

**Promotion of antihypertensives for particular subgroups of patients
(in main body of advertisement)**

Subgroup of patients	Number of advertisements (% of total)
Isolated systolic hypertension	20 (17.7%)
Patients uncontrolled on monotherapy	12 (10.6%)
Diabetes plus hypertension	11 (9.7%)
Diabetes	5 (4.4%)
Secondary prevention of coronary artery disease	4 (3.5%)
Hypertension plus coronary artery disease	4 (3.5%)
Secondary prevention of cerebrovascular disease	3 (2.7%)
Hypertension plus cerebrovascular disease	3 (2.7%)
Diabetes plus one additional cardiovascular risk factor (as per HOPE study* criteria)	1 (0.9%)
Prevention of progression of renal failure in patients with proteinuria	0 (0%)
Other [†]	9 (8.0%)

* The Heart Outcomes Prevention Evaluation Investigators. Effects of an angiotensin-converting-enzyme inhibitor, ramipril, on cardiovascular events in high-risk patients. *N Engl J Med.* 2000; 342: 145–153.

[†] included asthma, renal impairment, heart failure, elderly patients and intermittently non-compliant patients.