DTC PERSPECTIVES

# PRINT MEDIA REVIEW

As the overall DTC advertising category slowed over the past two years, pharmaceutical companies began to take a closer look at the effectiveness of all DTC media channels. One of the channels that appears to be getting a closer look is consumer print publications, which has seen an advertising slide over the past year. But, as educational efforts and a possible increases in fair-balance requirements become more important, print media may be well-positioned for a turnaround.

In this special section, DTC Perspectives takes a closer look at some of the leading consumer titles (in terms of DTC advertising) to review their healthcare coverage and DTC content.

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$1500 Full Page, 4C Ad
(*Discounted Price – Almost 50% off list price for Print Review ONLY*)

**Ad Specifications:**

Full Page – 8.5x11” x 10.875’H (1.25” bleed on each side)

CONTACT: STACEY HAGENBUSH FOR FURTHER DETAILS
973-377-2106 x 225 OR EMAIL STACEY@DTCPERSPECTIVES.COM