

## NEWS RELEASE

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For Immediate Release

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### UK ADVERTISING EXPENDITURE FORECAST TO GROW 3.2% IN 2008

Advertising expenditure in the UK is expected to rise by 3.2% this year, at current prices, with outdoor & transport and the internet leading the growth. These figures are published today in the Advertising Association's (AA) *Advertising Forecast*, researched and compiled by the World Advertising Research Center (WARC). The media covered in the report include national and regional newspapers, consumer and business magazines, television, radio, outdoor & transport, cinema, internet and direct mail.

#### Annual change in advertising expenditure by type and medium

	Current Price % Change 2008 vs 2007
<b>By Type</b>	
Total <sup>1</sup>	3.2
Display <sup>2</sup>	1.2
Classified <sup>3</sup>	8.2
<b>By Medium</b>	
TV <sup>4</sup>	0.8
Radio	1.4
Outdoor & Transport	5.0
National Newspapers	-1.0
Colour Supplements	-0.3
Regional Newspapers	-2.0
Consumer Magazines <sup>5</sup>	-1.2
Bus & Prof Magazines	-0.8
Cinema	1.6
Internet	21.3
Direct Mail	-2.5

Notes:

Classified recruitment figures for national and regional newspapers exclude online advertising paid for separately to a print campaign – this is included in internet advertising expenditure.

<sup>1</sup> Includes agency commission but excludes production costs and directories.

<sup>2</sup> Includes internet display.

<sup>3</sup> Includes internet classified (recruitment, other classified and paid-for search advertising).

<sup>4</sup> TV figures include GMTV, Channels 4 and 5 and multichannel.

<sup>5</sup> Excluding colour supplements.

Source: Advertising Association's *Advertising Forecast*, Volume 33 Number 1.

Advertising expenditure is set to continue to expand at a similar level in 2009, with 3.3% growth forecast.

The AA's *Advertising Forecast* is available on annual subscription (price £635 for AA members, £985 for non-members) exclusively from:

WARC – Tel: 01491 411 000      URL: [www.warc.com/af](http://www.warc.com/af)

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**Notes to editors:**

1. The Advertising Association (AA) is a federation of 30 trade bodies and organisations representing the advertising and promotional marketing industries, including advertisers, agencies, the media and support services in the UK. It is the only body that speaks for all sides of an industry that was worth over £19 billion in 2006. Further information about the AA, its membership and remit is available on our website at: [http:// www.adassoc.org.uk/](http://www.adassoc.org.uk/)
2. The World Advertising Research Center (WARC) is a leading provider of information and statistics on all topics of importance to the marketing communications, media and advertising industries – worldwide. WARC has also invested substantially in creating [www.warc.com](http://www.warc.com), a groundbreaking database of marketing communications content from around the world including material from the Advertising Research Foundation, the Advertising Association and many other leading sources.

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