

2024 Product Industries Media Spend by Channel

RANK	PRODUCT INDUSTRY	Total Category Ad Spend	OOH Ad Spend	OOH % of Spend	Total Digital Desktop/Mobile Spend (Display, Video, Search, App)	Digital Media % of Spend	Internet Search Spend	Mobile Web Video Spend	Internet Display Spend	Mobile Web Spend	Mobile App Spend	Online Video Spend	Total TV Spend (Network, Spot, Cable, Spanish, Syndiation)	Total TV % of Spend	Total Radio Spend (Network, Local, National Spot)	Total Radio % of Spend	Total Print Spend (newspaper incl. Hispanic; magazine incl. national, local, Sunday, Hispanic, B2B)	Total Print % of Spend
	GRAND TOTAL	202,854,057,249	6,437,299,049	3.2%	117,569,962,267	58.0%	63,080,529,735	15,375,826,360	12,153,923,335	11,115,453,020	9,404,180,797	6,440,049,021	64,030,132,535	31.6%	7,406,114,002	3.7%	7,410,549,396	3.7%
1	Retail	28,753,089,392	609,439,888	2.1%	22,774,095,364	79.2%	16,284,960,361	1,496,746,904	1,737,617,419	1,517,160,981	1,097,131,025	640,478,674	3,801,657,896	13.2%	1,001,899,317	3.5%	565,996,927	2.0%
2	Local Services & Amusements	18,714,802,522	1,829,899,516	9.8%	9,093,597,310	48.6%	4,649,876,388	1,123,214,118	875,341,404	927,836,129	1,003,550,536	513,778,735	5,227,838,167	27.9%	1,340,933,306	7.2%	1,222,534,222	6.5%
3	Media & Advertising	13,970,430,293	424,444,701	3.0%	9,751,553,227	69.8%	5,009,643,832	1,393,213,973	1,025,760,492	983,952,925	890,541,699	448,440,306	2,961,742,573	21.2%	526,639,764	3.8%	306,050,028	2.2%
4	Insurance & Real Estate	13,677,048,942	293,910,752	2.1%	8,349,240,407	61.0%	6,196,405,103	559,882,052	413,714,299	316,409,198	460,117,841	402,711,915	4,242,704,794	31.0%	431,358,080	3.2%	359,834,909	2.6%
5	Financial	12,188,291,093	271,680,704	2.2%	8,039,799,854	66.0%	4,844,333,884	819,575,706	915,036,225	506,285,653	508,113,292	446,455,094	2,898,141,192	23.8%	499,930,753	4.1%	478,738,590	3.9%
6	Government, Politics & Organizations	10,698,831,606	444,812,469	4.2%	2,917,918,841	27.3%	720,325,296	663,959,177	437,114,445	397,003,457	460,474,691	239,041,774	6,482,991,532	60.6%	588,129,324	5.5%	264,979,441	2.5%
7	Medicines & Proprietary Remedies	10,692,463,092	12,478,095	0.1%	2,587,725,959	24.2%	627,290,355	700,501,462	346,622,497	407,926,121	224,964,638	280,420,885	7,704,222,051	72.1%	217,749,911	2.0%	170,487,076	1.6%
8	Public Transportation, Hotels & Resorts	9,136,907,390	459,196,009	5.0%	6,182,475,768	67.7%	4,102,009,154	552,635,635	515,996,190	404,342,045	328,375,282	279,117,461	1,601,522,455	17.5%	139,892,814	1.5%	753,820,345	8.3%
9	Automotive, Automotive Access & Equip	8,283,607,396	106,537,180	1.3%	3,546,029,984	42.8%	672,745,306	677,329,612	170,966,830	611,064,160	498,712,514	384,211,561	4,394,265,832	53.0%	167,276,927	2.0%	69,497,474	0.8%
10	Communications	8,055,603,960	231,153,027	2.9%	3,694,084,184	45.9%	1,600,489,304	598,087,836	576,830,947	335,489,927	332,315,157	250,871,014	3,469,730,973	43.4%	602,765,199	7.5%	57,870,576	0.7%
11	Computers, Software, Internet NEC	7,090,753,419	146,449,289	2.1%	5,980,781,370	84.3%	2,110,249,519	758,701,649	1,182,810,446	898,288,955	524,443,587	506,287,214	794,041,354	11.2%	100,514,018	1.4%	68,967,387	1.0%
12	Restaurants	6,808,658,273	353,485,014	5.2%	2,134,838,065	31.4%	456,609,414	779,352,386	107,353,617	100,650,677	455,808,229	235,063,742	4,015,326,114	59.0%	285,027,589	4.2%	19,981,491	0.3%
13	Discount Department & Variety Stores	6,287,784,654	41,350,570	0.7%	5,503,532,581	87.5%	4,171,244,228	289,474,845	506,059,705	271,781,220	161,086,690	103,885,892	702,009,114	11.2%	32,986,400	0.5%	7,905,990	0.1%
14	Automotive Dealers & Services	5,411,505,818	226,960,344	4.2%	3,853,783,800	71.2%	2,208,865,412	297,112,517	309,433,514	616,219,133	275,736,812	150,816,412	991,631,094	18.3%	286,430,448	5.3%	52,700,133	1.0%
15	Schools, Camps, Seminars	4,680,526,326	225,313,690	4.8%	3,862,487,077	82.5%	2,487,090,384	404,479,851	291,675,529	224,176,474	306,658,802	148,406,037	408,783,125	8.7%	95,885,770	2.0%	88,056,664	1.9%
16	General NEC	2,406,340,367	26,636,206	1.1%	2,236,866,500	93.0%	31,469,657	573,362,915	427,966,568	618,222,372	388,823,946	197,021,041	60,977,189	2.5%	13,012,370	0.5%	68,848,102	2.9%
17	Games, Toys & Hobbycraft	1,950,901,490	46,947,883	2.4%	971,354,669	49.8%	188,264,254	292,842,103	99,084,083	94,345,519	151,383,261	145,435,449	826,695,488	42.4%	100,461,398	5.1%	5,442,052	0.3%
18	Department Stores	1,889,658,026	8,970,006	0.5%	1,335,255,456	70.7%	1,183,144,936	44,891,679	49,541,180	27,556,147	20,683,533	9,437,982	432,976,274	22.9%	84,495,007	4.5%	27,961,282	1.5%
19	Building Materials, Equipment & Fixtures	1,878,122,620	12,470,014	0.7%	1,368,222,776	72.9%	563,186,269	192,427,607	149,584,421	316,829,947	79,432,061	66,762,472	315,085,337	16.8%	31,990,614	1.7%	150,353,879	8.0%
20	Cosmetics & Beauty Aids	1,760,041,379	37,290,532	2.1%	805,710,575	45.8%	319,997,943	66,951,577	124,937,254	85,610,398	73,262,755	44,950,648	760,861,941	43.2%	9,607,870	0.5%	146,570,461	8.3%
21	Personal Hygiene & Health	1,649,421,204	1,885,653	0.1%	581,658,264	35.3%	119,106,047	235,619,426	38,613,983	28,257,886	97,694,170	62,366,752	898,570,131	54.5%	72,673,895	4.4%	94,633,262	5.7%
22	Direct Response Companies	1,466,318,924	223,274	0.0%	71,477,426	4.9%	8,586,707	17,181,971	18,780,508	3,269,853	6,709,927	16,948,460	1,095,759,913	74.7%	19,939,271	1.4%	278,919,040	19.0%
23	Household Furnishings & Accessories	1,382,988,772	2,559,403	0.2%	984,592,113	71.2%	608,897,604	110,173,903	69,009,322	106,868,354	44,596,900	46,046,030	216,204,563	15.6%	9,841,244	0.7%	169,791,449	12.3%
24	Pets, Pet Foods & Supplies	1,365,138,832	2,203,802	0.2%	422,481,888	30.9%	182,559,557	71,069,480	41,629,963	57,565,561	40,432,044	29,225,283	767,961,279	56.3%	16,504,411	1.2%	155,987,452	11.4%
25	Beverages	1,348,478,400	68,101,234	5.1%	410,179,838	30.4%	80,555,472	149,358,385	31,235,860	41,580,080	65,107,489	42,342,553	820,272,970	60.8%	38,332,478	2.8%	11,591,881	0.9%
26	Dairy, Produce, Meat & Bakery Goods	1,329,716,531	16,683,241	1.3%	447,268,024	33.6%	14,955,135	250,273,850	40,052,194	61,621,609	40,584,914	39,780,319	788,240,276	59.3%	15,216,994	1.1%	62,307,996	4.7%
27	Business & Technology NEC	1,328,781,999	35,548,271	2.7%	828,612,766	62.4%	357,239,998	89,801,713	135,925,594	115,496,836	89,039,020	41,109,605	298,761,907	22.5%	124,763,203	9.4%	41,095,851	3.1%
28	Apparel NEC	1,293,983,455	77,706,228	6.0%	755,734,976	58.4%	382,345,668	157,637,879	60,643,693	60,693,249	56,584,704	37,829,783	104,434,570	8.1%	3,733,997	0.3%	352,373,684	27.2%
29	Beer & Wine	1,139,287,890	87,137,778	7.6%	109,186,416	9.6%	7,333,457	18,409,970	15,420,864	18,534,233	17,968,227	862,756,245	75.7%	42,241,332	3.7%	3,966,120	3.3%	
30	Household Soaps, Cleansers & Polishes	1,104,383,099	2,037,494	0.2%	292,017,223	26.4%	9,710,602	174,955,134	12,177,567	7,729,192	63,620,612	23,824,116	713,548,417	64.6%	87,515,522	7.9%	9,264,443	0.8%
31	Confectionery & Snacks	1,101,544,482	8,504,181	0.8%	271,686,004	24.7%	7,270,858	187,027,363	15,146,733	7,584,083	25,335,640	29,321,326	777,131,299	70.5%	5,084,868	0.5%	39,138,130	3.6%
32	Household Supplies	1,077,319,911	2,851,935	0.3%	295,660,085	27.4%	56,277,209	101,773,536	26,368,163	29,112,288	43,250,653	38,878,835	665,176,969	61.7%	77,879,634	7.2%	35,712,289	3.3%
33	Sporting Goods	980,956,724	5,770,717	0.6%	690,107,431	70.4%	338,722,811	113,842,984	67,354,045	66,116,178	65,732,968	38,338,447	167,638,898	17.1%	11,312,815	1.2%	106,126,863	10.8%
34	Manufactur: Mtris&Equip/Freight/Ind Dev	977,372,578	16,449,325	1.7%	693,819,968	71.0%	304,123,703	121,924,774	108,403,526	83,152,243	35,553,021	40,662,702	169,792,740	17.4%	18,224,722	1.9%	79,085,823	8.1%
35	Misc Merchandise	923,744,432	28,422,090	3.1%	808,013,355	87.5%	316,036,332	156,115,462	108,459,672	120,479,564	65,952,121	40,970,184	36,316,087	3.9%	2,829,760	0.3%	48,163,160	5.2%
36	Household Appliances, Equip & Utensils	903,855,878	2,765,176	0.3%	574,071,812	63.5%	268,905,642	112,624,570	55,136,506	70,172,737	32,183,812	35,048,545	231,376,755	25.6%	43,992,455	4.9%	51,649,681	5.7%
37	Jewelry & Watches	888,735,184	45,625,051	5.1%	331,636,987	37.3%	146,480,078	44,371,931	50,589,465	43,216,237	31,547,757	15,431,519	66,527,977	7.5%	907,448	0.1%	444,037,722	50.0%
38	Eye Glasses, Medical Equip & Supplies	866,054,198	8,982,168	1.0%	447,314,985	51.6%	200,481,425	51,111,044	57,222,758	74,367,522	31,978,140	32,154,095	364,627,152	42.1%	15,259,701	1.8%	29,870,193	3.4%
39	Hair Products & Accessories	760,536,722	4,426,399	0.6%	341,966,965	45.0%	158,466,883	103,816,191	19,117,098	13,457,968	13,092,445	34,016,380	377,215,436	49.6%	18,249,260	2.4%	18,678,662	2.5%
40	Pharmaceutical Houses	743,025,225	19,048,702	2.6%	233,871,564	31.5%	31,766,512	47,852,694	44,192,855	55,876,103	28,489,599	25,693,801	437,096,416	58.8%	43,076,921	5.8%	9,931,622	1.3%
41	Footwear	685,730,423	10,070,460	1.5%	405,532,663	59.1%	153,622,200	61,642,648	103,971,725	42,148,488	20,336,637	163,174,863	23.8%	12,796,963	1.9%	94,155,474	13.7%	
42	Fitness & Diet Programs & Spas	601,045,331	21,818,794	3.6%	314,027,488	52.2%	106,189,464	49,756,056	31,290,741	60,742,926	33,993,311	32,054,990	222,455,077	37.0%	38,728,309	6.4%	4,015,663	0.7%
43	Prepared Foods	555,022,570	1,587,020	0.3%	115,688,863	20.8%	11,250,407	61,511,851	8,556,752	6,071,487	15,274,657	13,023,709	394,144,281	71.0%	4,189,371	0.8%	39,413,035	7.1%
44	Ready-To-Wear, Formalwear & Bridalwear	514,461,981	8,931,149	1.7%	241,827,491	47.0%	147,809,182	29,277,417	26,325,827	15,817,634	8,368,297	14,229,135	202,566,372	39.4%	5,409,872	1.1%	55,727,097	10.8%
45	Audio & Video Equipment & Supplies	479,787,739	17,721,196	3.7%	285,239,435	59.5%	75,056,513	65,453,649	52,736,400	40,527,156	31,662,158	19,803,560	156,396,758	32.6%	13,378,018	2.8%	7,052,333	1.5%
46	Liquor	460,762,166	47,497,904	10.3%	140,748,969	30.5%	7,495,195	42,620,630	12,242,787	32,762,147	13,462,915	32,165,296	238,240,160	51.7%	15,241,604	3.3%	19,033,529	4.1%
47	Horticulture & Farming	460,459,291																