

**Table S1. Compiled data on IGM/NBL cases.**

Case no.	Product	Instigator	Sanctioned company	Ruling date	First ad <sup>1</sup>	Last ad <sup>1</sup>	Fines (SEK)	Unique ads <sup>2</sup>	Total ads <sup>2</sup>	Violated article(s) <sup>3</sup>
IGM B005/94	Seroxat	IGM	Novo Nordisk	1994-10-01	1994; 35	1994; 39	10000	1	3	4
IGM B019/94	Seroxat	IGM	Novo Nordisk	1994-12-12	1994; 41	1994; 45	10000	1	3	4; 12
IGM B030/95	Seroxat	Lundbeck	Novo Nordisk	1995-07-03	1995; 21	1995; 21	10000	1	1	1; 4; 12
NBL 421/95				1995-09-29			50000			
IGM B029/95 <sup>4</sup>	Cipramil	IGM	Lundbeck	1995-06-04	1994; 8	1997; 10	10000	7	32	1; 4
NBL 422/95 <sup>4</sup>				1995-10-20			10000			
IGM L026/95	Zoloft	IGM	Pfizer	1995-05-28	1995; 7	1995; 17	10000	1	9	1; 4; 11
IGM B032/95	Seroxat	IGM	Novo Nordisk	1995-06-11	1995; 23	1995; 23	10000	1	1	18
IGM B048/95	Fontex	IGM	Eli Lilly	1995-11-27	1995; 40	1995; 49	10000	5	7	3; 4; 8; 11
IGM L004/96	Cipramil	IGM	Lundbeck	1996-02-23	1996; 4	1996; 4	25000	1	1	4; 8; 11
IGM B048/96	Fevarin	IGM	Meda AB	1996-08-07	1996; 26-27	1996; 26-27	15000	1	1	4
IGM B059/96	Cipramil	IGM	Lundbeck	1996-07-07	1995; 50	1996; 47	25000	3	10	4
IGM L030/96	Effexor	IGM	Wyeth	1996-05-17	1996; 17	1996; 23	25000	2	6	4; 11
IGM B038/97 <sup>4</sup>	Cipramil	Novo Nordisk	Lundbeck	1997-07-13	1997; 12	1997; 41	25000	1	14	4; 8
NBL 460/97 <sup>4</sup>				1997-10-07			No extra fee			
IGM W030/97	Cipramil	Novo Nordisk	Lundbeck	1997-10-19	1996; 3	1997; 43	50000	4	28	12
NBL 465/97				1997-12-18			50000			
IGM B041/97	Fontex	IGM	Eli Lilly	1997-07-27	1997; 30-31	1997; 30-31	25000	1	1	4; 11
IGM W110/98	Cipramil	IGM	Lundbeck	1998-10-14	1998; 18	1998; 45	50000	1	15	4; 11
NBL 496/98				1998-12-21			50000			
IGM W119/98 <sup>4</sup>	Effexor	Health Prof.	Wyeth	1998-11-30	1998; 3	1999; 11	50000	4	24	10; 11
IGM W221/00	Seroxat	Wyeth	SmithKleinB	2000-03-20	1999; 6	2000; 14	50000	6	13	2; 4
NBL 542/00				2000-07-12			50000			
IGM W224/00	Effexor	SmithKleinB	Wyeth	2000-04-29	1999; 21	2000; 8	50000	2	6	4
IGM W293/00	Zoloft	Health Professionals	Pfizer	Not avail.	2000; 48	2001; 24	No violation	1	19	4
NBL 574/01				2001-07-20			50000			
IGM W448/02	Remeron	Health Prof	Organon	2002-10-30	1998; 36	2002; 41	60000	3	44	4
IGM W478/02 <sup>5</sup>	Cipralext	Wyeth	Lundbeck	2003-01-19	2002; 44	2002; 52	60000	1	6	2; 4
NBL 626/02	Cipralext	MPA	Lundbeck	2003-04-04	2002; 22	2002; 43	60000	2	10	4; 12
IGM W502/03 <sup>5</sup>	Cipralext	Wyeth	Lundbeck	2003-04-07	2003; 5	2003; 10	60000	2	5	2; 4

<sup>1</sup>Year and issue (week) of the journal is indicated.

<sup>2</sup>A few advertisements had contents ruled in violation in multiple cases.

<sup>3</sup>For a few cases not all article violations specified in the case report applied to all advertisements encompassed by the ruling.

<sup>4</sup>Cases where the company ignored the IGM/NBL request to stop disseminating violative advertisements.

<sup>5</sup>Cases of repeat violations, i.e. similar violative claims for the same drug in more than ruling.