

NEWS RELEASE

Issued on Monday 9th June
For Immediate Release

The Advertising Statistics Yearbook 2008

UK advertising expenditure reached £19.4 billion in 2007, up 4.2% year-on year, according to figures published today in the Advertising Association's **Advertising Statistics Yearbook 2008**. This compares to annual growth of only 0.7% in 2006.

UK Advertising Expenditure at current prices, 2007

	Total advertising expenditure £ millions
Press	7,716
Television	4,671
Internet	3,026
Direct Mail	2,171
Outdoor & Transport	1,058
Radio	534
Cinema	207
TOTAL	19,384

Note: These figures are inclusive of production costs.
Source: Advertising Association's *Advertising Statistics Yearbook 2008*,
WARC (www.warc.com/asyb0826).

The press remains the largest medium, attracting 40% of all advertising expenditure. TV follows with 24%, while internet is the third largest medium accounting for nearly 16% of expenditure.

UK Advertising Expenditure, % share

	% share
Press	39.8
Television	24.1
Internet	15.6
Direct Mail	11.2
Outdoor & Transport	5.5

Radio	2.8
Cinema	1.1
TOTAL	100.0

Note: These figures are inclusive of production costs.
Source: Advertising Association's *Advertising Statistics Yearbook 2008*,
WARC (www.warc.com/asyb0826).

The fastest-growing media in 2007 were internet (+39.5%), cinema (+10.1%) and outdoor and transport (+4.6%). Cinema benefited from increased admissions due to a strong film line-up while expenditure on outdoor was boosted by ongoing digitisation of the medium.

UK Advertising Expenditure, year-on-year % change

	Year-on-year % change
Press	-1.6
Television	2.3
Internet	39.5
Direct Mail	-6.5
Outdoor & Transport	4.6
Radio	3.4
Cinema	10.1
TOTAL	4.2

Note: These figures are inclusive of production costs.
Source: Advertising Association's *Advertising Statistics Yearbook 2008*,
WARC (www.warc.com/asyb0826).

Alongside estimates of media expenditure, the 2008 edition of the **Advertising Statistics Yearbook** includes estimates of expenditure on other marketing disciplines, including direct marketing, sales promotion, events, PR and market research.

The Advertising Association's *Advertising Statistics Yearbook 2008* priced £235, is available exclusively from **The World Advertising Research Center (WARC)**:

Farm Road
Henley-on-Thames
Oxon
RG9 1EJ
Tel: 01491 411 000 **URL:** www.warc.com/asyb0826

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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, media and support services in the UK. Further information about the AA, its membership and remit is available on our website at <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 WARC Online, www.warc.com, a groundbreaking database of marketing communications content from around the world including material from the Advertising Research Foundation, the AA and many other leading sources.

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