

AUTOMOTIVE TIERS 1, 2, & 3



LOCAL AD SPEND INSIGHTS

February 2026



FACTORS INFLUENCING BIA'S 2026 U.S. LOCAL ADVERTISING FORECAST

Overall economic conditions: GDP growth, inflation, interest rates, and consumer confidence.

Local market indicators: Employment, income levels, population shifts, and business formation.

Vertical performance: Auto sales, home sales, healthcare demand, retail activity, and other vertical-specific indicators.

Political activity: Election cycles, competitive races, and industry regulations.

Media dynamics: CPM shifts, programmatic dynamics, digital/CTV growth, and premium video inventory availability.

Consumer spending trends: Shifts toward mobile, social, and video; discretionary spending patterns; and seasonal retail cycles.

Local business mix: Density and strength of key advertiser categories in each market.

Inside this Report

BIA's Automotive Business Category includes eight verticals. This report highlights three of the most impactful ones using BIA's 2026 Local Advertising Forecast.

- **Tier 1 – Automotive Manufacturers (OEMs):** Establishments primarily engaged in (1) manufacturing complete automobiles (i.e., body and chassis or unibody) or (2) manufacturing automobile chassis only.
- **Tier 2 – Local Automobile Dealers Associations:** Trade organizations representing local auto dealerships.
- **Tier 3 – New Car Dealers:** This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.
- **Tier 3 – Used Car Dealers:** This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, including sport utility vehicles and passenger and cargo vans.

BIA ADVantage provides nationwide and local market forecasts for all eight verticals. Clients can login [here](#) to view forecasts for all the verticals.

The appendix details the media, business categories, and verticals in BIA's US Local Ad Forecast.

Auto Tiers 1, 2 and 3 2026 Local Ad Spend: \$10.7B up 2.4% YoY

Growth in Tiers 1-3 auto verticals for 2026

The automotive industry is projected to experience year-over-year (YoY) growth across all tiers. In 2026, Tier 1 is expected to increase by 2.7%, Tier 2 by 1.9%, Tier 3 - New Car Dealers by 2.4%, and Tier 3 - Used Car Dealers by 2.3%.

Two key factors shaping the auto category in 2026:

Affordability continues to be the primary barrier due to higher vehicle prices and elevated borrowing costs. Although EV adoption persists, it is happening at a slower pace as tax credits expire and incentive-driven buyers reduce their purchases.

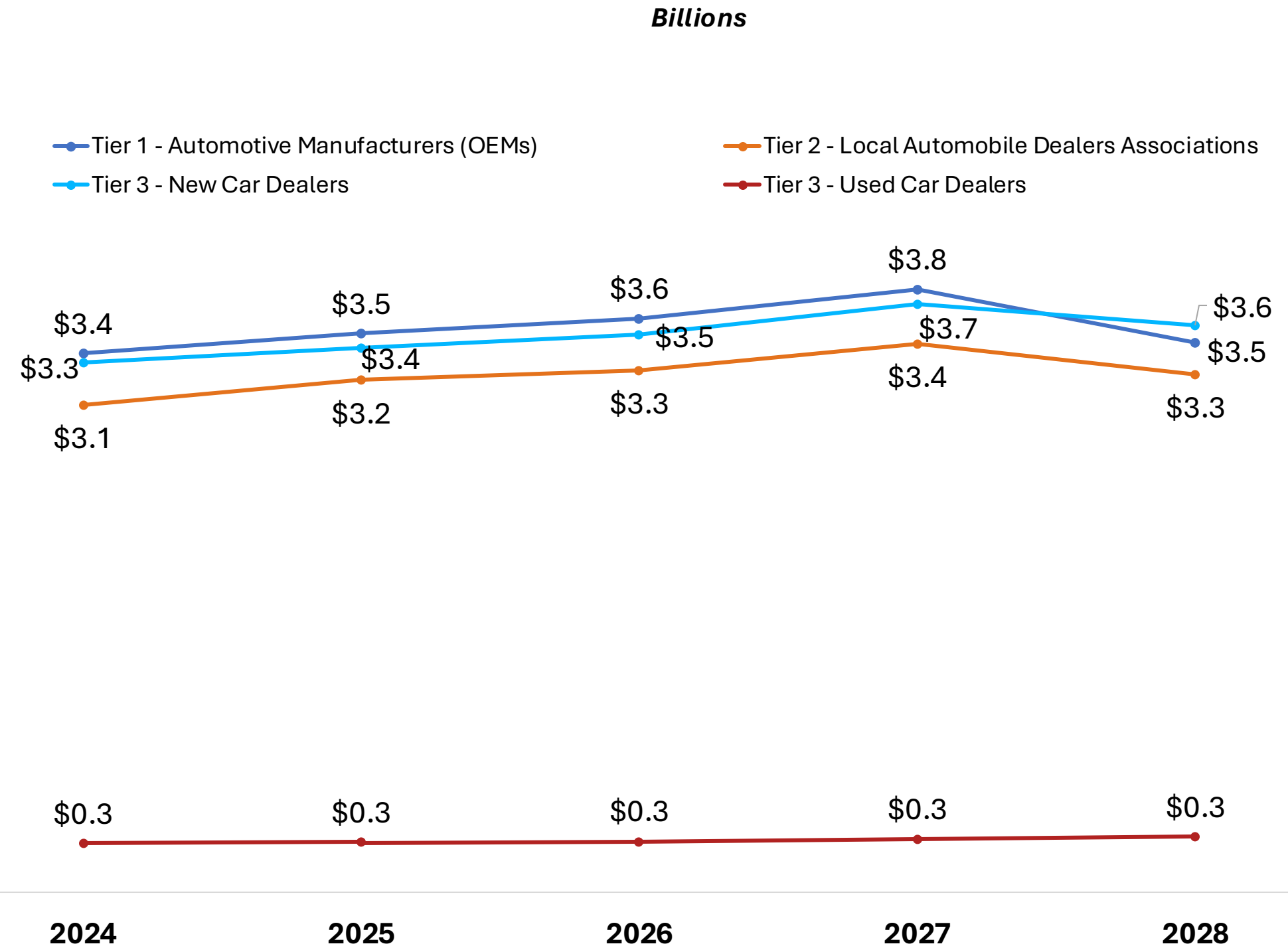
Auto spend moving toward digital platforms

In 2026, digital will account for 63.3% of automotive advertising, with a projected CAGR of 2.0% through 2028. Digital channels enable OEMs and dealers to target in-market shoppers by behavior, location, and interests, increasing conversion rates with tailored content.

Essential for local sellers to offer a diverse mix of media

Advertisers should integrate local TV/CTV, radio/audio, social media, search, and programmatic advertising so campaigns can track shoppers across multiple screens rather than a single channel.

Forecast for Auto Tiers 1-3

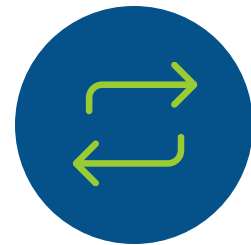


Ad Spend Mix 2026



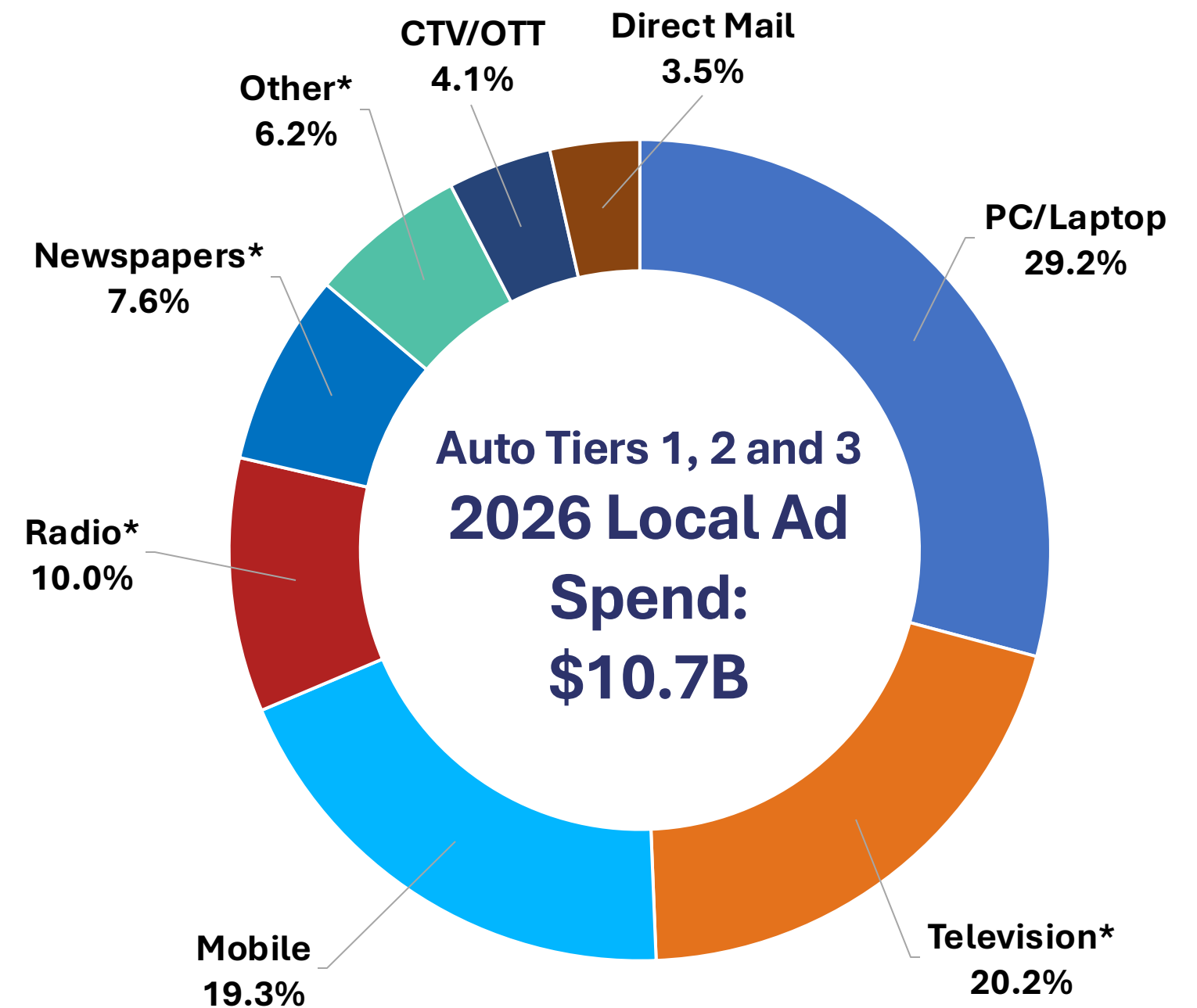
Digital Leads Growth

The YoY growth is happening within digital platforms, with digital ad spending projected to rise by \$309M, while traditional ad spending is expected to drop by \$63M.



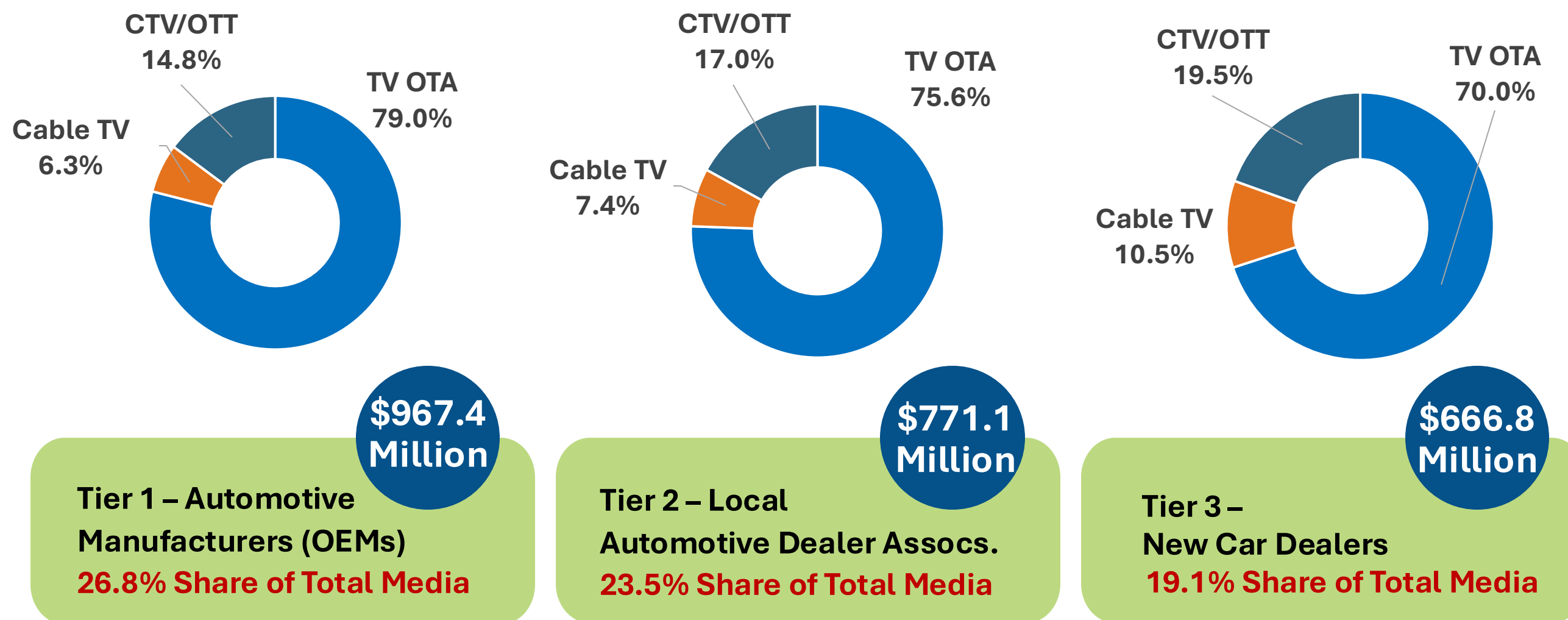
YOY Changes

Overall, CTV has the largest percentage growth (+8.9%), while PC/Laptop has the largest dollar growth (+\$166M). TV OTA continues to be a top spend category along with mobile.



*News = Newspapers Print + Digital
 *Television = OTA + Digital
 *Radio = OTA + Digital
 *Other = Directories, Magazines Print + Digital, OOH, Email, Cable TV

Local Video Advertising (All TV): Auto Tiers 1-3 in 2026



Source: BIA U.S. Local Advertising Forecast 2025, Issued December 2025.



Selling Strategies

Sell Integrated (Broadcast + Digital) Campaigns

Dealers prefer a simplified approach: one buy and one invoice. Broadcast sellers who integrate traditional media like TV and radio with digital options such as streaming, CTV, and display ads secure more budget. Show how broadcast serves as the foundation while digital targets car buyers at key moments. Position yourself as a full-funnel partner, not just a seller of ad spots.

Build Campaigns Around Dealer Sales Cycles

Dealers don't advertise evenly; they surge around sales events, inventory pushes, and model-year transitions. Pre-plan annual calendars: holiday sales, clearance events, service pushes. Emphasize geo-targeted campaigns around dealership events, major service offerings, and model launches.

Help to Fix Their Creative

Many dealer ads are noisy, rushed, or outdated. Salespeople who improve a dealership's creative increase results and retention. Offer production support or copy refreshes. Simplify messaging: one offer, one call to action. Align creative tone with buyer mindset (family, value, reliability).

Use Streaming & CTV to Modernize the Buy

Many dealers *want* TV impact but worry about cord-cutting. CTV removes that objection. Package CTV with linear TV. Explain audience targeting in simple terms. Emphasize non-skippable, full-screen delivery.

Tier 1 – Automotive Manufacturers (OEMs) Spend By Channel 2025-2026

Media Channel	2025 (\$000s)	2026 (\$000s)	Dollar Change	Percent Change
CTV/OTT	\$130,881	\$143,090	\$12,210	9.3%
Email	\$60,187	\$65,139	\$4,952	8.2%
Newspapers Digital	\$116,631	\$124,792	\$8,160	7.0%
PC/Laptop	\$943,253	\$1,002,232	\$58,979	6.3%
Directories	\$11,253	\$11,765	\$512	4.6%
TV Digital	\$89,085	\$92,257	\$3,173	3.6%
Newspapers Print	\$132,466	\$137,179	\$4,713	3.6%
Mobile	\$639,897	\$661,640	\$21,743	3.4%
Direct Mail	\$118,728	\$122,519	\$3,791	3.2%
Radio Digital	\$64,556	\$66,450	\$1,894	2.9%
Magazines Digital	\$12,689	\$12,926	\$237	1.9%
OOH	\$57,430	\$58,398	\$968	1.7%
Radio OTA	\$279,624	\$276,783	-\$2,841	-1.0%
TV OTA	\$778,480	\$763,769	-\$14,711	-1.9%
Cable TV	\$67,484	\$60,492	-\$6,992	-10.4%
Magazines Print	\$6,200	\$5,298	-\$902	-14.5%
Total Media	\$3,508,843	\$3,604,728	\$95,886	2.7%

Tier 1 Automotive Manufacturers (OEMs)

2026 Ad Spend \$3.6B

2028 Ad Spend \$3.5B

2025-2028 CAGR -0.5%

Tier 1 – Automotive Manufacturers (OEMs): Traditional vs. Digital

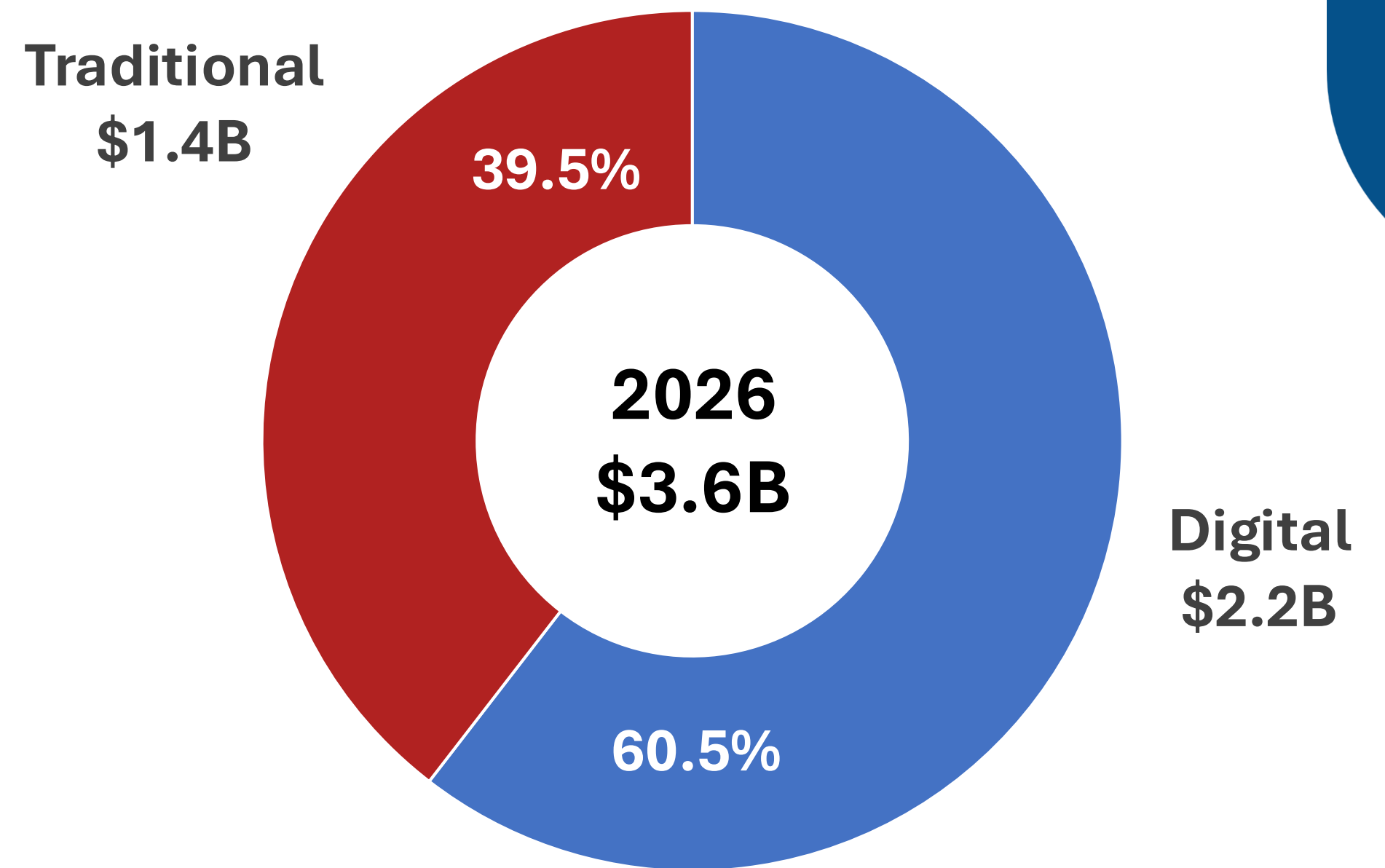
Digital channels are continuing to grow at a +2.1% Compound Annual Growth Rate (CAGR) from 2025 through 2028. Traditional advertising will decrease over this same period at a -4.6% CAGR.

Digital Media Channels

- CTV/OTT
- Directories Digital
- Email
- Magazines Digital
- Mobile
- Newspapers Digital
- PC/Laptop
- Radio Digital
- TV Digital

Traditional Media

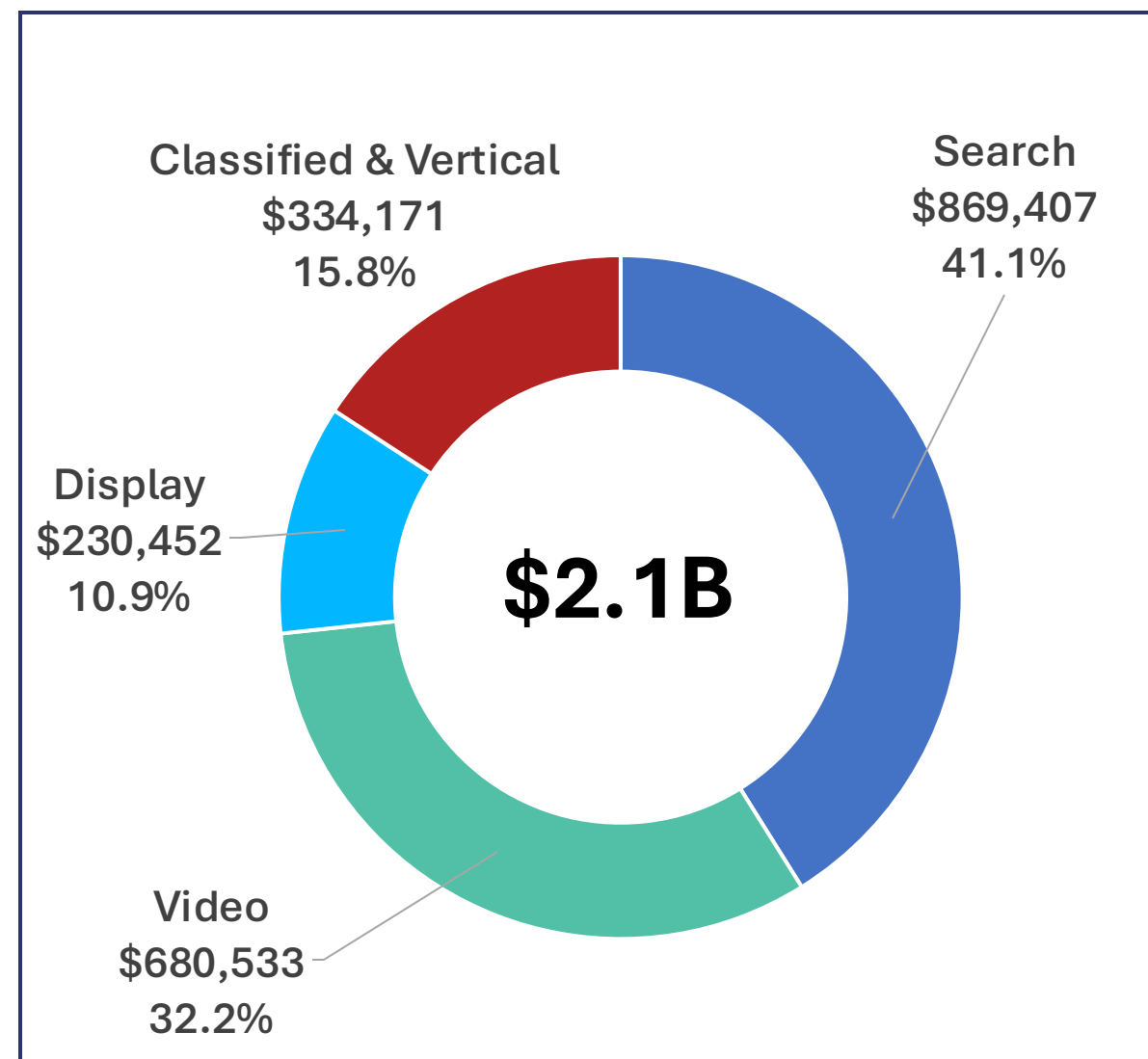
- Cable TV
- Direct Mail
- Directories Print
- Magazines Print
- Newspapers Print
- OOH
- Radio OTA



Tier 1 – Automotive Manufacturers (OEMs)

Classified & Vertical- enhanced listings, pages, display, native on sites like eBay, Amazon, Autotrader, etc.)
Display- local targeted banner, page take overs, & ads surrounding content.
Search- pay per click and audiences with search sites like Google, Yahoo, Ask and others.
Video- video ads that run before, during or after other video content.

Tier 1 – Automotive Manufacturers (OEMs): Nationwide Digital Spend \$000s



Tier 1 – Automotive Manufacturers (OEMs): Nationwide CTV/OTT Spend



Tier 2 – Local Automobile Dealers Associations Spend By Channel 2025-2026

Media Channel	2025 (\$000s)	2026 (\$000s)	Dollar Change	Percent Change
CTV/OTT	\$121,007	\$131,049	\$10,042	8.3%
Email	\$58,002	\$62,119	\$4,117	7.1%
Newspapers Digital	\$111,743	\$118,197	\$6,455	5.8%
PC/Laptop	\$909,008	\$955,761	\$46,752	5.1%
Directories	\$10,781	\$11,144	\$362	3.4%
TV Digital	\$82,364	\$84,494	\$2,129	2.6%
Newspapers Print	\$127,656	\$130,818	\$3,162	2.5%
Mobile	\$616,666	\$630,961	\$14,296	2.3%
Direct Mail	\$113,752	\$116,045	\$2,293	2.0%
Radio Digital	\$62,212	\$63,369	\$1,157	1.9%
Magazines Digital	\$12,157	\$12,243	\$86	0.7%
OOH	\$55,345	\$55,690	\$345	0.6%
Radio OTA	\$269,472	\$263,949	-\$5,523	-2.0%
TV OTA	\$600,032	\$582,706	-\$17,327	-2.9%
Cable TV	\$64,655	\$57,295	-\$7,360	-11.4%
Magazines Print	\$5,940	\$5,018	-\$922	-15.5%
Total Media	\$3,220,793	\$3,280,857	\$60,063	1.9%

Tier 2 Local Automobile Dealers Associations

2026 Ad Spend
\$3.3B

2028 Ad Spend
\$3.3B

2025-2028 CAGR
+0.4%

Tier 2 – Local Automobile Dealers Associations: Traditional vs. Digital

Tier 2 – Local Automobile Dealers Associations’ local digital channels are continuing to grow at a +2.8% Compound Annual Growth Rate (CAGR) from 2025 through 2028. Traditional advertising will decrease over this same period at a -3.8% CAGR.

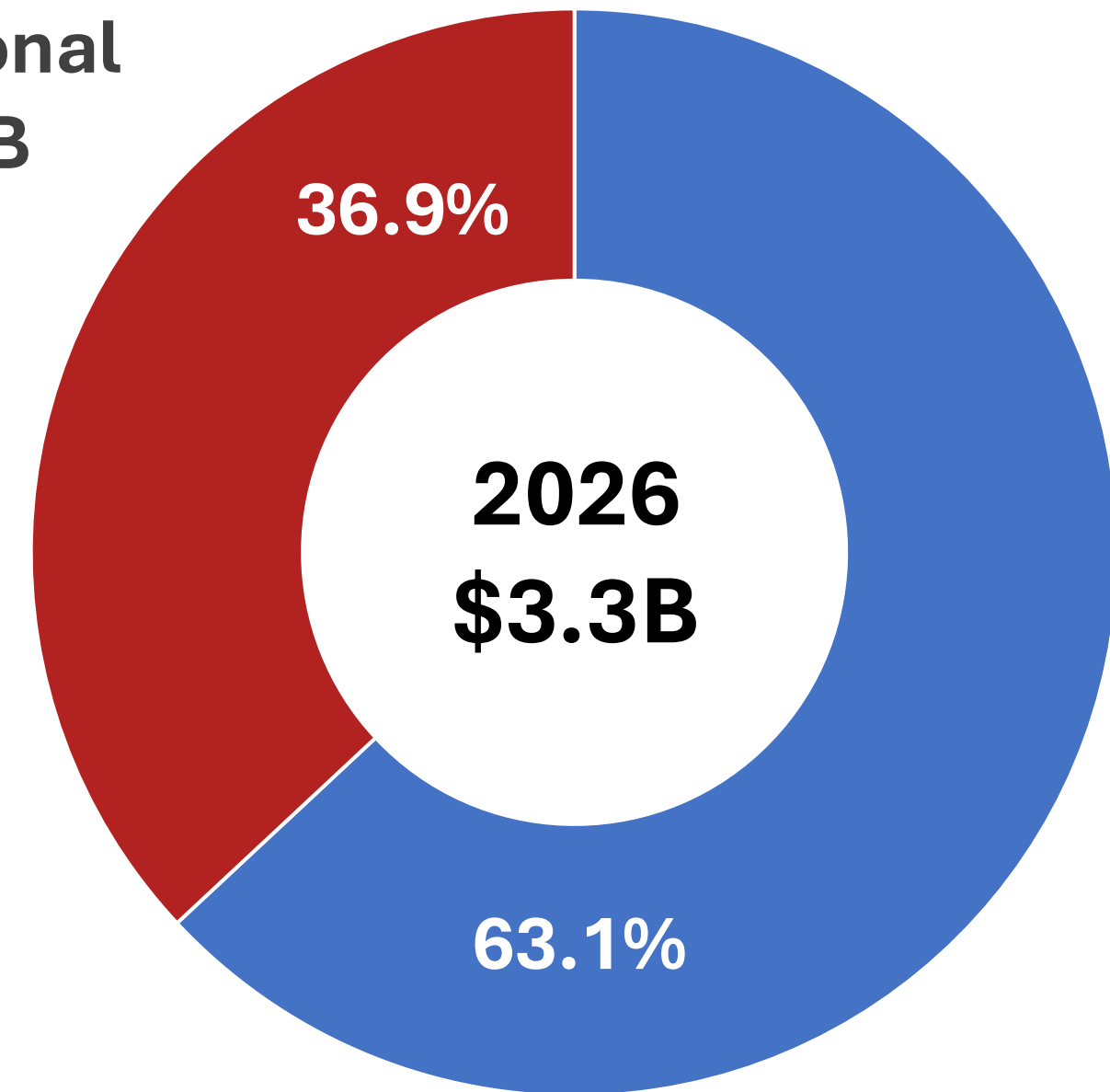
Digital Media Channels

- CTV/OTT
- Directories Digital
- Email
- Magazines Digital
- Mobile
- Newspapers Digital
- PC/Laptop
- Radio Digital
- TV Digital

Traditional Media

- Cable TV
- Direct Mail
- Directories Print
- Magazines Print
- Newspapers Print
- OOH
- Radio OTA

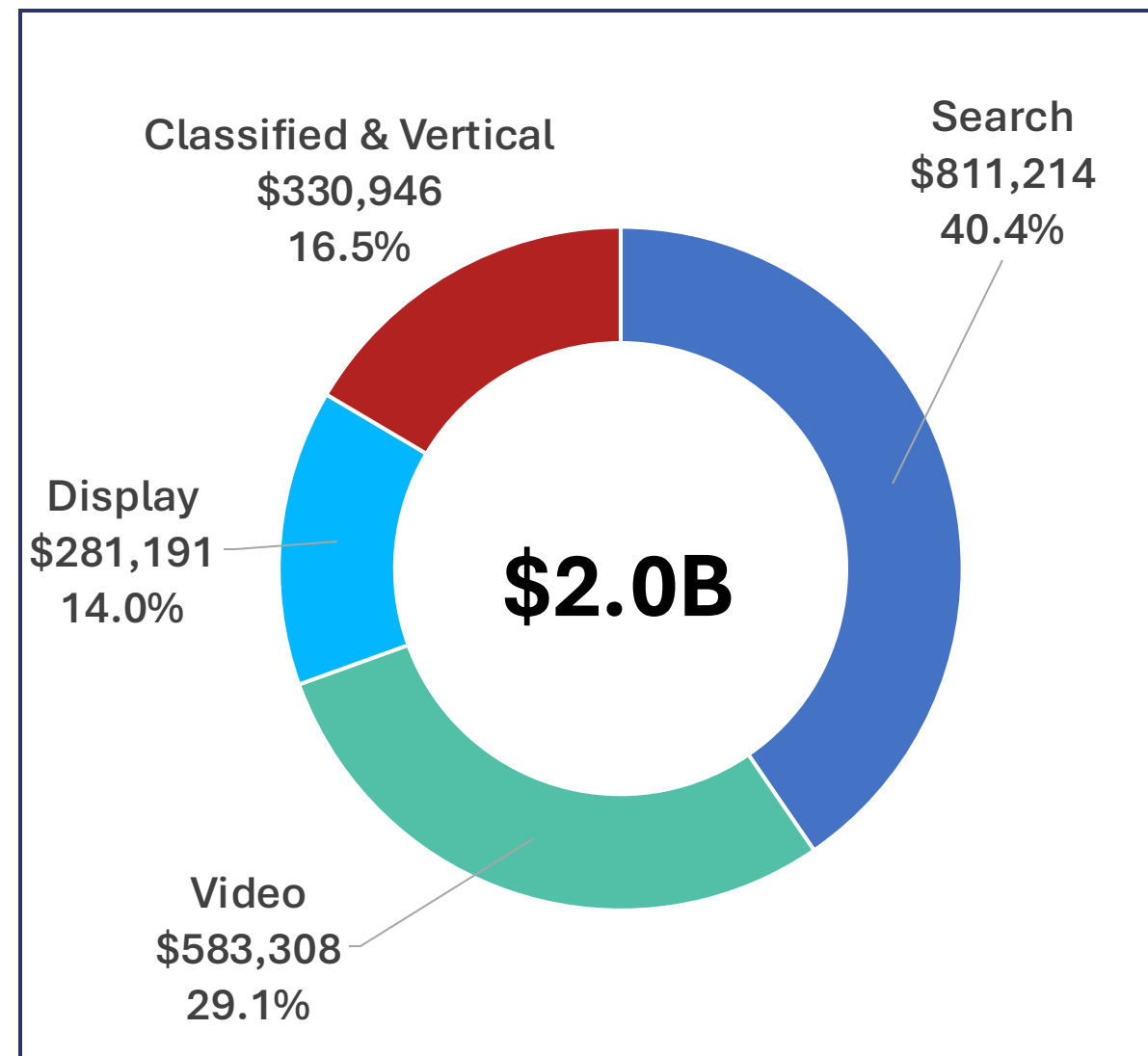
**Traditional
\$1.2B**



**Digital
\$2.1B**

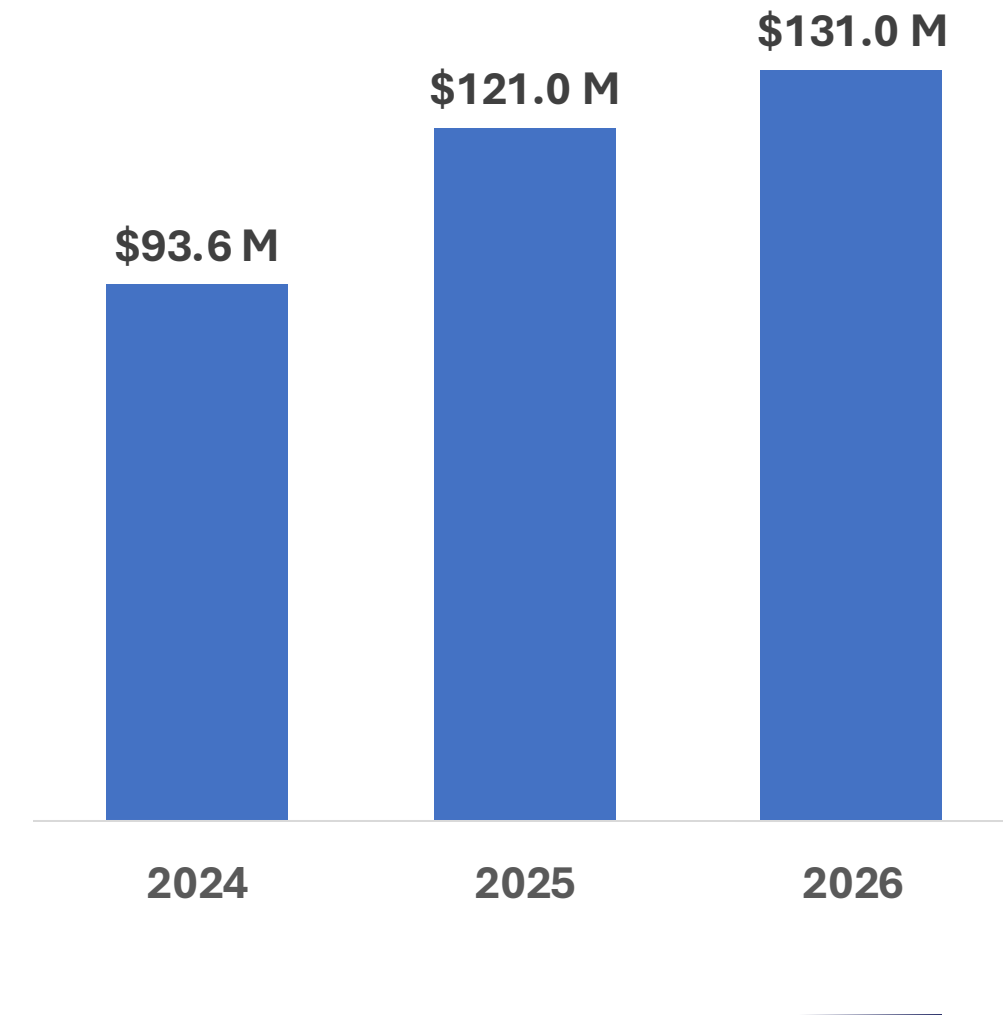
Tier 2 – Local Automobile Dealers Associations

Tier 2 – Local Automobile Dealers Associations: Nationwide Digital Spend \$000s



Classified & Vertical- enhanced listings, pages, display, native on sites like eBay, Amazon, Autotrader, etc.)
Display- local targeted banner, page takeovers, & ads surrounding content.
Search- pay per click and audiences with search sites like Google, Yahoo, Ask, and others.
Video- video ads that run before, during or after other video content.

Tier 2 – Local Automobile Dealers Associations: Nationwide CTV/OTT Spend



Tier 3 – New Car Dealers Spend By Channel 2025-2026

Media Channel	2025 (\$000s)	2026 (\$000s)	Dollar Change	Percent Change
CTV/OTT	\$132,448	\$144,243	\$11,795	8.9%
Email	\$65,518	\$70,344	\$4,826	7.4%
Newspapers Digital	\$123,978	\$131,075	\$7,097	5.7%
PC/Laptop	\$1,026,799	\$1,082,314	\$55,515	5.4%
Directories	\$11,962	\$12,358	\$396	3.3%
TV Digital	\$90,152	\$93,001	\$2,849	3.2%
Newspapers Print	\$144,198	\$148,140	\$3,942	2.7%
Mobile	\$696,575	\$714,508	\$17,933	2.6%
Radio Digital	\$70,273	\$71,759	\$1,486	2.1%
Direct Mail	\$126,207	\$128,688	\$2,481	2.0%
OOH	\$62,516	\$63,064	\$548	0.9%
Magazines Digital	\$13,488	\$13,576	\$89	0.7%
Radio OTA	\$304,391	\$298,899	-\$5,492	-1.8%
TV OTA	\$470,379	\$459,036	-\$11,343	-2.4%
Cable TV	\$71,735	\$63,538	-\$8,197	-11.4%
Magazines Print	\$6,591	\$5,565	-\$1,026	-15.6%
Total Media	\$3,417,211	\$3,500,109	\$82,898	2.4%

Tier 3 New Car Dealers

**2025 Ad Spend
\$3.4B**

**2028 Ad Spend
\$3.6B**

**2025-2028 CAGR
+1.4%**

Tier 3 – New Car Dealers: Traditional vs. Digital

Tier 3 – New Car Dealers spend on digital channels are continuing to grow at a +3.6% Compound Annual Growth Rate (CAGR) from 2025 through 2028.

Traditional advertising will decrease over this same period at a -3.0% CAGR.

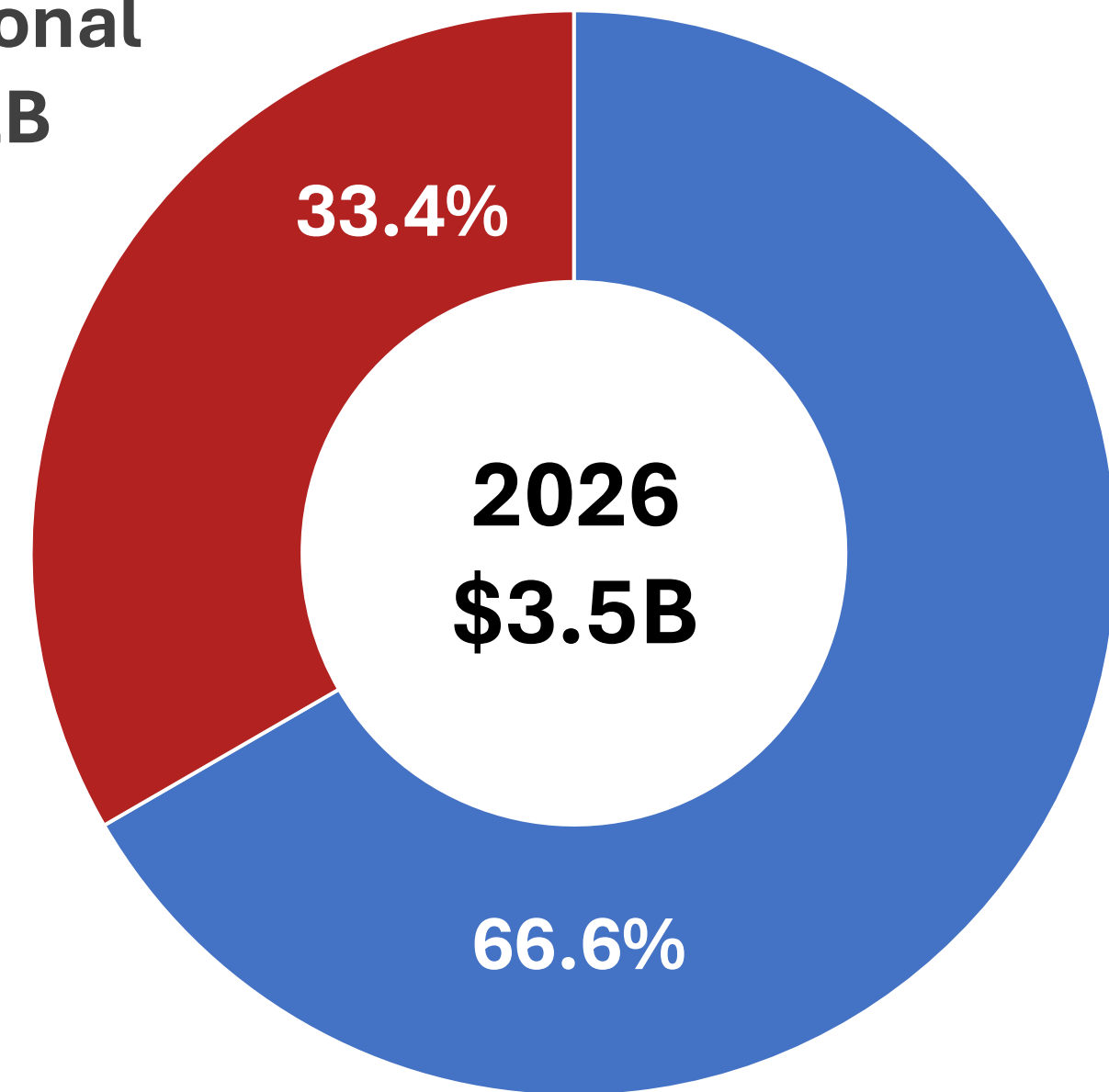
Digital Media Channels

- CTV/OTT
- Directories Digital
- Email
- Magazines Digital
- Mobile
- Newspapers Digital
- PC/Laptop
- Radio Digital
- TV Digital

Traditional Media

- Cable TV
- Direct Mail
- Directories Print
- Magazines Print
- Newspapers Print
- OOH
- Radio OTA

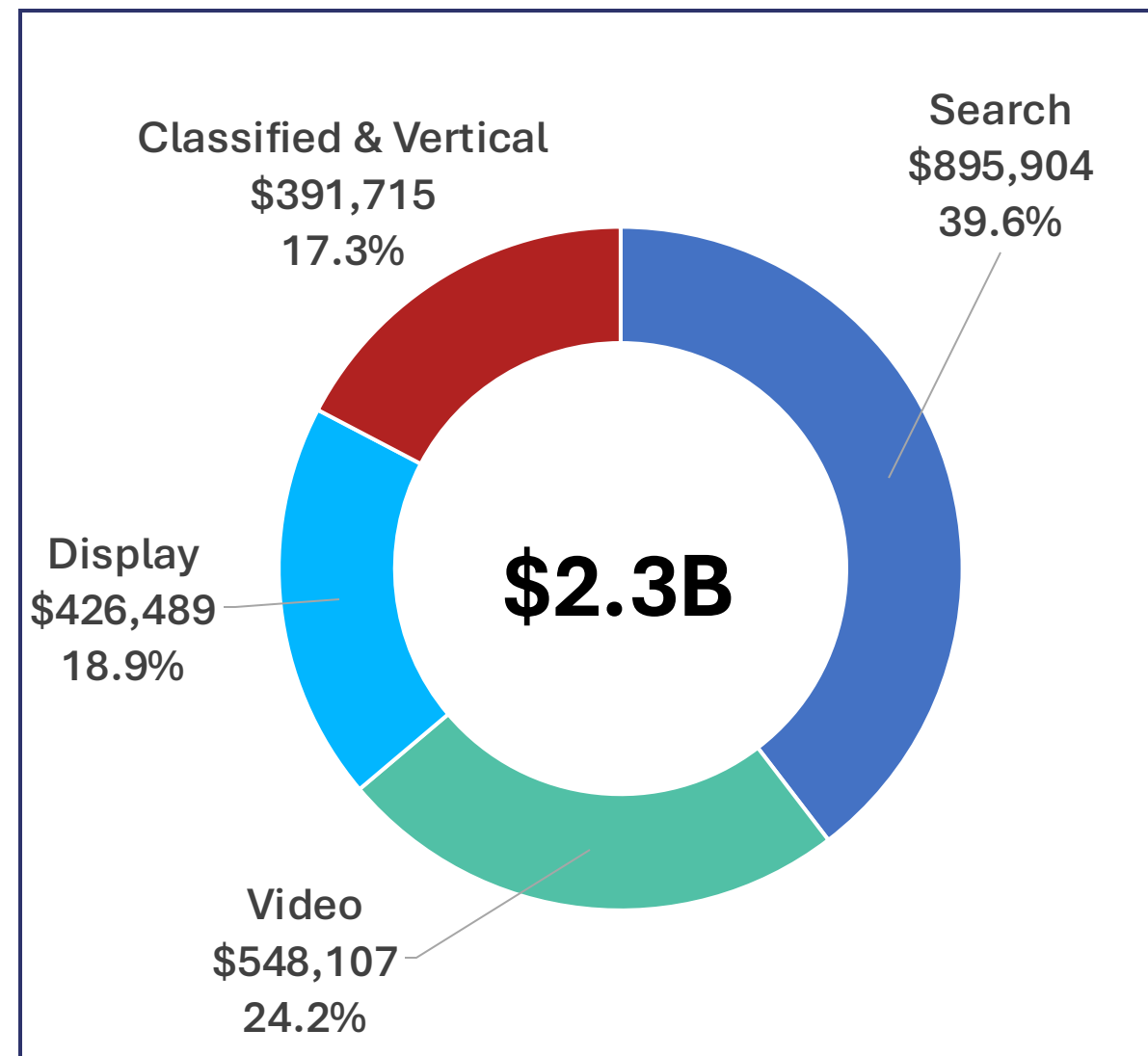
Traditional
\$1.2B



Digital
\$2.3B

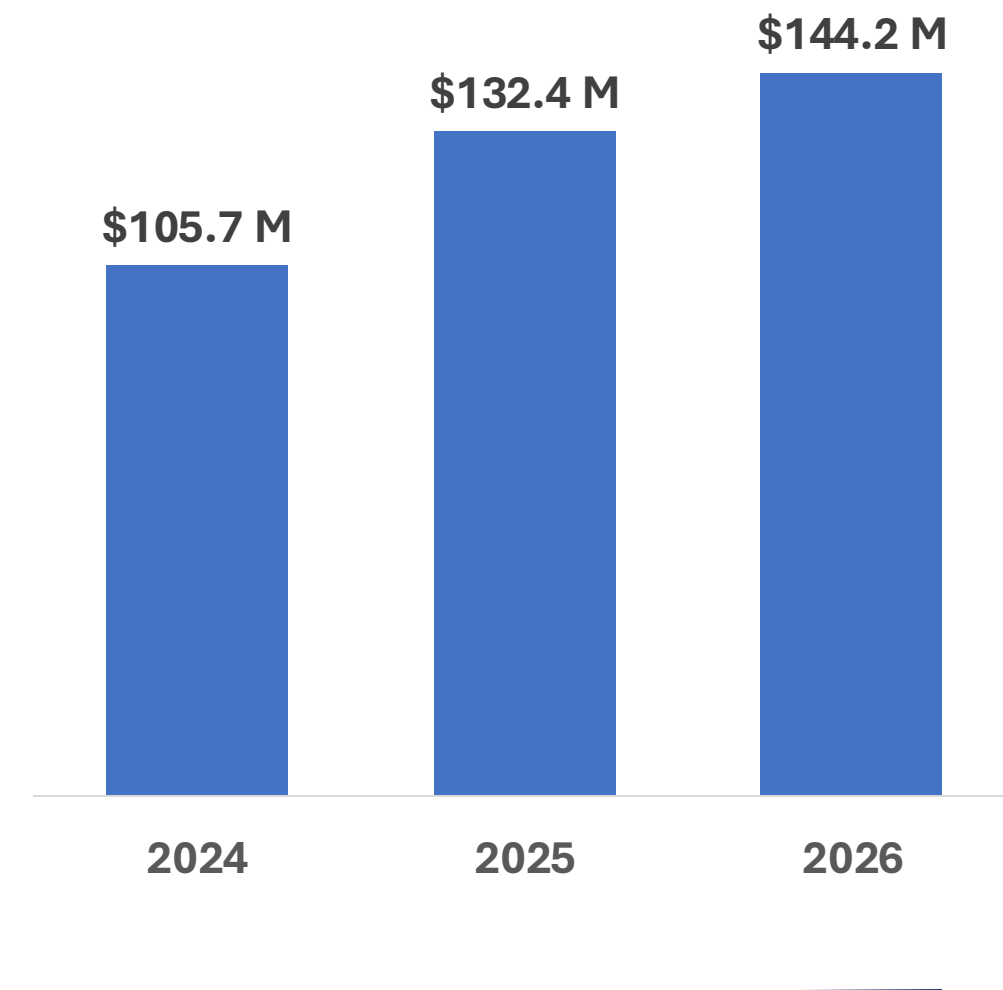
Tier 3 – New Car Dealers

*Tier 3 – New Car Dealers:
Nationwide Digital Spend \$000s*



Classified & Vertical- enhanced listings, pages, display, native on sites like eBay, Amazon, Autotrader, etc.)
Display- local targeted banner, page takeovers, & ads surrounding content.
Search- pay per click and audiences with search sites like Google, Yahoo, Ask, and others.
Video- video ads that run before, during or after other video content.

*Tier 3 – New Car Dealers:
Nationwide CTV/OTT Spend*



Tier 3 – Used Car Dealers Spend By Channel 2025-2026

Media Channel	2025 (\$000s)	2026 (\$000s)	Dollar Change	Percent Change
CTV/OTT	\$17,461	\$19,118	\$1,658	9.5%
Email	\$4,962	\$5,336	\$374	7.5%
Newspapers Digital	\$9,008	\$9,542	\$534	5.9%
PC/Laptop	\$77,646	\$82,098	\$4,452	5.7%
TV Digital	\$12,623	\$13,195	\$573	4.5%
Directories	\$911	\$944	\$33	3.6%
Newspapers Print	\$10,456	\$10,764	\$307	2.9%
Mobile	\$52,673	\$54,143	\$1,470	2.8%
Radio Digital	\$5,025	\$5,154	\$128	2.6%
Direct Mail	\$9,483	\$9,690	\$206	2.2%
OOH	\$4,716	\$4,765	\$49	1.0%
Magazines Digital	\$1,023	\$1,031	\$8	0.8%
Radio OTA	\$24,173	\$23,807	-\$366	-1.5%
TV OTA	\$74,674	\$73,142	-\$1,532	-2.1%
Cable TV	\$5,442	\$4,909	-\$533	-9.8%
Magazines Print	\$500	\$423	-\$77	-15.4%
Total Media	\$310,776	\$318,062	\$7,286	2.3%

Tier 3 Used Car Dealers

**2026 Ad Spend
\$318.1M**

**2028 Ad Spend
\$345.8M**

**2025-2028 CAGR
+3.6%**

Tier 3 – Used Car Dealers: Traditional vs. Digital

Tier 3 – Used Car Dealers spend on digital channels are continuing to grow at a +6.3% Compound Annual Growth Rate (CAGR) from 2025 through 2028.

Traditional advertising will decrease over this same period at a -0.4% CAGR.

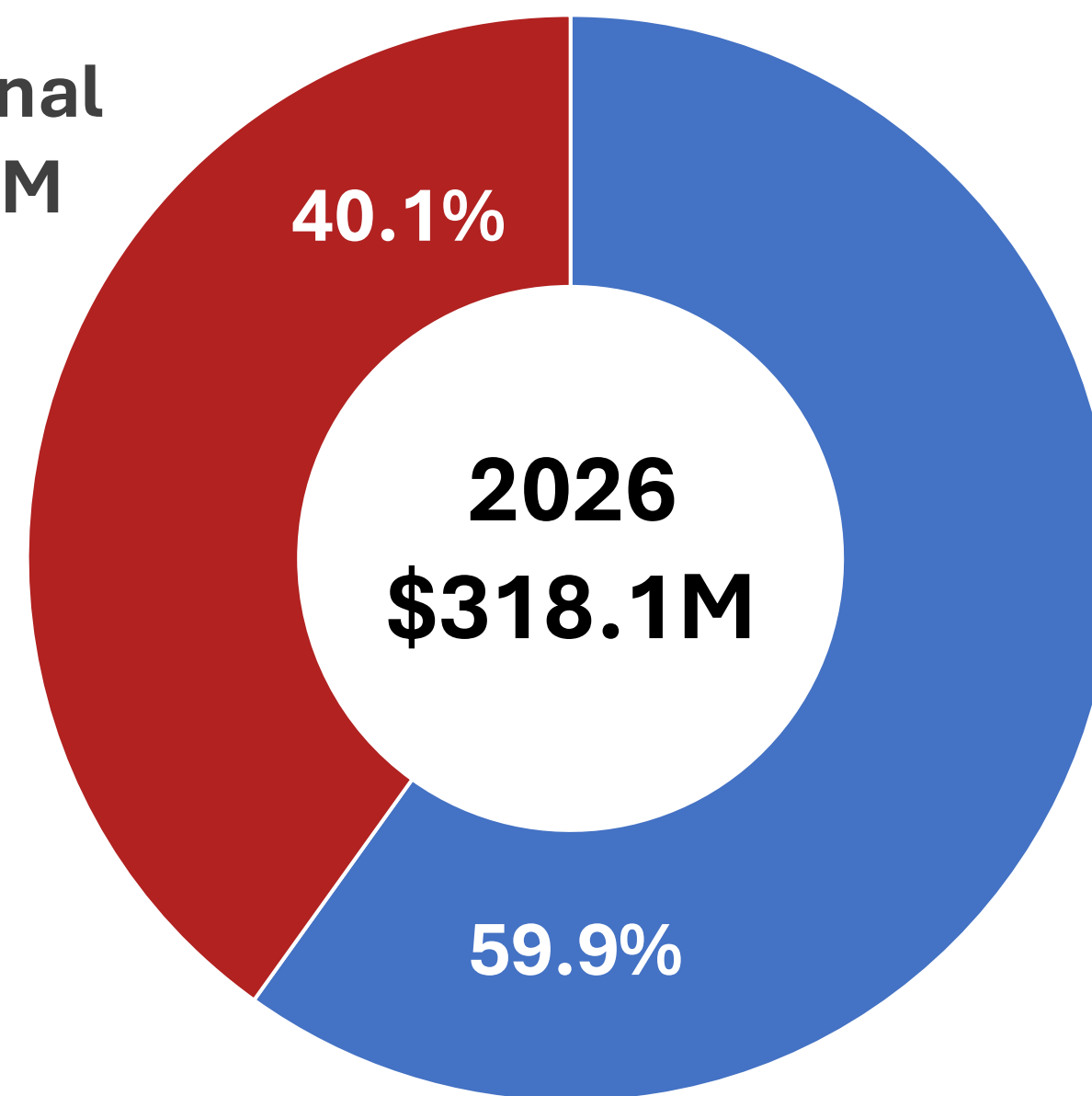
Digital Media Channels

- CTV/OTT
- Directories Digital
- Email
- Magazines Digital
- Mobile
- Newspapers Digital
- PC/Laptop
- Radio Digital
- TV Digital

Traditional Media

- Cable TV
- Direct Mail
- Directories Print
- Magazines Print
- Newspapers Print
- OOH
- Radio OTA

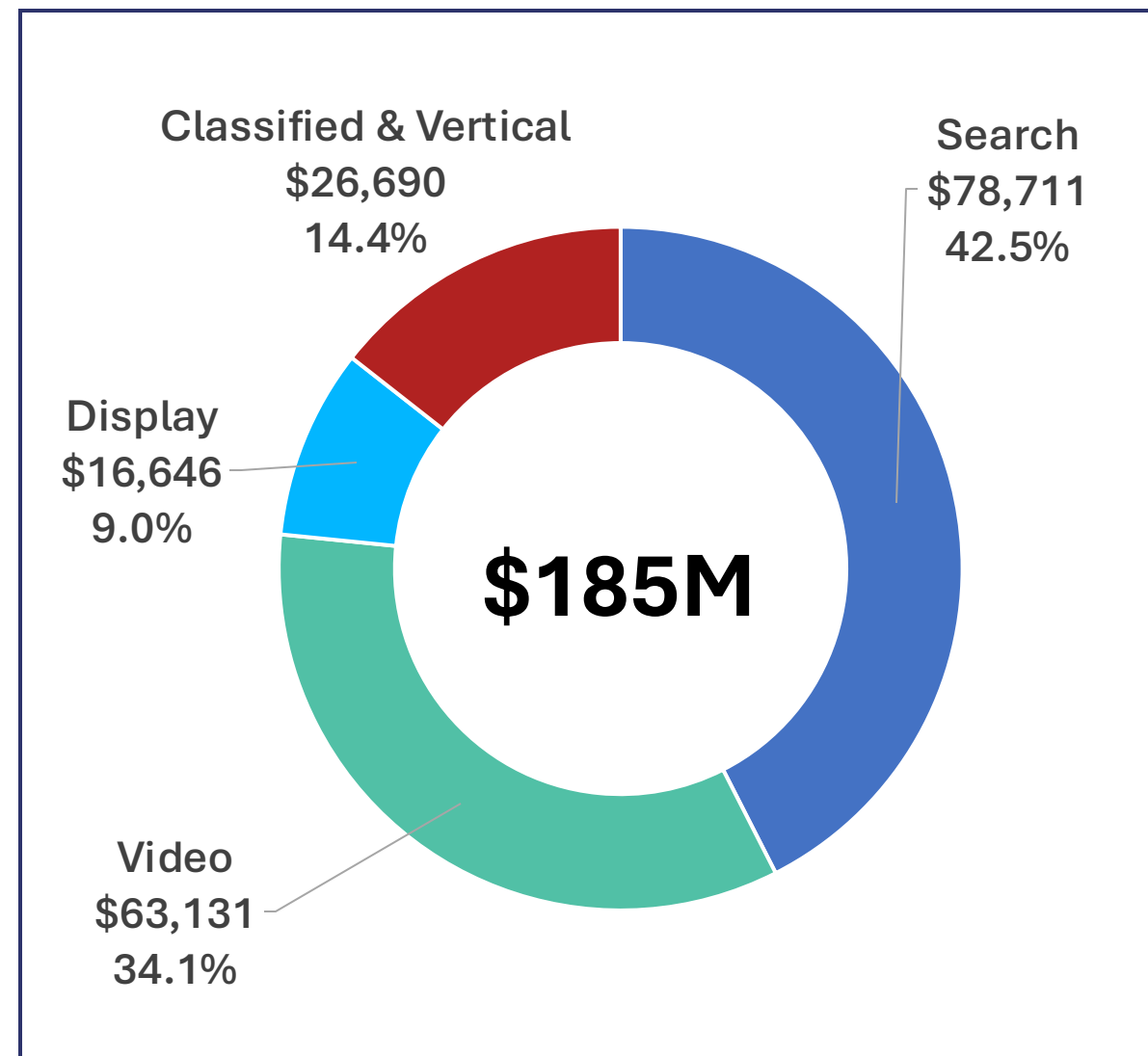
Traditional
\$127.5M



Digital
\$190.5M

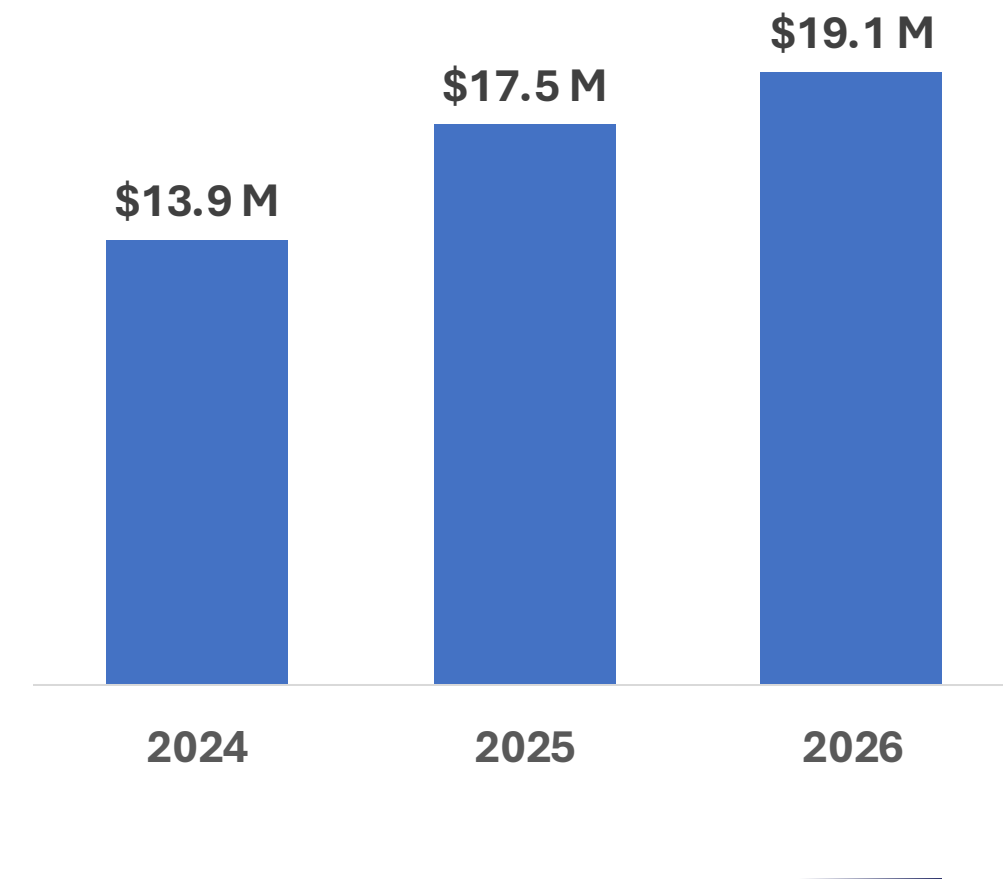
Tier 3 – Used Car Dealers

*Tier 3 – Used Car Dealers:
Nationwide Digital Spend \$000s*



Classified & Vertical- enhanced listings, pages, display, native on sites like eBay, Amazon, Autotrader, etc.)
Display- local targeted banner, page takeovers, & ads surrounding content.
Search- pay per click and audiences with search sites like Google, Yahoo, Ask, and others.
Video- video ads that run before, during or after other video content.

*Tier 3 – Used Car Dealers:
Nationwide CTV/OTT Spend*



Final Takeaways

Auto Tiers 1-3 Advertising in 2026: What BIA Data Shows

- **Auto remains one of the largest local ad categories** — consistently among the top spenders across local markets (BIA forecast)
- **Dealer spending is shifting to digital and video-first** — CTV/OTT is capturing incremental auto dollars alongside OTA
- **Auto demand is market-specific** — spend, competition, and growth vary meaningfully by DMA (BIA local market data)
- **Video drives consideration; frequency drives action** — strongest plans combine OTA/CTV with audio and mobile
- **Promotions still fuel spikes** — sales events and incentives trigger short-term budget surges
- **Bundled media outperforms single-channel buys** — especially when aligned to local buyer behavior

Vertical Alert

2026 Tier 3 - New Car Dealers

\$2.2 Million

PC or Laptop

In local advertising spending in Alexandria, LA, PC or Laptop gets 32.4% or \$703,720.

PC or Laptop	32.4%	\$703,720
Mobile	20.6%	\$449,096
TV OTA	17.5%	\$381,680
CTV/OTT	5.9%	\$127,342
Radio OTA	2.8%	\$61,361



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Local advertising insights for Tier 3 - New Car Dealers in Alexandria, LA

Situation

Auto dealers spend an average of 0.8% of revenue on advertising.

Strategy

Don't leave money on the table. Help new car dealers through the process of using co-op advertising funds. Co-op funds can help promote their parts and services lines of business.

Situation

Inventory levels have been rising for the past year, resulting in a market shift that benefits buyers. As a result, buyers now have more options, discounts, and lower prices available to them.

Strategy

To entice buyers, various dealerships are marketing their financing options and payment relief programs. They are also using digital tools to showcase vehicles and interact with buyers. Use reach media to drive customers to dealership websites to view current deals and financing options.

Situation

Increased competition from online direct sellers is impacting traditional dealerships.

Strategy

Develop in-store promotions and events that combine discounts with experiential elements, creating compelling reasons for customers to visit in person.



Sellers win with proof — BIA data shows where competitors are investing and where opportunity gaps exist.

(BIA ADVantage clients can access Vertical Alerts in the platform: [login here.](#))

BIA provides ongoing insights, analytics, advertising forecasts, reports, and tailored consulting services for the local advertising market.

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Appendix A

Media Definitions, Verticals
Covered, Forecast Methodology
& Data Sources





Traditional Media

Cable Television: All revenues generated by local cable systems for sale of time to either national or local advertisers on all of their aired networks. Does not include any advertising sold by national cable networks or satellite MVPDs (DirecTV, DISH). Beginning with 2024, our definition and measurement of Cable Television became narrower to focus primarily on linear TV. This change in methodology is designed to better reflect the conditions of the core business for this media going forward.

Direct Mail: All revenues spent (including postage and production) by direct mail local and direct mail national advertisers in promoting their products/services through printed mailings and catalogs. The average split of national/local is 90/10.

Directories: All revenues generated by local directory companies for their printed and digital/online listings.

Magazines Print: All revenues generated by local market magazines from either national or local advertisers from their print editions. Does not include any advertising generated by magazines with a national subscriber base.

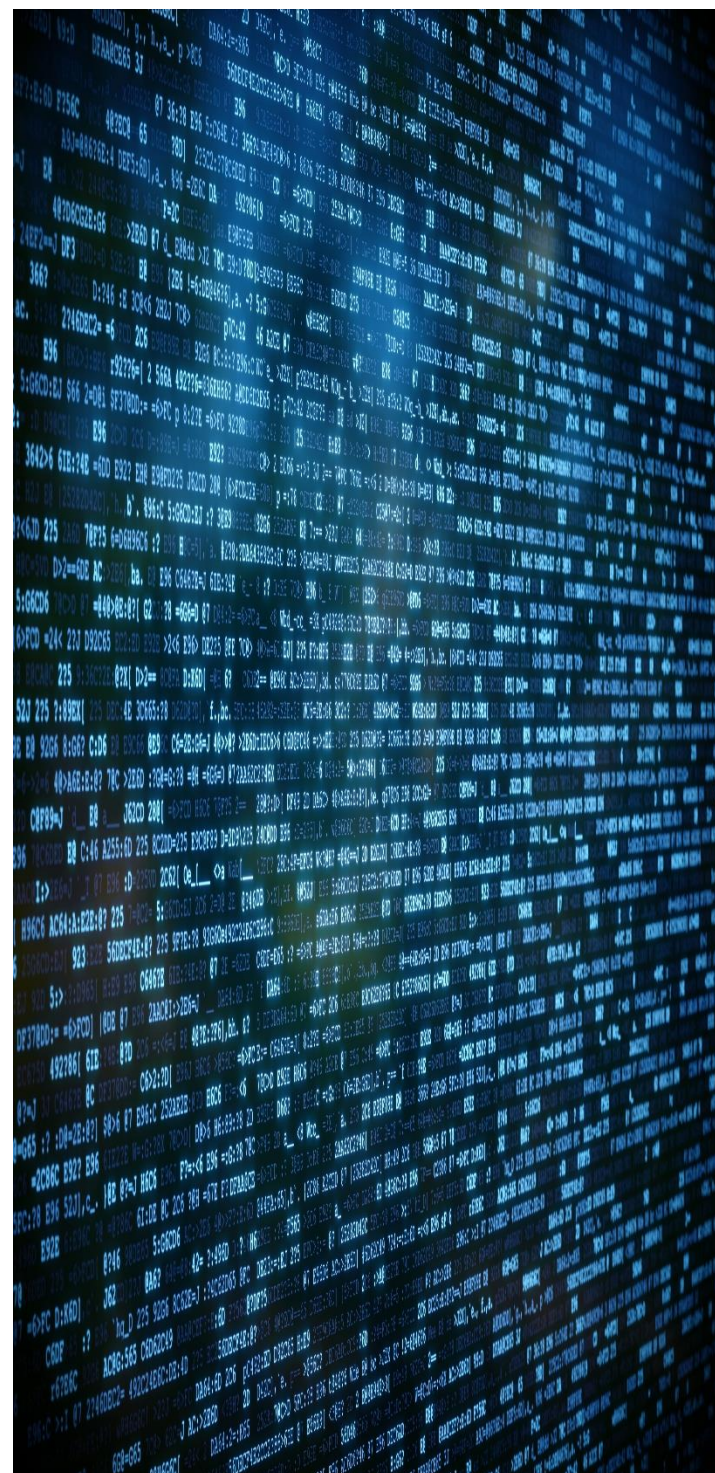
News Print: All revenues generated by local daily and weekly newspapers from national and local advertisers from their print editions. Does not include any revenue generated from subscriptions.

Out-Of-Home (OOH): Out of Home (OOH) advertising refers to display and video advertisements delivered in public spaces outside of the home, across both print and digital formats. Local OOH enables businesses to reach audiences within specific communities, markets, or geographic areas. OOH spans a wide variety of venues and is designed to engage consumers throughout their daily journeys. It includes Billboards, Street-Level Displays, Transit Advertising, Place-Based Media, Cinema Advertising, and Experiential & Ambient OOH.

Radio Over-the-Air (OTA) : All revenues generated by local radio stations for sale of time to either national or local advertisers from their over-the-air broadcasts. Does not include any advertising sold by the national radio networks.

TV Over-the-Air (OTA) : All revenues generated by local television stations for sale of time to either national or local advertisers. Does not include any advertising sold by the over-the-air national networks, nor any retransmission consent revenues generated by these local television stations.

Media Definitions



Digital Media

Connected-TV/Over The Top (CTV/OTT): CTV/OTT advertising is local targeted advertising of premium video streaming to any device, including video delivered to TV sets via Internet connections, and includes both IP set top boxes that receive signals from digital video ad servers (and widgets on them) as well as USB and HDMI multimedia devices and vMVPDs. CTV refers strictly to streaming to a TV set. CTV is a subset of OTT.

E-Mail: All revenues spent by national and local advertisers in e-mail solicitation.

Magazines Digital: All revenues generated by local market magazines from either national or local advertisers from their digital activities. Includes the share retained by local magazines after reselling other online platforms (e.g., Google AdWords). Does not include any advertising generated by magazines with a national subscriber base.

Mobile: All revenues generated from advertising on mobile devices and targeted devices are Phones, tablets. This includes in-app advertising as well as mobile web and messaging advertising. Formats include display, search, SMS, video and native social advertising (i.e., BIA Facebook news feed ads).

News Digital: All revenues generated by local daily and weekly newspapers from national and local advertisers from their online editions. Includes the share retained by local newspapers after reselling other online platforms (e.g., Google AdWords). Does not include revenues generated from subscriptions.

PC/Laptop: All revenues generated by online companies selling locally targeted advertisements to be displayed on a PC/laptop. These advertisements could be sold by local pure-play online companies, or national companies selling geo-targeted advertising. Includes search, display and classified/vertical advertising. Search includes dollars spent on online local inquiries with search engine sites (such as Google, Microsoft, Facebook, Yahoo, Ask, AOL).

Radio Digital: Digital radio advertising includes local advertising sold by local stations (streaming, email advertising, O&O banners, SEM (not SEO), website advertisements) and pure play streaming services except CTV/OTT. Includes the share retained by local radio stations after reselling other online platforms (e.g., Google AdWords).

TV Digital: TV digital advertising includes local advertising sold by local broadcast stations (owned and operated streaming and website advertisements). Includes the share retained by local television stations after reselling other online platforms and products (Not owned and operated e.g., Google AdWords, targeted display, social media advertising).

Media Definitions

Full List of Major Business Categories & Verticals

Automotive Advertising

Automotive Repair Services
Gas Stations & Petroleum
Other Motor Vehicle Dealers
Tier 1 – Automotive Manufacturers
Tier 2 – Automobile Dealers Association
Tier 3 – New Car Dealers
Tier 3 – Used Car Dealers
Tires, Automotive Parts, and Accessories Stores

Education Advertising

Business and Trade Education
Colleges & Universities
Educational Support Services
Other Schools and Instruction

Financial/Insurance Advertising

Auto & Direct Property Insurance
Commercial Banking
Consumer Lending & Mortgages
Credit Cards
Direct Health and Medical Insurance Carriers
Direct Life Insurance Carriers
Insurance Agencies and Brokerages
Investment & Retirement Advice
Saving/Credit Institutions and Other Loan Services

General Services Advertising

Accounting, Tax Preparation, Bookkeeping, and Payroll Services
Architectural, Engineering, and Related Services
Computer Systems Design and Related Services
Employment Services
Funeral Homes & Services
Legal Services
Maintenance Services

General Services Advertising (cont.)

Maintenance Services
Management, Scientific, and Technical Consulting Services
Other Home Building Services
Online Gambling
Plumbers and HVAC
Utilities

Gov't/Pol/Rel'g Advertising

Government, Unions & Other Organizations
Political
Religious & Charitable

Health Advertising

Health and Personal Care Stores
Hospitals
Nursing and Residential Care Facilities
Offices of Optometrists
Offices of Physicians/Dentists/Chiropractors
Personal Care Services
Pharmaceutical and Medicine Mnftrs
Veterinary Services

Leisure/Recreation Advertising

Airport, Cruises, and Other Travel
Amusement Parks and Arcades
Fitness and Recreational Sports Centers
Gambling and Lotteries
Motion Picture and Video Exhibition
Museums, Historical Sites, and Other Venues
Online Gambling
Other Amusement and Recreation Industries
Performing Arts Companies
Spectator Sports
Tourism and Travel Services
Traveler Accommodation: Hotels-Motels

Media Advertising

Cable and Other Subscription Programming
Internet Publishers
Newspapers & Print Publishers
Radio Stations and Networks
Television Broadcasting and Networks

Restaurant/Food Advertising

Beer and Wine, and Liquor Stores
Convenience Stores
Full-Service Restaurants and Bars
Quick Service Restaurants/Fast Foods
Special Restaurants, Food & Beverage Stores
Supermarkets and Other Grocery Stores

Technology Advertising

Wireless Telecommunications Carriers
Cable and Satellite Delivery
Internet Service Providers
Other Telecommunications
Wired/Bundled Services

Realtors

Real Estate Advertising
Real Estate Development
Realtors

Retail Advertising

All Other General Merchandise Stores
Book Stores
Clothing Stores
Department Stores
Discount Department Stores
Electronic Stores
Floor Covering Stores
Furniture Stores
Gift, Novelty, and Souvenir Stores
Hardware Stores
Hobby, Toy, and Game Stores

Retail Advertising (cont.)

Home Centers
Household Appliance Stores
Jewelry, Luggage, and Leather Goods Stores
Lawn and Garden Equipment and Supplies Stores
Mattress and Sleep Centers
Office Supplies and Stationery Stores
Other Home Furnishings Stores
Paint and Wallpaper Stores
Pet Supplies Stores
Shoe Stores
Sporting Goods Stores
Warehouse Clubs and Supercenters



BIA's U.S. Nationwide Forecast Of Local Ad Spend



BIA's U.S. Local Forecast 2026 Edition

BIA Advisory Services constantly monitors the local advertising marketplace to create a comprehensive forecast of local advertising revenue in the United States.

Coverage of Advertising Spend:

210 TV markets and 242 radio markets, covering 16 media types and 96 business verticals.

Economic Factors Included:

The latest updates and analyses in a changing economy, focusing on inflation, tariff rates, shifts in consumer behavior, and technological advancements impacting local businesses.

BIA's Proprietary Data Includes:

The forecast includes inputs from BIA's proprietary annual survey of broadcast media companies (*the most recent survey was conducted in March-April of 2025*), along with data inputs from partners.

Forecast Methodology

BIA's forecasting methodology to develop the U.S. local ad forecast and our local market estimates.

- We align our forecasting with standard TV and Radio markets, with the option to create custom county-based geographies.
- Nationwide business category spending estimates form the basis for allocating revenue across BIA's 16 media channels and 96 verticals in each market.
- Local demographic and economic indicators are applied to adjust these allocations for market-specific conditions.
- The outcome is a forecast that reflects national trends, tailored to each market's unique characteristics.

