

# SECURITIES AND EXCHANGE COMMISSION

## FORM SC 13G

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions

Filing Date: **1994-02-02**  
SEC Accession No. **0000766524-94-000106**

([HTML Version](#) on [secdatabase.com](#))

### SUBJECT COMPANY

#### PHARMACEUTICAL MARKETING SERVICES INC

CIK: **880119** | IRS No.: **510335521** | State of Incorporation: **DE** | Fiscal Year End: **0630**  
Type: **SC 13G** | Act: **34** | File No.: **005-42585** | Film No.: **94504236**  
SIC: **2721** Periodicals: publishing or publishing & printing

Business Address  
2394 E CAMELBACK RD  
PHOENIX AZ 85016  
6093819800

### FILED BY

#### PUTNAM INVESTMENTS INC

CIK: **766524** | IRS No.: **042539558** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
Type: **SC 13G**

Business Address  
ONE P O BOX SQUARE  
BOSTON MA 02109

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. )\*

NAME OF ISSUER  
PHARMACEUTICAL MARKETING  
SERVICES, INC.

TITLE OF CLASS OF SECURITIES  
Common

CUSIP NUMBER  
717123103

Check the following box if a fee is being paid with this statement.

( X )

(A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7).

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 717123103

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-----  
1. Name of reporting person  
S.S. or I.R.S. identification no. of above person

Marsh & McLennan Companies, Inc.

-----  
 2. Check the appropriate box if a member of a group\* (a) ( )  
 (b) ( )  
 -----

3. SEC use only  
 -----

4. Citizenship or place of organization  
 Delaware  
 -----

5. Sole Voting Power

NONE  
 -----

Number of  
 shares  
 beneficially  
 owned by  
 each  
 Reporting  
 person  
 with

6. Shared Voting Power

NONE  
 -----

7. Sole Dispositive Power

NONE  
 -----

8. Shared Dispositive Power

NONE  
 -----

9. Aggregate amount beneficially owned by each reporting person

NONE  
 -----

10. Check box if the aggregate amount in row (9) includes certain shares\*

11. Percent of class represented by amount in row 9

NONE  
 -----

12. Type of Reporting person\*

HC  
 -----

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CUSIP No. 717123103

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-----  
 1. Name of reporting person  
 S.S. or I.R.S. identification no. of above person  
  
 Putnam Investments, Inc.

2. Check the appropriate box if a member of a group\* (a) ( )  
(b) ( )

3. SEC use only

4. Citizenship or place of organization  
Delaware

5. Sole Voting Power

NONE

Number of  
shares  
beneficially  
owned by  
each  
Reporting  
person  
with

6. Shared Voting Power

76,300

7. Sole Dispositive Power

NONE

8. Shared Dispositive Power

638,067

9. Aggregate amount beneficially owned by each reporting person

637,067

10. Check box if the aggregate amount in row (9) includes certain shares\*

11. Percent of class represented by amount in row 9

5.1%

12. Type of Reporting person\*

HC

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CUSIP No. 717123103

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1. Name of reporting person  
S.S. or I.R.S. identification no. of above person

Putnam Investment Management, Inc.  
04-2471937

2. Check the appropriate box if a member of a group\*

(a) ( )

(b) ( )

3. SEC use only

4. Citizenship or place of organization

Delaware

5. Sole Voting Power

NONE

Number of  
shares  
beneficially  
owned by  
each  
Reporting  
person  
with

6. Shared Voting Power

NONE

7. Sole Dispositive Power

NONE

8. Shared Dispositive Power

537,600

9. Aggregate amount beneficially owned by each reporting person

537,600

10. Check box if the aggregate amount in row (9) includes certain shares\*

11. Percent of class represented by amount in row 9

4.3%

12. Type of Reporting person\*

IA

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CUSIP No. 717123103

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1. Name of reporting person  
S.S. or I.R.S. identification no. of above person

The Putnam Advisory Company, Inc.  
04-6187127

2. Check the appropriate box if a member of a group\* (a) ( )  
(b) ( )

3. SEC use only

4. Citizenship or place of organization

Massachusetts

5. Sole Voting Power

NONE

Number of  
shares  
beneficially  
owned by  
each  
Reporting  
person  
with

6. Shared Voting Power

76,300

7. Sole Dispositive Power

NONE

8. Shared Dispositive Power

100,467

9. Aggregate amount beneficially owned by each reporting person

100,467

10. Check box if the aggregate amount in row (9) includes certain shares\*

11. Percent of class represented by amount in row 9

0.8%

12. Type of Reporting person\*

IA

SECURITIES AND EXCHANGE COMMISSION  
Washington, D. C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. )

Check the following (box) if a fee is being paid with this statement

( X )

Item 1(a) Name of Issuer: PHARMACEUTICAL MARKETING SERVICES, INC.

Item 1(b) Address of Issuer's Principal Executive Offices:  
9501 E. Shea Blvd., Scottsdale, AZ 85260-6719

Item 2(a) Name of Person Filing: Putnam Investments, Inc.  
("PI")  
on behalf of itself and:

Item 2(b) Address or Principal Office or, if none, Residence:  
One Post Office Square  
Boston, Massachusetts 02109

Marsh & McLennan Companies, Inc. ("MMC")  
1166 Avenue of the Americas  
New York, NY 10036

Putnam Investment Management, Inc. ("PIM")  
One Post Office Square  
Boston, Massachusetts 02109

\*The Putnam Advisory Company, Inc. ("PAC")  
One Post Office Square  
Boston, Massachusetts 02109

Item 2(c) Citizenship: PI, M&MC and PIM are corporations organized under Delaware law. The citizenship of other persons identified in Item 2(a) is designated as follows:

- \* Corporation - Massachusetts law
- \*\* Voluntary association known as Massachusetts business trust - Massachusetts law

Item 2(d) Title of Class of Securities: Common

Item 2(e) Cusip Number: 717123103

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Item 3. If this statement is filed pursuant to Rules 13d-1(b), or 13d-2(b), check whether the person filing is a:

- (a) ( ) Broker or Dealer registered under Section 15 of the Act
- (b) ( ) Bank as defined in Section 3(a)(6) of the Act
- (c) ( ) Insurance Company as defined in Section 3(a)(19) of the Act

- (d) ( ) Investment Company registered under Section 8 of the Investment Company Act
- (e) ( X ) Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940
- (f) ( ) Employee Benefit Plan, Pension Fund which is subject to the provisions of the Employee Retirement Income Security Act of 1974 or Endowment Fund; see (Section 240.13d-1(b) (1) (ii) (F)
- (g) ( X ) Parent Holding Company, in accordance with Section 240.13d-1(b) (ii) (G)
- (h) ( ) Group, in accordance with Section 240.13d-1(b) (1) (ii) (H)

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<TABLE>  
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Item 4.  
Ownership.

	M&MC	PI	PIM	PAC
	-----	-----	-----	-----
<C> <C>	<C>	<C>	<C>	<C>
(a) Amount Beneficially Owned:	none	638,067	537,600	100,467
(b) Percent of Class:	none	5.1%	4.3%	0.8%
(c) Number of shares as to which such person has:				
(1) sole power to vote or to direct the vote; (but see Item 7)	none	none	none	none
(2) shared power to vote or to direct the vote; (but see Item 7)	none	76,300	none	76,300
(3) sole power to dispose or to direct the				



disposition of; (but see Item 7)	none	none	none	none
(4) shared power to dispose or to direct the disposition of; (but see Item 7)	none	all	all	all

</TABLE>

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Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date thereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following ( ).

Item 6. Ownership of More than Five Percent on Behalf of Another Person:

No persons other than the persons filing this Schedule 13G have an economic interest in the securities reported on which relates to more than five percent of the class of securities. Securities reported on this Schedule 13G as being beneficially owned by M&MC and PI consist of securities beneficially owned by subsidiaries of PI which are registered investment advisers, which in turn include securities beneficially owned by clients of such investment advisers, which clients may include investment companies registered under the Investment Company Act and/or employee benefit plans, pension funds, endowment funds or other institutional clients.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

PI, which is a wholly-owned subsidiary of M&MC, wholly owns two registered investment advisers: Putnam Investment Management, Inc. and The Putnam Advisory Company, Inc. Pursuant to Rule 13d-4, M&MC and PI declare that the filing of this Schedule 13G shall not be deemed an admission by either or both of them that they are, for the purposes of Section 13(d) or 13(g) the beneficial owner of any securities covered by this Section 13G, and further state that neither of them have any power to vote or dispose of, or direct the voting or disposition of, any of the securities covered by this Schedule 13G.

Item 8. Identification and Classification of Members of the Group:

Not applicable.

Item 9. Notice of Dissolution of Group:

Not applicable.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business, were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

PUTNAM INVESTMENTS, INC.

BY: -----  
Signature

Name/Title: Frederick S. Marius  
Assistant Vice President and Associate Counsel

Date: January 26, 1994

For this and all future filings, reference is made to Power of Attorney dated November 9, 1992, with respect to duly authorized signatures on behalf of Marsh & McLennan Companies, Inc., Putnam Investments, Inc., Putnam Investment Management, Inc., The Putnam Advisory Company, Inc. and any Putnam Fund wherever applicable.

For this and all future filings, reference is made to an Agreement dated June 28, 1990, with respect to one filing of Schedule 13G on behalf of said entities, pursuant to Rule 13d-1(f)(1).