

Table S1. UK rulings of breach 2004-2012: complete list of clauses

§	Description	All breaches n=1950 ^a	All cases n=597 ^b	Serious cases n=100 ^c
1	Scope of code and definitions	5 (0.3%)	5 (0.8%)	3 (3.0%)
2	Discredit and confidence	102 (5.2%)	92 (15%)	92 (92%)
3	Marketing authorization	113 (5.8%)	88 (15%)	20 (20%)
4	Prescribing information and other obligatory information	64 (3.3%)	45 (7.5%)	9 (9.0%)
5	Abbreviated advertisements	1 (0.1%)	1 (0.2%)	0
6	Journal advertising	2 (0.1%)	2 (0.3%)	0
7	Information, claims and comparisons	1021 (52%)	280 (47%)	28 (28%)
8	Disparaging references	33 (1.7%)	27 (4.5%)	5 (5.0%)
9	High standards; format; suitability and causing offence; sponsorship	249 (13%)	210 (35%)	77 (77%)
10	Reprints and quotations	3 (0.2%)	3 (0.5%)	0
11	Distribution of promotional material	3 (0.2%)	2 (0.3%)	0
12	Disguised promotion	32 (1.6%)	25 (4.2%)	9 (9.0%)
13	Non-interventional studies	0	0	0
14	Certification	16 (0.8%)	13 (2.2%)	4 (4.0%)
15	Representatives	96 (4.9%)	81 (14%)	15 (15%)
16	Training	5 (0.3%)	4 (0.7%)	0
17	Provision of medicines and samples	2 (0.1%)	2 (0.3%)	0
18	Items for patients; promotional aids; provision of goods and services; agreements to benefit patients	37 (1.9%)	35 (5.9%)	15 (15%)
19	Meetings, hospitality and sponsorship	36 (1.8%)	30 (5.0%)	17 (17%)
20	Consultants	2 (0.1%)	2 (0.3%)	2 (2.0%)
21	Scientific services	0	0	0
22	Relations with the public and media	84 (4.3%)	55 (9.2%)	13 (13%)
23	Relations with patient organizations	3 (0.2%)	2 (0.3%)	1 (1.0%)
24	Internet	3 (0.2%)	1 (0.2%)	0
25	Compliance with undertakings	38 (1.9%)	33 (5.5%)	25 (25%)

^a Percentages indicate cell portion of total breaches. E.g. 5.2% of breaches pertained to §2.

^b Percentages indicate cell portion of total cases. E.g. 15% of cases involved one or more §2 ruling.

^c Percentages indicate cell portion of total serious violation cases. E.g. 92% of serious violation cases involved one or more §2 ruling.