

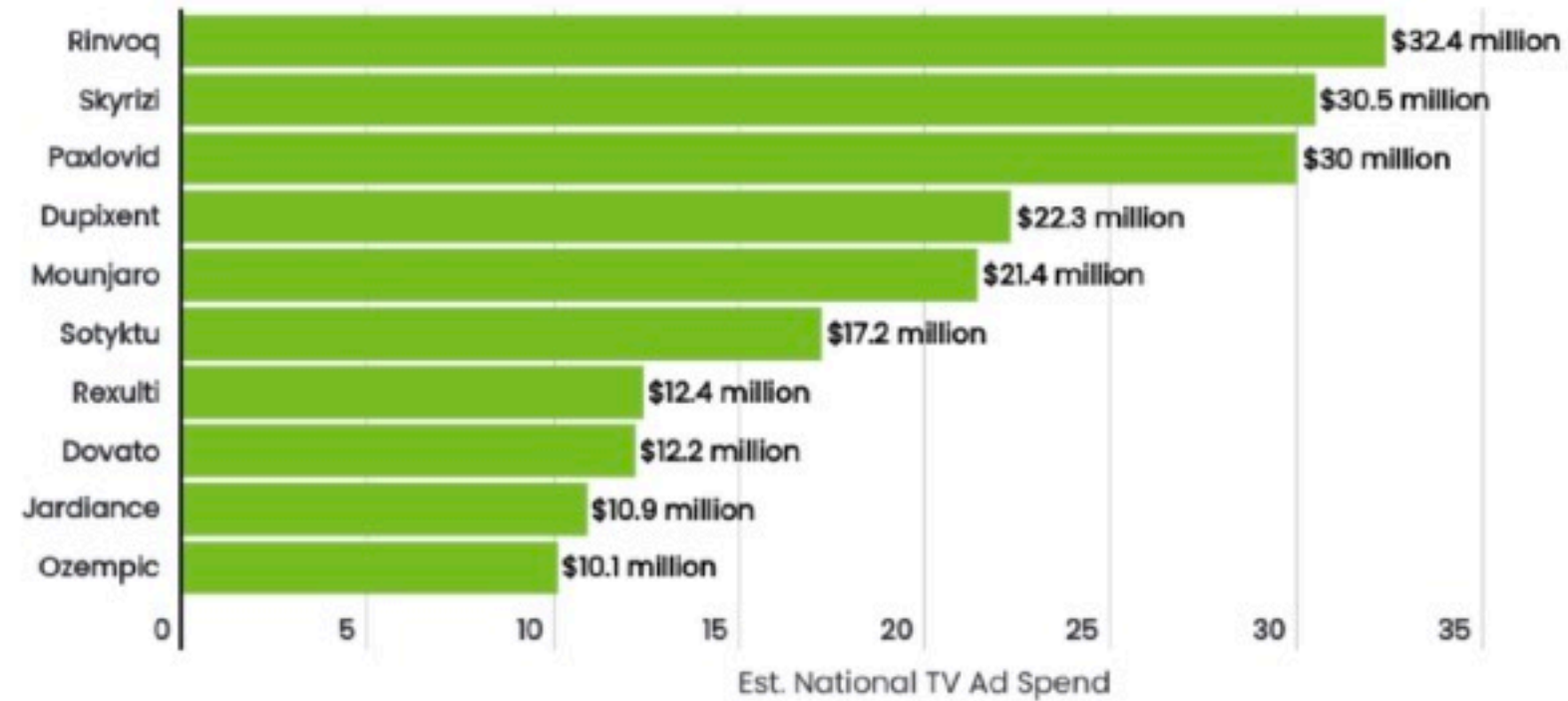
HOW THE MEDIA MAKES ITS MONEY: BILLIONS SPENT ON US ADVERTISING EVERY YEAR

ADWEEK

iSpot.tv

Top Rx Pharma Brands by National TV Ad Spend

March 1-31, 2023

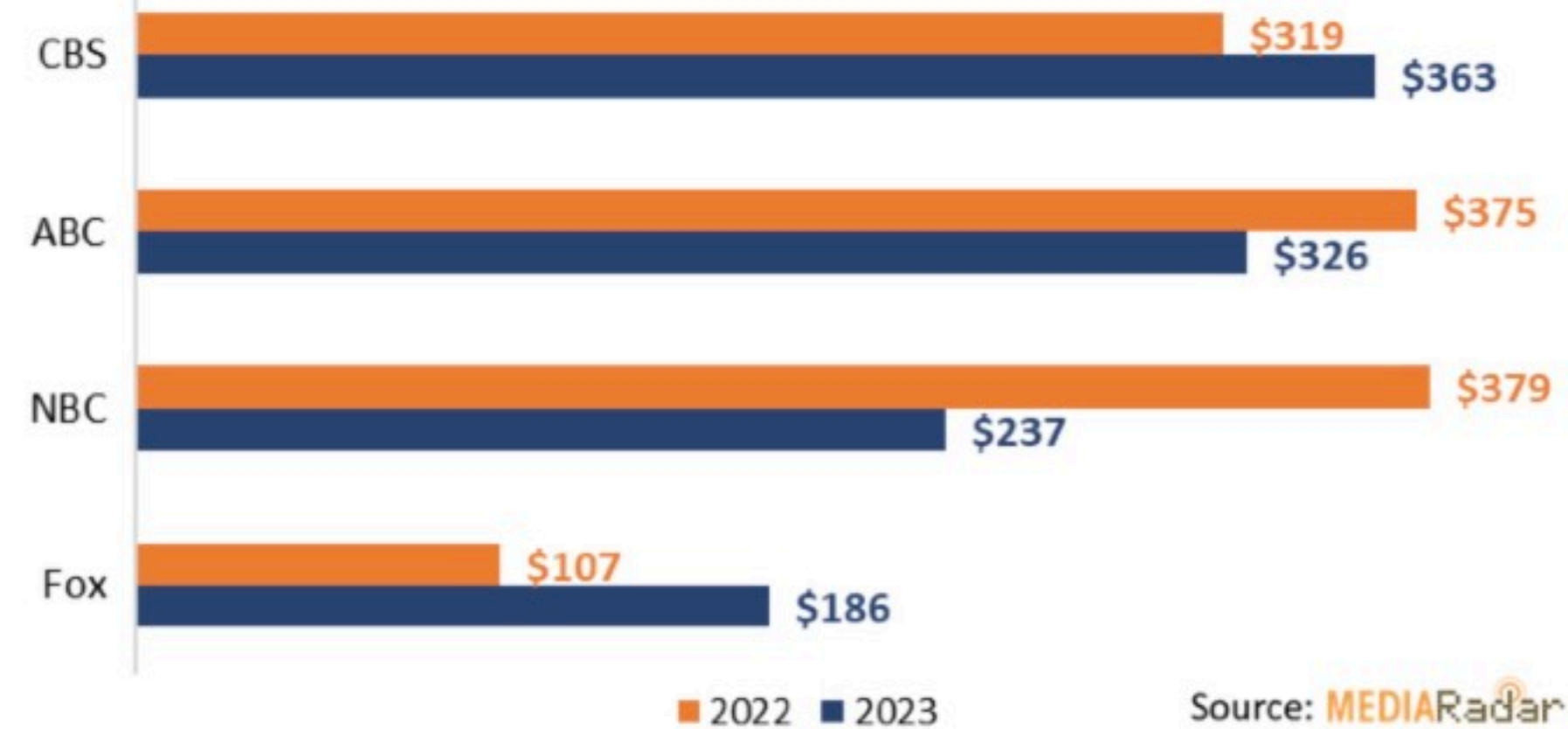


BY ISPOT.TV APRIL 5, 2023

Medical & Pharma Ad Spend with Top Networks

2-Year Analysis: January - April

in millions



Source: MEDIA Radar

“The American Medical Association and public health advocates have called for restrictions on direct-to-consumer drug advertising, warning that it inflates demand for newer, more expensive drugs at the expense of less costly alternatives.”

From 2015-2021
\$15.9 billion spent
on TV ads for drugs
with low therapeutic
value

[ACSH, Jan 2023](#)

2021 Pharma
Digital Ad
Spending
~\$14 Billion

[Statista, Sep 2022](#)

Pharma 2nd
highest spending
ad category in US

[Fierce Pharma, Apr
2023](#)

“At the heart of these efforts were the goals of reducing self-treatment and encouraging deference to professional medical judgment.”