2013 Industry Category Ad Spend by Month by Percent

Reported Time Period: 1/1/2013-12/31/2013

INDUSTRY CATEGORY	TOTAL DOLS (000)	JAN 2013 DOLS (000)	JAN 2013 % of Category Annual Ad Spend	FEB 2013 DOLS (000)	FEB 2013 % of Category Annual Ad Spend	MAR 2013 DOLS (000)	MAR 2013 % of Category Annual Ad Spend	APR 2013 DOLS (000)	APR 2013 % of Category Annual Ad Spend	MAY 2013 DOLS (000)	MAY 2013 % of Category Annual Ad Spend	JUN 2013 DOLS (000)	JUN 2013 % of Category Annual Ad Spend	JUL 2013 DOLS (000)	JUL 2013 % of Category Annual Ad Spend	AUG 2013 DOLS (000)	AUG 2013 % of Category Annual Ad Spend	SEP 2013 DOLS (000)	SEP 2013 % of Category Annual Ad Spend	OCT 2013 DOLS (000)	OCT 2013 % of Category Annual Ad Spend	NOV 2013 DOLS (000)	NOV 2013 % of Category Annual Ad Spend	DEC 2013 DOLS (000)	DEC 2013 % of Category Annual Ad Spend
Automotive, Automotive Access & Equip	12173381.5	856803.1	7	879576.3	7.2	991732.7	8.1	963515.9	7.9	972885.4	8	958908.9	7.9	887112	7.3	867229.2	7.1	1221064.7	10	1293469.7	10.6	1146649.4	9.4	1134434	9.3
Retail	11827090.3	771290.3	6.5	818454.1	6.9	1017444	8.6	889810.4	7.5	1032808	8.7	876628.7	7.4	797014.6	6.7	948433.7	8	965777.5	8.2	977358.3	8.3	1308668.9	11.1	1423401.5	12
Communications	9480582.6	814189	8.6	707737.6	7.5	805736.5	8.5	737206.3	7.8	875893.4	9.2	737472.5	7.8	644770	6.8	764183	8.1	846052.5	8.9	843006.4	8.9	782506.5	8.3	921829.1	9.7
Misc Services & Amusements	9204135.9	729550.7	7.9	710746.9	7.7	776227.6	8.4	782113.4	8.5	784107.9	8.5	736555.3	8	719417.8	7.8	726303	7.9	826318.9	9	852048.5	9.3	787666.6	8.6	773079.3	8.4
Media & Advertising	9122649.8	826114.2	9.1	709728.6	7.8	695847.4	7.6	724922.2	7.9	807413.5	8.9	805853	8.8	697322.9	7.6	637035.3	7	854875.5	9.4	790374.9	8.7	767874.4	8.4	805288	8.8
Financial	7695939.8	641400.2	8.3	551576.4	7.2	720691.4	9.4	634409.7	8.2	641419.7	8.3	620415	8.1	508360.4	6.6	519657.7	6.8	695145.2	9	784273.1	10.2	726499.1	9.4	652091.8	8.5
Medicines & Proprietary Remedies	7217221.6	599632.6	8.3	574057.2	8	625645.7	8.7	640775.2	8.9	648118.5	9	586753.3	8.1	534959.7	7.4	518753.7	7.2	614058.4	8.5	656640.2	9.1	616906.6	8.5	600920.4	8.3
Insurance & Real Estate	6452492	518324.6	8	445630.2	6.9	546480.2	8.5	533025.7	8.3	541302.7	8.4	509302.5	7.9	452799.6	7	444216.4	6.9	584170.6	9.1	753102.3	11.7	643905.3	10	480231.9	7.4
Restaurants	6436033.9	577492.4	9	466036.9	7.2	594568.9	9.2	607799.4	9.4	565665.7	8.8	532381.2	8.3	503023.6	7.8	452730.3	7	568459.7	8.8	598418.7	9.3	526919.2	8.2	442538.1	6.9
Direct Response Companies	5634137.8	480632.9	8.5	442549	7.9	451878.5	8	463178.7	8.2	468400	8.3	464340.7	8.2	451630.6	8	426402	7.6	453578.4	8.1	481360.6	8.5	512169.4	9.1	538017.2	9.5
Automotive Dealers & Services	4495570.9	314335.4	7	345048.8	7.7	393906.4	8.8	340055.1	7.6	380040.7	8.5	378244	8.4	374208.6	8.3	393213.3	8.7	394728.4	8.8	386016.3	8.6	395107.1	8.8	400666.8	8.9
Public Transportation, Hotels & Resorts	4327556.3	347344.1	8	309349.4	7.1	419525.9	9.7	386373	8.9	447434.4	10.3	395519.9	9.1	334544.5	7.7	273870.6	6.3	367213.4	8.5	415799	9.6	354546.4	8.2	276035.6	6.4
Government, Politics & Organizations	3695779.2	274336.3	7.4	276845.7	7.5	298689.5	8.1	304798.9	8.2	357307.1	9.7	296717.5	8	260121.1	7	293092.1	7.9	333651.8	9	341216.6	9.2	322707.1	8.7	336295.3	9.1
Cosmetics & Beauty Aids	3591131.7	157138.5	4.4	319849.6	8.9	325679.2	9.1	313646.9	8.7	355159.8	9.9	261333.5	7.3	175601.9	4.9	243087.2	6.8	380389.6	10.6	345117.7	9.6	311729.9	8.7	402398	11.2
Computers, Software, Internet NEC	3091355.8	307687.1	10	315298.9	10.2	245593.7	7.9	234321.6	7.6	206857.6	6.7	238085.2	7.7	144772.5	4.7	151568.4	4.9	275971.3	8.9	289292.2	9.4	377987.9	12.2	303919.3	9.8
Dairy, Produce, Meat & Bakery Goods	2254879.5	161798.1	7.2	173206.9	7.7	213136.2	9.5	195821.3	8.7	219387	9.7	203085.6	9	185841.1	8.2	196803.8	8.7	210330.9	9.3	193960.2	8.6	171673.7	7.6	129834.9	5.8
Department Stores	2238552.3	71032.5	3.2	140390.5	6.3	209808.1	9.4	140203.3	6.3	204252.6	9.1	169102.6	7.6	108610.9	4.9	179781.2	8	183526.1	8.2	179464.6	8	292761	13.1	359619	16.1
Schools, Camps, Seminars	2215810.8	195492.7	8.8	177444.9	8	167830.6	7.6	184388	8.3	180535	8.1	155493.1	7	174993.6	7.9	227947.3	10.3	217553.3	9.8	211400	9.5	178101.2	8	144631.2	6.5
Confectionery & Snacks	1976028	125887.3	6.4	148506.3	7.5	169644.7	8.6	158435.5	8	158347.4	8	154442.1	7.8	156347.5	7.9	162667.7	8.2	209336.7	10.6	202054.8	10.2	169882.5	8.6	160475.5	8.1
Discount Department & Variety Stores	1901895.7	83874	4.4	85408.3	4.5	129279.5	6.8	126616.3	6.7	147072.3	7.7	137179.8	7.2	124766.7	6.6	161931.8	8.5	192900.8	10.1	198763.3	10.5	257385.6	13.5	256717.3	13.5
Personal Hygiene & Health-Wmn,M&W,Unisex	1859776	97777.2	5.3	118685.3	6.4	153397.1	8.2	179337.7	9.6	186884.4	10	198348.4	10.7	160409.4	8.6	161424.6	8.7	169873.3	9.1	156626.9	8.4	148079.5	8	128932.2	6.9
Beverages	1834256.8	142919.6	7.8	166443.6	9.1	198072.2	10.8	175851.3	9.6	205873.2	11.2	195730.2	10.7	171054.2	9.3	123511.7	6.7	148084.8	8.1	122761	6.7	97007.3	5.3	86947.8	4.7
Prepared Foods	1683255.3	163374.8	9.7	149553.8	8.9	151104.2	9	133330.2	7.9	115807.2	6.9	101664.4	6	112590.9	6.7	156802	9.3	194286.7	11.5	168399.9	10	129588.9	7.7	106752.3	6.3
Beer & Wine	1455257.5	104078.4	7.2	89344.7	6.1	126594.5	8.7	113240.2	7.8	134594	9.2	139587.8	9.6	124615.5	8.6	92340.4	6.3	140170.8	9.6	136371.3	9.4	126003.1	8.7	128316.7	8.8
Hair Products & Access-Wmn,M&W,Unisex	1328659.7	83982.8	6.3	126837.9	9.5	162635	12.2	148375.3	11.2	124960.7	9.4	90356.2	6.8	92975.1	7	108797.8	8.2	113922.1	8.6	129867.5	9.8	96500.5	7.3	49448.9	3.7
Games, Toys & Hobbycraft	1090741.1	46636.7	4.3	50121.4	4.6	100045.6	9.2	47621.5	4.4	29722.3	2.7	44714.8	4.1	40271.6	3.7	64283.6	5.9	125003.6	11.5	169654.9	15.6	247514.4	22.7	125150.6	11.5
Household Soaps, Cleansers & Polishes	1065890.3	69316.5	6.5	82917.6	7.8	92939.3	8.7	115671.7	10.9	102534.6	9.6	86270.7	8.1	100413.3	9.4	88432.4	8.3	94659.8	8.9	86001.4	8.1	76256.2	7.2	70476.8	6.6
Household Supplies	943073.3	64202.9	6.8	62441.2	6.6	70351.7	7.5	76740.8	8.1	79753.6	8.5	75279.9	8	66649	7.1	74370.8	7.9	95316.4	10.1	96604	10.2	92211.6	9.8	89151.3	9.5
Audio & Video Equipment & Supplies	941504.1	59472.6	6.3	75148.2	8	98927.8	10.5	52145.2	5.5	63917.8	6.8	81073.7	8.6	41431.9	4.4	58033.9	6.2	106388.5	11.3	83376.6	8.9	109574.6	11.6	112013.3	11.9
Building Materials, Equipment & Fixtures	906403.1	38384.3	4.2	38331.6	4.2	68147.9	7.5	79485.8	8.8	95380.3	10.5	91079.2	10	82091.7	9.1	73444.7	8.1	100454.9	11.1	97684.1	10.8	82061	9.1	59857.6	6.6
Pets, Pet Foods & Supplies	890750.4	47193.6	5.3	50517.2	5.7	57847.4	6.5	102062.2	11.5	102227.3	11.5	94355.6	10.6	86820.5	9.7	82002.9	9.2	79806	9	70014.7	7.9	61347.1	6.9	56556	6.3
Household Appliances, Equip & Utensils	850615	28016.5	3.3	37709.2	4.4	49863.8	5.9	74833.5	8.8	92395.7	10.9	66336.7	7.8	60377.9	7.1	58821.4	6.9	59696	7	115136.2	13.5	122883.3	14.4	84544.9	9.9
Business & Technology NEC	839683.2	73960.9	8.8	67570.7	8	76677.1	9.1	71586.9	8.5	78857.5	9.4	71814.6	8.6	58065.1	6.9	60855	7.2	75847.8	9	76759	9.1	65288	7.8	62400.5	7.4
General NEC	829816.5	61771.7	7.4	65405.9	7.9	72698.1	8.8	77489.9	9.3	77274.8	9.3	69273.9	8.3	60626.6	7.3	53093.3	6.4	74921.8	9	75773.3	9.1	68537	8.3	72950.5	8.8
Ready-To-Wear, Formalwear & Bridalwear	823742.9	42137.2	5.1	38669	4.7	117894	14.3	68690	8.3	38472.2	4.7	41897.5	5.1	16080.7	2	52970.5	6.4	151623.6	18.4	90786.7	11	77739.4	9.4	86782.1	10.5
Jewelry & Watches	810646.7	28986.3	3.6	35417	4.4	48251.4	6	45790.5	5.6	77863.8	9.6	69217.7	8.5	27303.5	3.4	25651.4	3.2	72093.7	8.9	90227.7	11.1	128599.6	15.9	161244.1	19.9
Ingredients, Mixes & Seasonings	657048.7	39016.7	5.9	44781.8	6.8	59994	9.1	41197.9	6.3	47666.6	7.3	53506.2	8.1	49990.5	7.6	42781.7	6.5	61154.3	9.3	58056.9	8.8	81555.5	12.4	77346.6	11.8
Apparel NEC	646585.4	7267.2	1.1	33093.9	5.1	141321.6	21.9	50397.6	7.8	19716.7	3	15563.5	2.4	9762	1.5	29948	4.6	159399	24.7	83052.3	12.8	43342.7	6.7	53720.8	8.3
Manufactrg: Mtrls&Equip/Freight/Ind Dev	591326	39467.4	6.7	32091.3	5.4	59738.4	10.1	51001.5	8.6	49738.2	8.4	41368.9	7	30197.8	5.1	35948.2	6.1	75634.8	12.8	54004.4	9.1	52552	8.9	69582.9	11.8
Liquor	589875.9	21967.4	3.7	28770.4	4.9	30039.6	5.1	44393.5	7.5	60351.5	10.2	59672.8	10.1	46062.5	7.8	41295.9	7	48855.9	8.3	56622.2	9.6	67486.9	11.4	84357.5	14.3
Horticulture & Farming	529033.6	29284.9	5.5	36452.8	6.9	78823.2	14.9	80385.3	15.2	66902.8	12.6	27014.4	5.1	17068.9	3.2	21631.4	4.1	43038.1	8.1	39051	7.4	45221.7	8.5	44159.1	8.3
Household Furnishings & Accessories	509382.5	27786.1	5.5	37974.2	7.5	30990.2	6.1	38214.8	7.5	65376.9	12.8	38855.1	7.6	36870.4	7.2	34990.7	6.9	48596.4	9.5	58147.2	11.4	54444.7	10.7	37135.9	7.3
Gasoline, Lubricants (Trans) & Fuels	487257.8	14306.9	2.9	19061.1	3.9	26161.2	5.4	42053.9	8.6	44996.1	9.2	43388.7	8.9	38365	7.9	32314.6	6.6	53728.8	11	51337	10.5	38834.6	8	82710	17
Sporting Goods	436815.1	29710.8	6.8	47107.2	10.8	56369.3	12.9	52901.5	12.1	53178.5	12.2	52400.4	12	28975.9	6.6	24258.6	5.6	25397.3	5.8	22816.5	5.2	23027.4	5.3	20671.6	4.7
Misc Merchandise	435527.3	27440.1	6.3	23302.4	5.4	32151.6	7.4	22452.9	5.2	45000.2	10.3	49318.4	11.3	31938.1	7.3	20651.4	4.7	31064.7	7.1	34388.9	7.9	53538.3	12.3	64280.4	14.8
Footwear	422346.3	9107.4	2.2	25200.2	6	55511.1	13.1	53610.2	12.7	41952.3	9.9	21683.3	5.1	26813.6	6.3	37731.8	8.9	57375.8	13.6	43187.9	10.2	27158.7	6.4	23014	5.4
Eye Glasses, Medical Equip & Supplies	376602.4	24513	6.5	27706.7	7.4	36203.8	9.6	35050.7	9.3	40384.9	10.7	45079.3	12	27424.9	7.3	28499.9	7.6	33687.3	8.9	30103.9	8	29193.6	7.8	18754.4	5
Fitness & Diet Programs & Spas	317193.3	67643.8	21.3	37794.6	11.9	28794.2	9.1	35790.2	11.3	20534.5	6.5	15095.5	4.8	16323.2	5.1	10789.3	3.4	30445.9	9.6	19563.9	6.2	9917.9	3.1	24500.3	7.7
Toiletries, Hygienic Gds & Skin Care-Men	314369.4	16912.9	5.4	32049.9	10.2	56946	18.1	33361.8	10.6	26457.4	8.4	27638.4	8.8	21966.9	7	19738.2	6.3	21656.8	6.9	22485	7.2	20677.5	6.6	14478.6	4.6
Apparel Accessories	299468.3	5975.7	2	13006	4.3	24423.2	8.2	20888.8	7	28717.7	9.6	24282.1	8.1	12107.8	4	23537.2	7.9	42401.6	14.2	32069.9	10.7	31603.3	10.6	40455.2	13.5
Pharmaceutical Houses	283069	18837.9	6.7	15612.1	5.5	15205.2	5.4	18825.7	6.7	28796.4	10.2	27216.3	9.6	27338.5	9.7	18435	6.5	23866.9	8.4	36193	12.8	28186.2	10	24555.7	8.7
Cigarettes, Tobacco & Accessories	244383.6	16164.3	6.6	13345.7	5.5	13300	5.4	19909.8	8.1	27429.4	11.2	25076.4	10.3	17844.9	7.3	23145.6	9.5	18425.3	7.5	20591	8.4	18870.1	7.7	30281.2	12.4
Shopping Centers & Catalog Showrooms	196283.9	10892.5	5.5	10774.8	5.5	10847.2	5.5	10335.3	5.3	15833.9	8.1	10112.7	5.2	12574.1	6.4	15452.8	7.9	16577.3	8.4	15110.7	7.7	31678.2	16.1	36094.3	18.4
Food & Beverages: Comb Copy & NEC	136526.5	17879.5	13.1	18953.5	13.9	11890.5	8.7	12267	9	13055.8	9.6	8640.3	6.3	5622.3	4.1	7559.8	5.5	11462	8.4	10216.6	7.5	6531.2	4.8	12447.9	9.1
Underclothing & Hosiery	125523.8	2569.2	2	8881.8	7.1	3980.5	3.2	7470	6	8265.1	6.6	9241.6	7.4	6101.7	4.9	9176.1	7.3	13631.5	10.9	27687.8	22.1	15640.2	12.5	12878.3	10.3
Office Machines, Furniture & Supplies	124327.8	7843.7	6.3	13035	10.5	5003.7	4	9490.3	7.6	12760.8	10.3	6317.4	5.1	4568.6	3.7	13404.8	10.8	11786.8	9.5	11300.1	9.1	13755.1	11.1	15061.4	12.1
Aviation (Excl Freight)	64942.1	3163.8	4.9	3039.6	4.7	4026.6	6.2	4194.8	6.5	6943	10.7	6018.1	9.3	4027.1	6.2	3319.5	5.1	6728.9	10.4	9524	14.7	6972.5	10.7	6984.3	10.8
Drugs, Toiletries & Fitness: Comb & NEC	27128.7	778.8	2.9	1118.6	4.1	2282.3	8.4	13647.6	50.3	2241	8.3	1354	5	351.6	1.3	471.8	1.7	1684.4	6.2	1675.1	6.2	608	2.2	915.6	3.4
Misc Svc,Amuse,Retail,Dir Resp:Comb&NEC	1845.2	282.5	15.3	203.3	11	171.6	9.3	293.5	15.9	61.2	3.3	23.3	1.3	147.2	8	93.7	5.1	179.2	9.7	186.6	10.1	99.4	5.4	103.8	5.6
Home & Building: Comb Copy & NEC	484.8	0.2	0	1.6	0.3	9	1.9	30.8	6.3	125	25.8	35.9	7.4	8.9	1.8	19.2	4	26.5	5.5	8.6	1.8	31.3	6.5	187.8	38.7
Transportation & Travel NEC	194.3	5	2.6	17.7	9.1	4.2	2.2	3.5	1.8	8.2	4.2	21	10.8	39	20.1	27.4	14.1	20.1	10.3	16.9	8.7	21.1	10.8	10.2	5.2
GRAND TOTAL	**141003838.9**	**10445386**	**7.4**	**10375933**	**7.4**	**12228982**	**8.7**	**11621838.4**	**8.2**	**12327422.3**	**8.7**	**11343739.8**	**8**	**10010487.9**	**7.1**	**10418966.6**	**7.4**	**13034078.8**	**9.2**	**13296579.7**	**9.4**	**13081787.4**	**9.3**	**12818637.5**	**9.1**

Source: Kantar Media

Note: Kantar under reports OOH industry ad spend by approx. 35%