

The Advertising Association

www.adassoc.org.uk

Key statistics for 2006 and comparisons to previous years (Source: WARC)

TABLE 1: Total advertising expenditure

	Current Prices £bn	Constant (2000) prices £bn	Percentage of Household Expenditure
1997	13.34	13.84	2.65
1998	14.41	14.73	2.68
1999	15.41	15.54	2.70
2000	16.98	16.99	2.81
2001	16.54	16.34	2.61
2002	16.77	16.36	2.52
2003	17.35	16.70	2.49
2004	18.47	17.54	2.52
2005	18.95	17.63	2.49
2006	19.08	17.36	2.41

TABLE 2: Total advertising expenditure by media sector at current prices £m

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
National Newspapers	1650	1824	1991	2252	2062	1930	1902	1974	1912	1914
Regional Newspapers	2238	2390	2483	2762	2834	2878	2962	3132	2994	2782
Consumer Magazines	660	709	727	750	779	785	784	819	827	812
Business & Professional	1106	1209	1195	1270	1202	1088	1048	1082	1064	1016
Directories	737	780	831	868	959	990	1029	1075	1131	1174
Press production costs	577	620	650	702	669	643	634	660	652	647
TOTAL PRESS	6967	7531	7877	8604	8504	8314	8359	8742	8581	8346
Television	3704	4029	4321	4646	4147	4341	4378	4653	4820	4594
Direct Mail	1635	1666	1876	2049	2228	2378	2467	2469	2371	2322
Outdoor & Transport	545	613	649	810	788	816	914	986	1043	1084
Radio	393	460	516	593	541	547	584	606	579	534
Cinema	88	97	123	128	164	180	180	192	188	188
Internet	8	19	51	153	166	197	465	825	1367	2016
TOTAL	13340	14415	15412	16984	16537	16772	17348	18472	18948	19083

[Note: TV, outdoor, radio, cinema and direct mail data include production costs. Internet excludes production costs. Press production costs are shown separately.]

TABLE 3: Total advertising expenditure by media sector at constant (2000) prices £m

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
National Newspapers	1712	1863	2007	2252	2038	1882	1830	1875	1779	1741
Regional Newspapers	2322	2441	2503	2762	2799	2808	2851	2975	2786	2531
Consumer Magazines	684	724	733	750	770	766	754	778	770	739
Business & Professional	1147	1235	1204	1270	1187	1061	1009	1028	991	924
Directories	765	797	838	868	947	966	991	1021	1053	1068
Press production costs	599	633	655	702	661	627	610	627	607	589
TOTAL PRESS	7228	7693	7939	8604	8401	8110	8045	8303	7985	7591
Television	3843	4116	4355	4646	4097	4235	4214	4419	4486	4178
Direct Mail	1696	1701	1891	2049	2201	2320	2374	2345	2207	2112
Outdoor & Transport	565	626	654	810	778	796	880	936	970	986
Radio	408	470	520	593	534	534	562	575	538	486
Cinema	91	99	124	128	162	176	173	182	175	171
Internet	8	20	51	153	164	192	448	784	1272	1834
TOTAL	13841	14726	15535	16984	16338	16361	16696	17543	17633	17358

TABLE 4: Total advertising expenditure, percentage of total %

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
National Newspapers	12.4	12.7	12.9	13.3	12.5	11.5	11.0	10.7	10.1	10.0
Regional Newspapers	16.8	16.6	16.1	16.3	17.1	17.2	17.1	17.0	15.8	14.6
Consumer Magazines	4.9	4.9	4.7	4.4	4.7	4.7	4.5	4.4	4.4	4.3
Business & Professional	8.3	8.4	7.8	7.5	7.3	6.5	6.0	5.9	5.6	5.3
Directories	5.5	5.4	5.4	5.1	5.8	5.9	5.9	5.8	6.0	6.2
Press production costs	4.3	4.3	4.2	4.1	4.0	3.8	3.7	3.6	3.4	3.4
TOTAL PRESS	52.2	52.2	51.1	50.9	51.4	49.6	48.2	47.3	45.3	43.7
Television	27.8	28.0	28.0	27.4	25.1	25.9	25.2	25.2	25.4	24.1
Direct Mail	12.3	11.6	12.2	12.1	13.5	14.2	14.2	13.4	12.5	12.2
Outdoor & Transport	4.1	4.3	4.2	4.8	4.8	4.9	5.3	5.3	5.5	5.7
Radio	2.9	3.2	3.3	3.5	3.3	3.3	3.4	3.3	3.1	2.8
Cinema	0.7	0.7	0.8	0.8	1.00	1.1	1.0	1.0	1.0	1.0
Internet	0.1	0.1	0.3	0.9	1.00	1.2	2.7	4.5	7.2	10.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: The Advertising Statistics Yearbook 2007