

2023 Product Industries Ad Spend by Ad Channel																	
PRODUCT INDUSTRY	Total Category Ad Spend	OOH Ad Spend	OOH % of Industry Spend	Total Digtal Online/Mobile Spend (Display, Video, Search, App)	Digital Media % of Industry Spend	Internet Search Spend	Internet Display Spend	Online Video Spend	Mobile Web Spend	Mobile Web Video Spend	Mobile App Spend	Total TV Spend (Network, Spot, Cable, Spanish, Syndiation)	Total TV % of Industry Spend	Total Radio Spend (Network, Local, National Spot)	Total Radio % of Industry Spend	Total Print Spend (Newspaper incl. Hispanic; Magazine incl. national, local, Sunday, Hispanic, B2B)	Total Print % of Industry Spend
Grand Total	188,001,174,627	6,565,936,675	3.5%	105,502,190,373	56.1%	55,500,681,950	10,451,101,465	5,711,551,084	9,608,885,150	13,909,644,984	10,320,325,739	60,109,410,963	32.0%	7,178,402,309	3.8%	8,645,234,307	4.6%
Retail	30,376,166,629	581,825,402	1.9%	24,188,986,494	79.6%	17,900,231,192	1,519,571,295	587,812,498	1,429,808,997	1,442,154,405	1,309,408,108	3,963,931,862	13.0%	1,034,871,823	3.4%	606,551,047	2.0%
Misc Services & Amusements	16,738,246,597	1,774,149,895	10.6%	6,995,061,290	41.8%	3,565,779,735	624,365,177	459,018,577	592,743,499	857,580,363	895,573,940	5,114,549,789	30.6%	1,285,490,192	7.7%	1,568,995,431	9.4%
Media & Advertising	14,397,090,249	455,191,480	3.2%	9,702,169,102	67.4%	3,986,137,218	1,393,922,062	531,132,680	1,110,386,565	1,578,939,941	1,101,650,635	3,377,358,485	23.5%	531,073,963	3.7%	331,297,219	2.3%
Medicines & Proprietary Remedies	10,231,902,843	18,380,711	0.2%	2,415,360,833	23.6%	557,665,246	239,027,491	273,049,086	279,747,594	775,232,290	290,639,127	7,129,913,637	69.7%	274,703,360	2.7%	393,544,303	3.8%
Financial	10,117,498,700	335,917,684	3.3%	6,098,653,586	60.3%	3,127,413,994	839,707,800	372,314,616	511,376,450	690,928,917	556,911,808	2,503,542,403	24.7%	523,716,356	5.2%	655,668,672	6.5%
Insurance & Real Estate	9,564,142,852	310,467,238	3.2%	4,469,129,769	46.7%	2,708,126,944	269,489,563	292,710,598	235,712,900	523,069,916	440,019,849	4,043,557,233	42.3%	350,066,227	3.7%	390,922,385	4.1%
Public Transportation, Hotels & Resorts	8,832,327,079	494,780,938	5.6%	6,061,471,034	68.6%	4,048,609,649	415,671,583	251,443,462	294,001,009	698,225,439	353,519,892	1,500,665,884	17.0%	131,668,287	1.5%	643,740,936	7.3%
Automotive, Automotive Access & Equip	8,102,177,426	125,307,306	1.5%	2,849,722,802	35.2%	791,995,103	426,527,118	303,719,786	470,952,218	353,703,042	502,825,535	4,892,317,020	60.4%	164,692,379	2.0%	70,137,918	0.9%
Communications	7,213,412,523	165,334,682	2.3%	2,946,950,674	40.9%	1,014,731,934	513,972,286	212,288,231	276,554,323	465,643,772	463,760,128	3,555,587,574	49.3%	487,513,921	6.8%	58,025,672	0.8%
Discount Department & Variety Stores	7,187,952,121	36,458,847	0.5%	6,235,007,438	86.7%	4,089,712,815	543,821,132	104,828,081	922,596,802	393,003,581	181,045,026	862,210,075	12.0%	47,495,142	0.7%	6,780,620	0.1%
Restaurants	6,888,479,112	386,944,521	5.6%	2,162,981,322	31.4%	471,321,340	129,250,852	180,689,840	86,934,797	837,352,093	457,432,400	3,979,245,490	57.8%	327,354,880	4.8%	31,952,899	0.5%
Computers, Software, Internet NEC	6,253,874,834	104,452,065	1.7%	5,403,311,013	86.4%	1,749,331,627	996,027,712	497,547,116	758,370,545	802,762,465	599,271,548	562,614,841	9.0%	101,493,344	1.6%	82,003,571	1.3%
Government, Politics & Organizations	5,560,036,391	423,841,655	7.6%	2,109,715,784	37.9%	902,022,489	249,569,579	118,808,230	271,610,111	902,022,140	233,095,234	2,369,558,776	42.6%	402,998,105	7.2%	253,922,070	4.6%
Automotive Dealers & Services	4,345,794,586	218,101,367	5.0%	2,717,070,887	62.5%	1,958,321,779	127,689,582	87,741,340	193,366,451	140,653,151	209,298,584	1,030,340,337	23.7%	302,461,892	7.0%	77,820,104	1.8%
Schools, Camps, Seminars	3,431,582,414	243,609,374	7.1%	2,594,687,679	75.6%	1,548,664,316	209,791,515	134,709,681	148,247,105	241,160,071	312,114,991	387,956,879	11.3%	101,315,205	3.0%	104,013,278	3.0%
General NEC	2,815,917,517	17,689,835	0.6%	2,581,108,893	91.7%	33,869,410	392,472,936	202,078,342	636,831,087	612,353,948	703,503,169	62,937,790	2.2%	2,474,778	0.1%	151,706,221	5.4%
Department Stores	2,292,183,388	14,612,840	0.6%	1,795,848,492	78.3%	1,542,982,681	127,122,947	9,173,157	42,280,620	34,943,805	39,345,282	365,220,034	15.9%	88,212,266	3.8%	28,289,756	1.2%
Games, Toys & Hobbycraft	2,161,027,394	50,251,260	2.3%	1,136,729,701	52.6%	166,941,672	111,543,395	150,412,508	82,381,980	362,238,175	263,211,970	896,707,339	41.5%	74,900,913	3.5%	2,438,180	0.1%
Direct Response Companies	1,744,002,680	699,213	0.0%	53,440,915	3.1%	7,262,939	14,612,475	10,366,339	1,484,085	16,874,849	2,840,228	1,285,358,061	73.7%	34,946,715	2.0%	369,557,776	21.2%
Cosmetics & Beauty Aids	1,670,388,707	32,700,577	2.0%	666,118,288	39.9%	324,171,896	58,245,269	37,163,039	44,950,394	140,479,381	61,108,309	753,011,936	45.1%	17,599,645	1.1%	200,958,260	12.0%
Building Materials, Equipment & Fixtures	1,484,909,747	11,758,722	0.8%	958,467,261	64.5%	468,385,128	99,999,709	44,533,418	118,979,947	66,379,449	160,189,609	345,546,190	23.3%	25,757,141	1.7%	143,380,433	9.7%
Personal Hygiene & Health-Wmn,M&W,Unisex	1,449,034,168	3,454,542	0.2%	508,325,166	35.1%	126,116,320	37,095,832	46,720,116	25,177,415	189,453,965	83,761,519	801,545,185	55.3%	58,009,977	4.0%	77,699,298	5.4%
Business & Technology NEC	1,429,611,437	34,477,501	2.4%	785,475,585	54.9%	276,412,050	116,884,748	55,132,733	103,297,004	127,851,237	105,897,814	410,384,960	28.7%	141,718,534	9.9%	57,554,856	4.0%
Dairy, Produce, Meat & Bakery Goods	1,413,544,117	22,853,040	1.6%	399,435,845	28.3%	16,321,060	31,036,033	33,709,608	34,621,935	239,908,872	84,838,337	849,279,832	60.1%	26,432,967	1.9%	115,542,433	8.2%
Pets, Pet Foods & Supplies	1,390,663,782	2,728,759	0.2%	370,084,014	26.6%	172,821,350	29,620,173	39,330,189	38,205,386	51,814,815	38,292,101	760,923,923	54.7%	20,643,397	1.5%	236,283,690	17.0%
Beverages	1,294,222,140	67,397,273	5.2%	320,779,976	24.8%	45,615,401	25,983,392	27,146,000	39,461,488	114,922,143	67,651,552	850,116,978	65.7%	34,065,418	2.6%	21,862,495	1.7%
Household Furnishings & Accessories	1,257,701,592	3,056,722	0.2%	832,618,386	66.2%	557,841,780	48,055,116	37,844,236	65,374,582	45,220,162	78,292,510	245,805,377	19.5%	13,471,126	1.1%	162,749,980	12.9%
Beer & Wine	1,229,493,379	120,657,207	9.8%	151,316,211	12.3%	7,982,442	10,840,236	23,546,501	19,830,137	55,144,123	33,972,771	876,254,254	71.3%	53,919,171	4.4%	27,346,536	2.2%
Confectionery & Snacks	1,175,804,107	8,201,947	0.7%	316,835,911	26.9%	7,471,825	15,458,688	25,228,113	9,583,575	218,166,171	40,927,537	780,969,314	66.4%	13,051,101	1.1%	56,745,835	4.8%
Apparel NEC	1,100,781,820	96,940,187	8.8%	612,331,158	55.6%	363,901,123	47,268,962	21,034,189	29,446,940	96,826,475	53,853,470	75,116,282	6.8%	1,399,403	0.1%	314,994,789	28.6%
Misc Merchandise	1,050,426,251	50,283,154	4.8%	864,383,996	82.3%	355,446,754	86,574,204	46,330,167	82,930,319	189,331,440	103,771,111	24,349,659	2.3%	5,927,995	0.6%	105,481,447	10.0%
Household Soaps, Cleansers & Polishes	1,019,208,524	2,869,949	0.3%	225,802,147	22.2%	10,483,863	9,390,379	22,995,366	8,607,363	150,953,058	23,372,118	721,474,255	70.8%	63,179,888	6.2%	5,882,285	0.6%
Household Supplies	1,016,381,388	2,991,129	0.3%	248,228,507	24.4%	44,465,930	14,467,387	28,697,989	22,739,486	115,934,776	22,462,939	659,726,031	64.9%	64,301,168	6.3%	41,134,553	4.0%
Sporting Goods	977,689,228	7,413,992	0.8%	648,327,143	66.3%	296,678,863	49,062,553	44,878,947	51,925,601	116,043,532	89,737,648	194,639,743	19.9%	13,342,652	1.4%	113,965,698	11.7%
Pharmaceutical Houses	852,321,107	50,023,399	5.9%	205,605,868	24.1%	38,111,657	29,072,591	30,810,626	28,979,768	52,999,164	25,632,062	497,744,973	58.4%	63,967,616	7.5%	34,979,251	4.1%
Household Appliances, Equip & Utensils	816,051,412	3,454,303	0.4%	451,052,692	55.3%	244,136,065	30,194,356	25,777,146	31,290,072	96,877,263	22,777,791	273,569,442	33.5%	40,436,837	5.0%	47,538,137	5.8%
Jewelry & Watches	806,863,404	42,536,481	5.3%	279,655,517	34.7%	168,331,058	34,355,322	10,578,679	40,172,267	13,403,392	12,814,798	59,809,659	7.4%	502,460	0.1%	424,359,286	52.6%
Manufactrg: Mtrls&Equip/Freight/Ind Dev	802,754,915	22,065,303	2.7%	507,466,363	63.2%	268,033,535	61,596,478	33,332,206	49,633,533	60,162,663	34,707,948	160,728,816	20.0%	14,970,334	1.9%	97,524,098	12.1%
Eye Glasses, Medical Equip & Supplies	752,633,158	15,148,547	2.0%	335,605,536	44.6%	175,338,049	37,060,280	27,599,405	32,047,918	33,976,650	29,583,233	354,402,381	47.1%	16,522,713	2.2%	30,953,982	4.1%
Fitness & Diet Programs & Spas	742,551,180	22,450,748	3.0%	288,439,625	38.8%	119,873,858	30,384,626	23,035,563	50,133,730	38,260,799	26,751,049	372,248,204	50.1%	54,911,121	7.4%	4,501,482	0.6%
Footwear	627,380,442	6,898,945	1.1%	366,384,379	58.4%	189,686,743	74,753,211	15,273,144	44,438,779	31,433,312	10,799,190	168,326,208	26.8%	17,371,203	2.8%	68,399,707	10.9%
Hair Products & Access-Wmn,M&W,Unisex	612,248,766	6,117,215	1.0%	244,885,805	40.0%	135,335,262	11,826,850	33,719,106	9,065,234	42,117,448	12,821,906	336,308,606	54.9%	11,895,940	1.9%	13,041,200	2.1%
Prepared Foods	572,072,234	1,164,385	0.2%	78,200,901	13.7%	9,345,381	10,943,948	9,460,278	8,323,406	30,624,545	9,503,342	427,681,386	74.8%	5,070,234	0.9%	59,955,329	10.5%
Liquor	554,922,317	64,869,329	11.7%	156,793,399	28.3%	8,895,667	13,467,981	34,755,217	30,011,857	47,269,278	22,393,401	293,689,904	52.9%	16,680,716	3.0%	22,888,969	4.1%
Audio & Video Equipment & Supplies	515,417,421	13,478,637	2.6%	366,588,964	71.1%	69,587,429	136,360,274	16,752,152	58,936,189	56,520,240	112,347,844	28,432,680	22.0%	12,439,607	2.4%	9,472,369	1.8%
Horticulture & Farming	488,885,851	7,003,116	1.4%	260,408,185	53.3%	41,679,673	52,122,487	19,220,283	96,980,805	25,988,042	24,416,895	125,359,868	25.6%	15,686,084	3.2%	80,428,598	16.5%
Ready-To-Wear, Formalwear & Bridalwear	416,278,242	3,257,368	0.8%	230,065,522	55.3%	174,096,268	14,206,629	13,875,598	7,611,886	16,602,131	3,673,010	109,711,411	26.4%	8,36			