

2010 Pharma Promotion Spending

Market Insight Report from

SK&A
A Cegecim Company

See the trends behind \$28 billion in drug promotion spending

NEWLY UPDATED RESULTS!

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Did you know more than \$660 million was spent on just one asthma product? For Pharma brand teams, this is the definitive report that summarizes 2010 promotional spending by drug product, class and delivery channel. Use this complimentary report benchmark your own results and plan for future campaigns.

In this updated analysis by Cegecim Strategic Data you will learn:

- Total promotion spending versus prior year
- Spending trends by therapeutic class
- Spending trends by marketing channel
- Top 10 drug brands promoted by marketing channel
- Top 10 brands spending versus prior years
- How much Vanda spent to introduce Fanapt
- and other marketing



Cymbalta ranked 3rd in 2010 promotion spending.

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to see promotion impact, based on surveys with physicians.

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2601 Main Street, Suite 650, Irvine, CA 92614, Phone: (800) 752-5478, Fax: (949) 476-2168, E-mail: skasales@skainfo.com

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