialty journals during the first half of 2002 produced mixed results as four of eight markets monitored by PERQ/HCI's *Journal Ad Review*[™] (*JAR*[™]) reported gains; while three were in decline and one, laboratory, was unchanged when compared to the same period a year ago. By way of comparison, all markets except ophthalmology registered losses during the first six months of 2001.

Markets with higher ad revenues were lead by nursing, up 6.2 percent, followed by pharmacy, up 5.9 percent, and dental, which advanced 5.1 percent. The smallest increase (2.5 percent) was observed with radiology journals. The minus column was lead by hospital management and ophthalmology, as each segment declined by 8.2 percent. Optometry followed with a loss of 3.8 percent.

A brief review of each specialty market, including the 12 largest advertisers and the 12 most heavily promoted products/services, follows. Tables that give mid-year

results (for 2002, 2001, and 2000) relative to ranking, share of spending, and percent change for each company and product/service are included. The journals audited for each specialty market are listed beginning on page 90.

Dental advertising has a modest gain

Spending in dental journals advanced by 5.1 percent during the first six months of 2002. This gain follows a decline of 3.9 percent from the same period last year, and a 9 percent increase during the first half of 2000.

All but 2 of the top 12 dental advertisers carried over from 2001 while only 2 products from last year's top 12 list repeated in 2002. The three heaviest advertisers in this segment, Dentsply International, Ultradent Products, and Discus Dental, all retained their respective 1st, 2nd, and 3rd place positions, as each increased ad spending during the first half of 2002. Ivoclar Vivadent moved up 3 spots to 4th following

a 78 percent boost in ad outlays, while Den-Mat advanced from 12th to 5th following a 55 percent increase in ad expenditures. The first of two companies new to this year's list was 3M-ESPE, up from 17th to 6th. The second new entry was Oral-B Laboratories, which rose 4 spots to 10th.

The remaining advertisers were in the top 12 in both 2001 and 2002 but all declined in rank. Kerr Manufacturing dropped from 4th to 7th; Procter & Gamble was down 2 spots to 8th; and Bisco Dental Products slipped from 8th to 9th. Completing the top 12 list of advertisers was GC America, which dropped from 5th to 11th on a 21 percent cut in spending and Glidewell Laboratories, which was down 1 place to 12th even though ad outlays advanced by 10 percent.

All but 2 products from 2001's top 12 repeated in 2002. The Crest Whitestrips Dental Whitening System advanced from 8th to 4th; and the Computed Dental Radiography System from Schick Technologies dropped from 2nd to 6th following a 19 percent reduction in expenditures. Newly introduced products, which made the top 12, include the Opalescence Xtra Boost System (1st), Dentsply International's Cercon Ceramics (2nd), GC America's Fuji Lining LC (5th), Citanest Anesthetic Inj. (9th), and Ivolar Vivadent's IPS ERIS Metal Free Crowns & Bridges (10th).

Previously advertised products, which moved into the top group, include the Oral-B 3D Excel Toothbrush, up from 21st to 3rd, Invisalign Braces, up from 320th to 7th, and Arestin Minocycline HCl 1 mg Microspheres, which advanced from 27th to 8th. Completing the list were Dentsply International's Ceramco Finesse Restoration, up from 382nd to 11th; and Discus Dental's Splash Impression Material, up from 43rd to 12th.

Hospital management advertising is down again

Spending in hospital management journals declined by 8.2 percent during the first half of 2002. This loss comes on top of a 29.3 percent drop in ad expenditures in the same period a year ago. In the first six months of 2000, this market registered a relatively strong 10.4 percent gain.

The hospital management segment is subject to constant change as evidenced by the fact that just 3 advertisers and only 1 product from 2001's top 12 carried over to 2002's top group. Advertisers repeating in 2002 include Cerner Corporation, up from 5th to 1st after increasing ad outlays by 89 percent; Siemens Medical Systems, up 2 spots to 2nd; and GE Medical Systems which climbed from 10th to 5th even though spending rose by only 10 percent. Three companies for which there were no ad expenditures in the first half of 2001 were McKesson Information Solutions (7th), Alaris Medical Systems (9th), and Tyco Healthcare (11th).

Others new to the top 12 include Multiplan Inc., up from 13th to 3rd, Sodexo USA, which jumped from 340th to 4th following a large boost in spending, and the Hunter Group which climbed from 77th to 6th. Also advancing were IDX Corporation, up from 95th to 8th, Becton Dickinson, up from 39th to 10th, and CPSI, up from 34th to 12th.

The 1 product/service on both the 2002 and 2001 top 12 lists was the Multiplan Network, which advanced 1 spot to 11th. There were seven new products/services that were advertised during the first half of 2002 at a rate sufficient to move them into the top 12. Included in this group were the Siemen's Soarian Information Solution (1st), the Cerner Millennium System (2nd), Horizon Clinicals from McKesson Information Solutions (5th), and the

Powerorders CPOE System from Cerner (6th). Also new was a Tyco Healthcare Group Company Ad (7th), the Profit Financial System from Cerner (9th), and the Microsoft Biztalk Accelerator for HIPAA (10th).

Those products/services previously advertised and advancing to the top 12 include Sodexo Services, up from 396th to 3rd, Business Services from the Hunter Group, up from 77th to 4th, and the CPSI System and Service, up from 52nd to 8th. All three advanced following large increases in their respective ad budgets. Completing the top group was Marshall Erdman and Associates, up from 22nd to 12th.

Laboratory advertising holds steady

After a sharp double-digit decline of 15.1 percent during the first six months of 2001, spending in laboratory journals remained unchanged during the first half of 2002.

While there was a fair degree of stability at the advertiser level with only 4 dropping out of 2001's top 12, the same could not be said for the product/service group as all were new to this year's list. Bayer Diagnostics climbed to the number 1 spot (up from 9th) as ad outlays increased by 161 percent. The heaviest advertiser during the first half of 2001, Roche Diagnostic Systems, slipped to 2nd place as spending was cut 17 percent, while Beckman Coulter advanced 3 places to 3rd following a 98 percent boost in spending. The next two, Ortho-Clinical Diagnostics/Johnson & Johnson (4th) and Abbott Diagnostics (5th) each dropped 2 spots while Olympus America slipped from 5th to 6th even though spending was increased by 25 percent.

Others repeating on 2002's top 12 include Inova Diagnostics, down from 4th to 7th and Kamiya Biomedical, unchanged

in the number 10 spot. Those new to the top group include BD Vacutainer Systems, up from 229th to 8th; and Diagnostic Products Corporation, up from 30th to 9th as ad expenditures were increased by 124 percent. Other advertisers new to the top 12 were Diagnostica Stago, up from 14th to 11th, and Genentech Bio Oncology, up from 25th to 12th.

The most heavily advertised product/service, the Quanta Lite ANA Elisa, ranked 383rd on the first half 2001 top 12 list. Genentech Bio Oncology's Herceptin moved up from 15th to 2nd following a 71 percent increase in spending, while Hospital Point of Care from Roche Diagnostics climbed from 72nd to 3rd as ad outlays advanced by 248 percent. The Advia 1650 Chemistry System is now 4th (up from 22nd), the GEM Premier 3000 Whole Blood Analyzer is 5th (up from 20th), and Quest Diagnostics Services is 6th (up from 23rd).

Ortho-Clinical Diagnostics' Engén Services Automation Systems, one of three newly advertised products/services was 7th. The other two were the Advia Workcell Modular Automation System from Bayer Diagnostics (9th) and the BD Vacutainer Family of Products (11th). Completing the top 12 list was Kamiya Biomedical's K-Assay, up from 27th to 8th, Digene Diagnostics Hybrid Capture II HPV DNA Test, which jumped from 372nd to 10th, and Lifescan's Surestep Flexx Professional Blood Glucose Management System, up from 35th to 12th.

Nursing has strongest growth

Of the eight markets covered in this review, Nursing registered the strongest gain (6.2 percent) during the first half of 2002. In the same period last year, this segment declined by 3.1 percent.

Nine of the top 12 advertisers during the first half of 2001 repeated in 2002, and most

Of the eight markets covered in this review, Nursing registered the strongest gain (6.2 percent) during the first half of 2002. In the same period last year, this segment declined by 3.1 percent.

either gained or lost 1 or 2 spots or held even. The major advertisers in nursing journals are typically in recruitment/staffing such as Florida, which advanced from 4th to 1st following a 76 percent increase in spending. Texas (2nd) and Nurses Service Organization (3rd) each dropped 1 spot while California moved up from 5th to 4th and North Carolina slipped from 3rd to 5th. The next two, Supplement Health Care Services (6th) and Cross Country Travcorps (7th) were unchanged from their prior year standing.

Vita Medical Staffing, a new advertiser during the first half of 2002, ranked 8th. Medical Express moved up from 10th to 9th while Nursezone.com slipped from 9th to 10th. The Starmed Staffing Group advanced 5 spots to 11th, while another new advertiser to this segment, Amgen, ranked 12th.

Eight products/services carried over from the first half of 2001's top 12 list. Leading this group, as it has for many years, is Liability Insurance for Nurses followed by Supplemental Health Care Staff Services (2nd). American Traveler jumped from 11th to 3rd after increasing ad outlays by 100 percent, Cross Country Travcorps Recruitment slipped from 3rd to 4th, while American Mobil Nurses Recruitment advanced 1 spot to 5th. Newly advertised Vita Medical Staffing Recruitment was

6th. Medical Express Recruitment moved up from 9th to 7th; Nursezone.com dropped from 5th to 8th; and Starmed Staffing, new to the top 12 list, climbed from 16th to 9th, following a 95 percent boost in ad expenditures. Contract Management Services by Texas, also new to the top group, moved up 3 spots to 10th. Nurses Rx Inc. Recruitment dropped from 7th to 11th while a new product from Amgen, Kineret, took 12th place.

Ophthalmology advertising posts decline

Spending in ophthalmology journals fell 8.2 percent during the first half of 2002. In the previous year, this market was the only one to register a gain, which at 2.7 percent was marginal at best.

There was a fair degree of stability at the advertiser level as evidenced by the fact that 9 of 2001's top 12 carried over to 2002. Alcon Laboratories repeated in 1st place while Allergan, Inc. retained the number 2 spot, even though ad spending was reduced by 31 percent. Pharmacia Ophthalmology moved up from 5th to 3rd, and Novartis Ophthalmics slipped from 3rd to 4th as ad expenditures were cut by 43 percent. New to 2002's top 12 was Allergan Surgical, which climbed from 13th to 5th following a 273 percent boost in spending. Merck dropped from 4th to 6th as ad outlays were reduced by 66 percent.

Johnson & Johnson (7th), Santen Incorporated (8th), and Carl Zeiss, Inc. (9th), were all down 1 spot following marginal budget cuts. The last two advertisers new to this year's top 12 were Bausch & Lomb, up from 24th to 10th, and Allergan Pharmaceuticals/J&J McNeil, up from 82nd to 11th. Completing the top group was VISX Incorporated, down 3 spots to 12th.

The most heavily advertised product during the first half of 2002 was Xalatan,

which moved up from the number 2 spot on a 32 percent increase in ad expenditures. Travatan was next, up from 5th to 2nd followed by Lumigan, which advanced 1 place to 3rd. The next two products lost position following significant spending cuts. Visudyne slipped from 3rd to 4th and Cosopt dropped from 1st to 5th. Rescula advanced 1 spot to 6th, even though ad outlays were reduced by 10 percent.

The first new entry to 2002's top 12 list was Healon5 Viscoadaptive from Pharmacia Ophthalmology, up from 29th to 7th. The Ladarvision 4000 Ladartracker moved up from 9th to 8th, and a new product, Alphagan P Ophthalmic Solution, was 9th. Others new to the top group were Ocuflax, up from 122nd to 10th; the Stars3 Active Trak Excimer Laser System from VISX Incorporated, up from 15th to 11th; and Ciloxan Ophthalmic Solution and Ointment, which moved up from 20th to 12th.

Optometry advertising continues to drop

During the first half of 2002, spending in optometry journals declined by 3.8 percent. A drop of 6.9 percent was recorded for the same period last year, and a marginal gain of 1.3 percent was recorded for the first six months of 2000.

Johnson & Johnson continues as the heaviest advertiser in this market, a position which it has held for three years in a row. A 73 percent boost in spending advanced CIBA Vision from 10th to 2nd, while Marchon Eyeware slipped from 2nd to 3rd. New to 2002's top 12 was the Viva International Group, which climbed from 13th to 4th as ad expenditures grew by 53 percent. The next two advertisers, the Luxottica Group (5th) and Alcon Laboratories (6th), each advanced 1 spot when compared to the prior year.

The Safilo Group dropped from 5th to 7th. Transitions Optical remained unchanged in 8th place, and Marcolin jumped from 21st to 9th following a 54 percent increase in ad spending. A new advertiser to the top 12, Live Eyeware, took 10th place. Completing the top group was Kenmark Optical, down from 4th to 11th, as ad outlays decreased by 27 percent and Bausch & Lomb, down from 3rd to 12th following a 33 percent cut in ad spending.

A steady flow of new product introductions is a given in this market, so it is not surprising to find that only 2 of 2001's top 12 carried over into 2002. These two were Vision Expo, down from 1st to 3rd and Acuvue Bifocal Contact Lenses, which edged up 2 spots to 8th even though ad expenditures were cut by 18 percent. The most heavily advertised new entry was Johnson & Johnson's Acuvue 2 Colours Contact Lenses, while 2nd place went to Transitions Optical's Next Generation Lenses. Cocoons Eyeware was 4th, while Johnson & Johnson's Eye Health Advisor Program ranked 5th.

A No-Rub Multi-Purpose Disinfectant from Alcon Laboratories climbed from 73rd to 6th, as ad outlays increased by 187 percent. Bausch & Lomb's Purevision 30-Night Continuous Wear Lenses placed 7th, while Serengeti Eyeware took the number 9 spot. Others in the top 12 were Night & Day Continuous Wear Contact Lenses from CIBA Vision (10th), Lumigan from Allergan, Inc. (11th), and Vera Wang Eyeware from Kenmark Optical (12th).

Pharmacy advertising posts moderate growth

Spending in pharmacy journals grew by 5.9 percent during the first half of 2002. In large part, this gain was due to the introduction of a number of new products that received strong advertising support. In

contrast, during the first six months of 2001, this market recorded a 14.9 percent reduction in ad outlays.

Once again, Pfizer was the number 1 advertiser with a 4.3 percent share of all spending in this segment. Wyeth moved up 1 spot to 2nd place, while AstraZeneca slipped from 2nd to 3rd. New to this year's top 12 was Amgen, which jumped from 32nd to 4th following a 362 percent boost in spending. Teva Pharmaceuticals USA repeated in 5th place, while Aventis advanced from 9th to 6th after increasing ad expenditures by 46 percent.

Pharmacia climbed from 25th to 7th following a 139 percent increase in spending; Roxane Laboratories moved up from 15th to 8th; and Procter & Gamble jumped from 40th to 9th, as ad budgets increased by 199 percent. Novartis leapt from 260th to 10th, while Mylan Pharmaceuticals dropped from 7th to 11th and Glaxo-SmithKline fell from 6th to 12th.

Six of the products, which made the top 12 list in 2002, were recently introduced and received strong ad support in pharmacy journals. Included in this group was Amgen's Kineret, which ranked 1st, Procter & Gamble's Thermacare Heatwrap (8th), and Novartis' Elidel (9th). Other recent introductions include Pharmacia's Bextra (10th), the Ortho Evra Transdermal System (11th), and the Accu-Chek Compact Meter from Roche Diagnostic Systems (12th).

Products previously advertised and which made the top 12 list in 2002 and 2001 are Protonix, up from 3rd to 2nd; a Mylan Excellence in Pharmacy Awards Ad, up from 5th to 3rd; Norvasc, which repeated in 4th place; and Procrit, which remained unchanged in 6th place. Seroquel advanced to the top group (from 18th to 5th) as ad spending increased by 93 percent, while Lovenox climbed from 20th to 7th on an 84 percent boost in ad outlays.

Radiology spending is up, but not by much

Advertising in radiology journals registered a 2.5 percent gain during the first six months of 2002. In the prior year, spending in this market declined by 1.2 percent.

A review of the 12 leading advertisers in this market indicates that only 5 carried over from 2001's top group. Siemens Medical Systems moved up from 2nd to 1st following a 55 percent increase in spending, while Philips Medical Systems climbed from 11th to 2nd as ad outlays increased by 46 percent. Two of those new to this year's top 12 were Amersham Health, up from 19th to 3rd; and Guidant, which jumped from 28th to 4th following a 172 percent boost in ad spending. GE Medical Systems slipped 1 spot to 5th; and Fuji

Medical Systems USA rose 2 positions to 6th. The only other company repeating in 2002 was Nycomed Amersham, up from 12th to 11th.

Hitachi Medical Corporation climbed from 13th to 7th as ad outlays were increased by 25 percent; while two advertisers new to this market, Philips Ultrasound International and Fleet Pharmaceuticals were 8th and 9th, respectively. Heavy spending increases advanced CADX Medical Systems from 31st to 10th, while Terarecon, Inc. climbed from 68th to 12th.

All but 2 of the most heavily advertised laboratory products were new to the 2002 top 12 list. The two, which carried over from the prior year, were the Altaire Open MR Imaging System, up from 8th to 3rd and the Omniscan Injection, down 2 spots

to 6th. The most heavily advertised product was the HDI 5000 SonoCT System, a new entry from Philips Ultrasound. Second place went to another new product, Second Look from CADX Medical Systems. A Philips company ad was 4th (up from 230th), while the Synapse Connectivity System from Fuji Medical Systems USA rose from 38th to 5th.

Other newly advertised products include the Neotect Kit (7th), IDEC Pharmaceutical's Zevalin (8th), the Fleet Prep Kit LS (11th), and Toshiba's Aquillion Multi Scan (12th). Completing the top 12 are the Mammotone Minimally Invasive Biopsy Device from Ethicon Endo-Surgery, up from 524th to 9th and the EradFile Internet System, up from 51st to 10th.

THE DENTAL MARKET

LEADING DENTAL ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Dentsply International Incorporated	1	1	1	5.94	4.22	4.50	47.99	-8.46
Ultradent Products Incorporated	2	2	3	3.83	3.08	2.97	30.96	1.01
Discus Dental Inc.	3	3	2	3.11	2.95	3.59	10.85	-19.96
Ivoclar Vivadent	4	7	6	3.10	1.83	2.25	77.79	-20.51
Den-Mat Corporation	5	12	12	2.16	1.46	1.46	55.06	-2.55
3M-ESPE	6	17	15	2.09	1.13	1.25	93.53	-11.24
Kerr Manufacturing Co.	7	4	5	2.08	2.26	2.39	-3.13	-7.89
Procter & Gamble	8	6	11	1.74	1.96	1.51	-6.89	26.60
Bisco Dental Products	9	8	7	1.74	1.76	1.98	3.64	-13.27
Oral-B Laboratories	10	14	8	1.67	1.28	1.71	37.23	-26.98
GC America Inc.	11	5	4	1.58	2.10	2.89	-21.05	-29.00
Glidewell Laboratories	12	11	10	1.58	1.50	1.63	10.35	-9.78

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED DENTAL PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Opalescence Xtra Boost Bleach System	Ultradent Products Incorporated	1	-	68	1.22	-	0.27	-	-100.00
Cercon Ceramics	Dentsply International Incorporated	2	-	-	1.15	-	-	-	-
Oral-B 3D Excel Toothbrush	Oral-B Laboratories	3	21	-	0.75	0.50	-	57.55	-
Crest Whitestrips Dental Whitening System	Procter & Gamble	4	8	785	0.67	0.66	0.02	6.17	*
Fuji Lining LC	GC America Inc.	5	-	-	0.67	-	-	-	-
CDC/Computed Dental Radiography System	Schick Technologies Inc.	6	2	44	0.66	0.86	0.41	-18.73	105.13
Invisalign Braces	Align Technology	7	320	346	0.64	0.09	0.08	649.56	13.72
Arestin Minocycline HCl 1mg Microspheres	Drapharma Inc.	8	27	-	0.59	0.47	-	33.86	-
Citanest Plain and Forte Anesthetic Inj.	Dentsply Pharmaceuticals	9	-	-	0.59	-	-	-	-
IPS ERIS Metal Free Crowns & Bridges	Ivoclar Vivadent	10	-	-	0.58	-	-	-	-
Ceramco Finesse Restoration	Dentsply International Incorporated	11	382	-	0.56	0.07	-	695.23	-
Splash Impression Material	Discus Dental Inc.	12	43	21	0.55	0.38	0.56	54.32	-34.15

Source: PERQ/HCI Journal Ad Review™ (JAR™)

THE HOSPITAL MANAGEMENT MARKET

LEADING HOSPITAL ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Cerner Corp.	1	5	86	4.78	2.32	0.30	88.96	447.70
Siemens Medical Systems Inc.	2	4	17	3.44	2.64	0.83	19.72	125.45
Multiplan Inc.	3	13	34	1.64	1.23	0.57	22.31	52.54
Sodexo USA	4	340	467	1.63	0.05	0.03	*	19.44
GE Medical Systems	5	10	22	1.60	1.33	0.72	10.34	30.64
Hunter Group	6	77	27	1.47	0.28	0.67	373.95	-70.02
McKesson Information Solutions Inc.	7	-	-	1.46	-	-	-	-
IDX Corporation	8	95	272	1.46	0.24	0.08	448.12	105.90
Alaris Medical System	9	-	-	1.44	-	-	-	-
Becton Dickinson	10	39	68	1.40	0.55	0.35	133.97	9.76
Tyco Healthcare	11	-	444	1.36	-	0.03	-	-100.00
CPSI	12	34	142	1.23	0.63	0.18	80.06	140.40

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED HOSPITAL PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Soarian Information Solution	Siemens Medical Systems Inc.	1	-	-	2.86	-	-	-	-
Cerner Millennium System	Cerner Corp.	2	-	-	2.09	-	-	-	-
Sodexo Services	Sodexo USA	3	396	569	1.57	0.05	0.03	*	19.44
Business Services	Hunter Group	4	77	21	1.47	0.28	0.67	373.95	-70.02
Horizon Clinicals	McKesson Information Solutions Inc.	5	-	-	1.46	-	-	-	-
Powerorders CPOE System	Cerner Corp.	6	-	-	1.42	-	-	-	-
Tyco Healthcare Group Company Ad	Tyco Healthcare	7	-	531	1.36	-	0.03	-	-100.00
CPSI System and Service	CPSI	8	52	137	1.23	0.40	0.18	181.15	53.96
Profit Financial System	Cerner Corp.	9	-	-	1.22	-	-	-	-
Microsoft Biztalk Accelerator for HIPAA	Microsoft Corporation	10	-	-	1.21	-	-	-	-
Multiplan Network	Multiplan Inc.	11	12	28	1.14	1.23	0.57	-15.17	52.54
Marshall Erdman and Associates, Inc.	Marshall Erdman Assoc.	12	22	32	1.02	0.80	0.53	16.01	6.79

Source: PERQ/HCI Journal Ad Review™ (JAR™)

*Represents percent change of 1,000 or greater

THE LABORATORY MARKET

LEADING LABORATORY ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Bayer Diagnostic Division	1	9	2	5.23	2.00	6.39	161.03	-73.41
Roche Diagnostic Systems	2	1	1	4.71	5.70	7.39	-17.36	-34.56
Beckman Coulter	3	6	5	4.20	2.12	3.00	97.84	-39.95
Ortho-Clinical Diagnostics/Johnson & Johnson Co.	4	2	7	3.33	3.01	2.67	10.34	-4.22
Abbott Diagnostics	5	3	3	3.26	2.82	3.72	15.49	-35.59
Olympus America	6	5	20	2.70	2.16	0.99	24.86	84.31
Inova Diagnostics Incorporated	7	4	4	2.38	2.33	3.47	2.07	-42.99
BD Vacutainer Systems	8	229	83	2.15	0.06	0.26	*	-82.07
Diagnostic Products Corporation	9	30	22	1.71	0.76	0.93	124.49	-30.69
Kamiya Biomedical Co.	10	10	27	1.69	1.48	0.81	13.79	56.12
Diagnostica Stago	11	14	9	1.64	1.25	2.20	31.23	-51.91
Genentech Bio Oncology	12	25	25	1.58	0.92	0.84	71.27	-6.97

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED LABORATORY PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Quanta Lite ANA Elisa	Inova Diagnostics Incorporated	1	383	4	1.90	0.05	1.64	*	-97.21
Herceptin/Her2 Protein Overexpression/Metas Brst	Genentech Bio Oncology	2	15	19	1.58	0.92	0.84	71.27	-6.97
Hospital Point Of Care	Roche Diagnostic Systems	3	72	-	1.36	0.39	-	248.40	-
Advia 1650 Chemistry System	Bayer Diagnostic Division	4	22	44	1.24	0.67	0.48	84.11	19.94
GEM Premier 3000 Whole Blood Analyzer	Instrumentation Lab	5	20	-	1.12	0.72	-	54.86	-
Quest Diagnostics Services	Quest Diagnostics	6	23	-	1.11	0.67	-	65.47	-
Engén Series Automation Systems	Ortho-Clinical Diagnostics/J&J	7	-	-	1.08	-	-	-	-
K-Assay Immunoassay Reagents/Chemistry Analyzers	Kamiya Biomedical Co.	8	27	28	1.06	0.64	0.59	65.08	-6.63
Advia Workcell Modular Automation System	Bayer Diagnostic Division	9	-	-	1.05	-	-	-	-
Hybrid Capture II HPV DNA Test/Mgmt. Ascus Pap	Digene Diagnostics Inc.	10	372	-	1.00	0.06	-	*	-
BD Vacutainer Family of Products	BD Vacutainer Systems	11	-	-	1.00	-	-	-	-
Surestep Flexx Professional Blood Glucose Mgmt.	Lifescan Inc.	12	35	62	0.97	0.57	0.41	71.30	18.21

Source: PERQ/HCI Journal Ad Review™ (JAR™)

THE NURSING MARKET

LEADING NURSING ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Florida	1	4	5	6.53	3.95	2.91	75.52	31.76
Texas	2	1	1	5.24	6.26	5.55	-11.15	9.47
Nurses Service Organization	3	2	2	4.37	4.54	4.10	2.31	7.38
California	4	5	4	4.11	3.69	3.15	18.55	13.41
North Carolina	5	3	6	3.99	4.31	2.55	-1.72	64.05
Supplement Health Care Services	6	6	122	3.62	3.08	0.17	24.82	*
Cross Country Travcorps	7	7	3	2.98	2.75	3.68	14.75	-27.34
Vita Medical Staffing	8	-	-	1.98	-	-	-	-
Medical Express	9	10	9	1.93	2.02	1.96	1.75	0.17
Nursezone.com	10	9	-	1.90	2.25	-	-10.38	-
Starmed Staffing Group	11	16	-	1.86	1.02	-	94.90	-
Amgen Inc.	12	-	-	1.74	-	-	-	-

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED NURSING PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Liability Insurance for Nurses	Nurses Service Organization	1	1	1	4.37	4.54	4.10	2.31	7.38
Supplemental Health Care Staff Services	Supplement Health Care Services	2	2	119	3.62	3.08	0.17	24.82	*
American Traveler	Florida	3	11	21	3.25	1.72	0.76	100.46	119.26
Cross Country Travcorps Recruitment	Cross Country Travcorps	4	3	-	2.80	2.75	-	8.08	-
American Mobile Nurses Recruitment	California	5	6	3	2.20	2.13	1.95	9.65	5.87
Vita Medical Staffing Recruitment	Vita Medical Staffing	6	-	-	1.98	-	-	-	-
Medical Express Recruitment	Medical Express	7	9	2	1.93	2.02	1.96	1.75	0.17
Nursezone.com	Nursezone.com	8	5	-	1.90	2.25	-	-10.38	-
Starmed Staffing	Starmed Staffing Group	9	16	-	1.86	1.02	-	94.90	-
Contract Management Services By TX	Texas	10	13	7	1.83	1.48	1.57	30.74	-8.54
Nurses Rx Incorporated Recruitment	North Carolina	11	7	37	1.77	2.06	0.48	-8.74	317.32
Kineret	Amgen Inc.	12	-	-	1.74	-	-	-	-

Source: PERQ/HCI Journal Ad Review™ (JAR™)

*Represents percent change of 1,000 or greater

THE OPHTHALMOLOGY MARKET

LEADING OPHTHALMOLOGY ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Alcon Laboratories Inc.	1	1	2	14.68	12.35	8.09	9.04	56.73
Allergan Inc.	2	2	1	7.77	10.34	8.30	-31.08	27.79
Pharmacia Ophthalmology	3	5	5	7.07	4.70	3.37	37.96	43.33
Novartis Ophthalmics	4	3	3	6.00	9.58	7.02	-42.57	40.16
Allergan Surgical	5	13	74	5.57	1.37	0.26	272.85	445.01
Merck	6	4	4	2.80	7.62	6.70	-66.29	16.80
Johnson & Johnson	7	6	13	2.74	2.76	1.51	-8.74	87.38
Santen Incorporated	8	7	27	2.19	2.40	0.89	-16.49	176.28
Carl Zeiss Inc.	9	8	19	2.09	2.19	1.21	-12.65	86.37
Bausch & Lomb	10	24	18	2.05	0.69	1.22	171.28	-41.84
Allergan Pharmaceuticals/ J&J McNeil	11	82	16	1.61	0.17	1.34	763.81	-86.84
VISX Incorporated	12	9	7	1.59	2.10	2.34	-30.64	-7.82

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED OPHTHALMOLOGY PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Xalatan	Pharmacia Ophthalmology	1	2	4	4.80	3.33	2.36	32.24	44.73
Travatan	Alcon Laboratories Inc.	2	5	-	4.31	2.58	-	53.33	-
Lumigan	Allergan Inc.	3	4	-	3.11	2.76	-	3.12	-
Visudyne	Novartis Ophthalmics	4	3	5	2.10	2.85	2.07	-32.28	41.15
Cosopt	Merck	5	1	2	2.02	4.08	3.20	-54.52	31.02
Rescula	Novartis Ophthalmics	6	7	-	2.01	2.05	-	-9.92	-
Healon5 Viscoadaptive	Pharmacia Ophthalmology	7	29	-	1.83	0.79	-	112.99	-
Ladarvision 4000 Ladartracker	Alcon Laboratories Inc.	8	9	-	1.69	2.02	-	-23.48	-
Alphagan P	Allergan Inc.	9	-	-	1.68	-	-	-	-
Ocuflox	Allergan Pharmaceuticals/J&J McNeil	10	122	11	1.61	0.17	1.34	763.81	-86.84
Stars3 Active Trak Excimer Laser System	VISX Incorporated	11	15	-	1.45	1.32	-	1.07	-
Ciloxan Sterile Ophthalmic Solution/Ointment	Alcon Laboratories Inc.	12	20	10	1.45	1.02	1.47	29.93	-28.92

Source: PERQ/HCI Journal Ad Review™ (JAR™)

THE OPTOMETRY MARKET

LEADING OPTOMETRY ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Johnson & Johnson	1	1	1	5.30	3.42	4.79	48.79	-33.42
CIBA Vision	2	10	12	3.23	1.79	1.57	73.23	6.19
Marchon Eyewear	3	2	4	2.77	2.59	2.95	2.91	-18.27
Viva International Group	4	13	13	2.52	1.58	1.52	53.29	-3.06
Luxottica Group	5	6	5	2.36	2.10	2.81	8.07	-30.51
Alcon Laboratories Inc.	6	7	31	2.27	2.06	0.76	6.29	151.56
Safilo Group	7	5	9	2.02	2.23	1.81	-12.57	14.71
Transitions Optical	8	8	7	2.00	2.03	2.48	-5.24	-23.80
Marcolin	9	21	2	1.91	1.19	3.26	53.89	-65.85
Live Eyewear	10	-	-	1.87	-	-	-	-
Kenmark Optical	11	4	20	1.73	2.29	1.04	-27.34	103.98
Bausch & Lomb	12	3	115	1.71	2.45	0.21	-33.06	977.15

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED OPTOMETRY PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Acuvue 2 Colours Contact Lenses	Johnson & Johnson	1	-	-	2.18	-	-	-	-
Next Generation Transitions Lenses	Transitions Optical	2	-	-	2.00	-	-	-	-
Vision Expo	Vision Expo	3	1	6	1.35	1.47	1.30	-11.92	5.47
Cocoons Eyewear	Live Eyewear	4	-	-	1.16	-	-	-	-
Eye Health Advisor Program	Johnson & Johnson	5	-	-	1.07	-	-	-	-
No Rub Multi-Purpose Disinfect Solution	Alcon Laboratories Inc.	6	73	-	0.98	0.33	-	186.66	-
Purevision 3D-Night Continuous Wear Lenses	Bausch & Lomb	7	-	-	0.88	-	-	-	-
Acuvue Bifocal Contact Lenses	Johnson & Johnson	8	10	67	0.87	1.03	0.36	-18.19	168.84
Serengeti Eyewear	Serengeti	9	-	-	0.83	-	-	-	-
Night & Day Continuous Wear Contact Lenses	CIBA Vision	10	-	-	0.78	-	-	-	-
Lumigan Ophthalmic Solution	Allergan Inc.	11	-	-	0.78	-	-	-	-
Vera Wang Eyewear	Kenmark Optical	12	-	-	0.78	-	-	-	-

Source: PERQ/HCI Journal Ad Review™ (JAR™)

THE PHARMACY MARKET

LEADING PHARMACY ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Pfizer Laboratories	1	1	1	4.29	6.63	6.03	-31.52	19.88
Wyeth Pharmaceuticals	2	3	3	3.50	2.90	3.17	27.76	-0.39
AstraZeneca	3	2	2	2.77	3.21	4.13	-8.81	-15.21
Amgen Inc.	4	32	-	2.72	0.62	-	361.99	-
Teva Pharmaceuticals USA	5	5	10	2.14	1.82	1.36	24.57	45.80
Aventis	6	9	6	1.94	1.41	2.58	45.84	-40.40
Pharmacia Upjohn & Searle	7	25	17	1.70	0.75	1.12	138.93	-26.80
Roxane Laboratories Inc.	8	15	5	1.51	0.89	2.83	81.20	-65.83
Procter & Gamble	9	40	59	1.50	0.53	0.41	199.36	41.85
Novartis Inc.	10	260	11	1.45	0.07	1.31	*	-93.85
Mylan Pharmaceuticals	11	7	7	1.44	1.67	2.27	-8.64	-19.52
GlaxoSmithKline	12	6	13	1.38	1.72	1.23	-15.27	53.01

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED PHARMACY PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
Kineret	Amgen Inc.	1	-	-	1.72	-	-	-	-
Protonix	Wyeth Pharmaceuticals	2	3	18	1.50	1.60	0.81	-1.01	-116.40
Mylan Excellence in Pharmacy Awards	Mylan Pharmaceuticals	3	5	515	1.44	1.46	0.03	4.61	*
Norvasc	Pfizer Laboratories	4	4	3	1.44	1.60	1.88	-4.76	-7.26
Seroquel	AstraZeneca	5	18	17	1.36	0.75	0.83	92.99	-1.52
Procrit	Ortho Biotech	6	6	11	1.28	1.32	0.94	2.59	53.45
Lovenox	Aventis	7	20	6	1.21	0.69	1.28	84.40	-40.62
Thermacare Heatwrap	Procter & Gamble	8	-	-	1.02	-	-	-	-
Elidel Cream	Novartis Inc.	9	-	-	1.00	-	-	-	-
Bextra	Pharmacia Upjohn & Searle	10	-	-	1.00	-	-	-	-
Ortho Evra Transdermal System	Ortho Pharm & McNeil Pharm	11	-	-	0.86	-	-	-	-
Accu-Chek Compact Meter	Roche Diagnostic Systems	12	-	-	0.77	-	-	-	-

Source: PERQ/HCI Journal Ad Review™ (JAR™)

THE RADIOLOGY MARKET

LEADING RADIOLOGY ADVERTISERS BY EXPENDITURE, THE FIRST HALF OF 2002

Company	Rank			% Share of Market			% Change	
	2002	2001	2000	2002	2001	2000	02/01	01/00
Siemens Medical Systems Inc.	1	2	3	4.72	3.11	3.52	55.37	-11.71
Philips Medical System	2	11	5	2.47	1.74	3.29	45.68	-47.13
Amersham Health	3	19	19	2.11	1.14	1.12	89.77	1.62
Guidant	4	28	31	2.08	0.78	0.65	172.10	19.91
GE Medical Systems	5	4	2	2.00	2.81	3.75	-26.95	-25.09
Fuji Medical Systems USA Incorporated	6	8	6	1.92	2.04	2.26	-3.54	-9.66
Hitachi Medical Corporation	7	13	18	1.70	1.40	1.28	24.52	8.69
Philips Ultrasound International	8	-	-	1.62	-	-	-	-
Fleet Pharmaceuticals	9	-	276	1.46	-	0.04	-	-100.00
CADX Medical Systems	10	31	-	1.37	0.74	-	88.29	-
Nycomed Amersham Inc.	11	12	7	1.21	1.50	2.16	-17.03	-30.68
Terarecon Inc.	12	68	-	1.18	0.36	-	236.80	-

Source: PERQ/HCI Journal Ad Review™ (JAR™)

MOST ADVERTISED RADIOLOGY PRODUCTS AND SERVICES, THE FIRST HALF OF 2002

Product Name	Company	Rank			% Share of Market			% Change	
		2002	2001	2000	2002	2001	2000	02/01	01/00
HDI 5000 SonoCT System	Philips Ultrasound International	1	-	-	1.62	-	-	-	-
Second Look	CADX Medical Systems	2	-	-	1.37	-	-	-	-
Altaire Open MR Imaging System	Hitachi Medical Corporation	3	8	-	1.19	0.94	-	28.91	-
Company Ad	Philips Medical System	4	230	406	1.16	0.12	0.05	858.44	136.45
Synapse Connectivity System	Fuji Medical Systems USA	5	38	15	1.01	0.52	0.85	96.81	-38.58
Omniscan Injection	Amersham Health	6	4	8	1.00	1.14	1.12	-10.38	1.62
Neotect Kit	Berlex Laboratories and Nycomed Amersham	7	-	3	0.94	-	1.42	-	100.00
Zevalin	IDEC Pharmaceuticals Corporation	8	-	-	0.93	-	-	-	-
Mammotone Minimally Invasive Biopsy Device	Ethicon Endo-Surgery	9	524	272	0.92	0.03	0.10	*	-64.50
EradFile Internet System	Brit Systems	10	51	-	0.91	0.46	-	104.74	-
Fleet Prep Kit LS	Fleet Pharmaceuticals	11	-	-	0.81	-	-	-	-
Aquilion Multi Scan	Toshiba	12	-	-	0.77	-	-	-	-

Source: PERQ/HCI Journal Ad Review™ (JAR™)

*Represents percent change of 1,000 or greater

JOURNALS AUDITED FOR THE SPECIALTY MARKET ADVERTISING REVIEW

DENTAL

Access
ADA News
AGD Impact
American Journal of Dentistry
American Journal of Orthodontic & Dentofacial Orthopedics
Compendium of Continuing Education in Dentistry
Contemporary Esthetics and Restorative Practice
Contemporary Oral Hygiene
Dental Economics
Dental Equipment Materials
Dental Lab Products
Dental Practice Report
Dental Products Report
Dentaltown
Dentistry Today
Dentist's Money Digest
General Dentistry
Implant Dentistry
JADA — Journal of the American Dental Association
Journal of Clinical Orthodontics
Journal of Dental Hygiene
Journal of Dentistry for Children
Journal of Endodontics
Journal of Esthetic and Restorative Dentistry
Journal of Oral and Maxillofacial Surgery
Journal of Periodontology
Journal of Practical Hygiene
Journal of Prosthetic Dentistry
Journal of Prosthodontics
Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontics
Orthodontic Products
PPAD — Practical Procedures & Aesthetic Dentistry
Quintessence International
RDH: The National Magazine for Dental Hygiene Professionals

HOSPITAL

AHA News
Healthcare Financial Management
Healthcare Financial Management — ANI Guide

Healthcare Purchasing News
Healthcare Purchasing News — Central Service Resource Guide
Healthcare Purchasing News — Infection Control Supplement
Health Facilities Management
Health Forum Journal
Hospitals & Healthcare Network —360 Supplement
Hospitals & Health Networks
Infection Control & Sterilization Technology
Journal of Healthcare Resource Management
Materials Management in Healthcare
Modern Healthcare — Weekly Business News
OR Purchasing News (HPN)
Outpatient Care Technology

LABORATORY

Advance for Administrators of the Laboratory
Advance for Medical Laboratory Professionals
American Clinical Laboratory
American Journal of Clinical Pathology
American Journal of Surgical Pathology
Archives of Pathology & Laboratory Medicine
ASM News (American Society for Microbiology)
CAP Today
Clinical Chemistry
Clinical Laboratory News
Clinical Laboratory Science
Clinical Lab Products
Clinical Leadership & Management Review
Human Pathology
Journal of Clinical Microbiology
Laboratory Investigation
Laboratory Medicine
MLO: Medical Laboratory Observer
Modern Pathology
Transfusion

NURSING

AANA Journal (American Association of Nurse Anesthetists)
Advances in Skin and Wound Care
American Journal of Critical Care
American Journal of Infection Control

AJN: American Journal of Nursing
AJN: American Journal of Nursing — Continuing Care Edition
AJN: American Journal of Nursing — Critical Care
AJN: American Journal of Nursing — Hospital Edition
Association of Operating Room Nurses Journal (AORN)
Awhonn Lifelines
Clinical Nurse Specialist
Critical Care Choices
Critical Care Nurse
Dermatology Nursing
Geriatric Nursing
Home Healthcare Nurse
Heart and Lung: The Journal of Critical Care Imprint
Journal of Emergency Nursing
Journal of Infusion Nursing
Journal of Midwifery and Women's Health
The Journal of Neuroscience Nursing
The Journal of Nursing Administration
Journal of Obstetric Gynecological & Neonatal Nursing
Journal of Ophthalmic Nursing & Technology
Journal of Pediatric Healthcare
Journal of Vascular Nursing
Journal of Wound Ostomy and Continence Nursing (WOCN)
MCN: The American Journal of Maternal/Child Nurse
Medsurg Nursing
Neonatal Network
Nursing
Nursing — Critical Care Demo
Nursing — East
Nursing — East/West
Nursing — Home Health Edition
Nursing — Hospital Demo
Nursing — Midwest Edition
Nursing — National Employment Opportunities
Nursing — Northeast
Nursing — Southwest Edition
Nursing — West

Nursing Management
Nursing Management —Critical Care Edition
Nursing Management —OR Edition
Nursing Travel
OR Manager
Orthopaedic Nursing
Ostomy Quarterly
Ostomy/Wound Management
Pediatric Nursing
Rehabilitation Nursing
RN — Continuing Care Demo — Graphic Edition
RN Magazine
RN Magazine — Acute Care Edition
RN Magazine — Hospital Edition
RN Magazine — Nurse Managers Edition
RN & Office Nurse Combo
Surgical Services Management
Today's Surgical Nurse

OPHTHALMOLOGY

Administrative Eyecare
American Journal of Ophthalmology
Annals of Ophthalmology
Archives of Ophthalmology
The CLAO Journal
Current Opinion in Ophthalmology
Eyenet Magazine
Eye World
Investigative Ophthalmology & Visual Science
Journal of Cataract & Refractive Surgery
Journal of Pediatric Ophthalmology & Strabismus
Journal of Refractive Surgery
Ocular Surgery News
Ocular Surgery News Supplement
Ophthalmic Surgery & Lasers
Ophthalmology
Ophthalmology Management
Ophthalmology Times
Refractive Eyecare for Ophthalmologists
Retina
Review of Ophthalmology
Review of Ophthalmology Suppliers —
Ophthalmic Product Guide
Survey Of Ophthalmology

OPTOMETRY

20/20 Magazine
AOA News
Contact Lens Spectrum
Eyecare Business
Eye Wear
ICLC — International Contact Lens Clinic
Lenses & Technology
Optometric Management
Optometry and Vision Science
Optometry: Journal of the American
Optometric Association
Optometry Today
Primary Care Optometry News
Review of Optometry
Review of Optometry Suppliers — Ophthalmic
Product Guide
Vision Monday

PHARMACY

American Druggist
American Journal of Health System Pharmacy
America's Pharmacist
Annals of Pharmacotherapy
Chain Drug Review
Chain Drug Review — Retail Pharmacy
Clinical Pharmacology and Therapeutics
Community Pharmacist
Computer Talk for the Pharmacist
Consultant Pharmacist
Drug Store News
Drug Store News — Chain Pharmacy
Drug Topics
Drug Topics Health — System Pharmacist
Formulary (Was Hospital Formulary)
Generic Rx Product Report
Hospital Pharmacist Report
Hospital Pharmacy
Journal of Pharmacy Technology
Journal of the American Pharmaceutical
Association
P & T: A Peer Reviewed Journal for
Formulary Management
Pharmacotherapy
Pharmacy Practice News
Pharmacy Practice News — Special Edition

Pharmacy Times
Pharmacy Times — Hospital Edition
Pharmacy Today
Retail Pharmacy Management
Retail Pharmacy Management News
U.S. Pharmacist — Consult Your Pharmacist
U.S. Pharmacist — Generic Guide Supplement
U.S. Pharmacist — Health System Edition
U.S. Pharmacist — Home Health Care
U.S. Pharmacist — National Edition
U.S. Pharmacist — Oncology Supplement

RADIOLOGY

Administrative Radiology
Advance for Imaging & Oncology Administrators
Advance for Imaging & Radiation Therapy
Professional
AJNR: American Journal of Neuroradiology
American Journal of Roentgenology
Applied Radiology
Cardiovascular & Interventional Radiology
Cath Lab Digest
Cath Lab Digest Buyers Guide
Clinical Nuclear Medicine
Decisions in Imaging Economics
Diagnostic Imaging
Diagnostic Imaging Advisor
Diagnostic Imaging Woman's Health
Healthcare Imaging Products
International Journal of Radiation Oncology Biology
Interventionalist
Investigative Radiology
Journal of Clinical Ultrasound
Journal of Computer Assisted Tomography
Journal of Diagnostic Medical Sonography
Journal of Nuclear Medicine
Journal of Nuclear Medicine Technology
Journal of Ultrasound in Medicine
Journal of Vascular and Interventional Radiology
Medical Electronic Products
Medical Imaging
MEEN (Medical Electronics and Equipment News)
MEEN: Imaging Technology News
Radiographics
Radiologic Technology
Radiology
Seminars in Nuclear Medicine
Seminars in Ultrasound CT & MR ■