



## **NEWS RELEASE**

**Issued on** Monday 25 June 2007

### **UK ADVERTISING EXPENDITURE RISES BY 3.0% IN FIRST QUARTER 2007**

Advertising expenditure in the UK totalled £4,208 million in the first quarter of 2007, representing a year-on-year increase of 3.0%. This is the highest such increase recorded since the first quarter of 2005. These figures are published today in the Advertising Association's (AA) *Quarterly Survey of Advertising Expenditure*, researched and compiled by the World Advertising Research Center (WARC). The media covered by the survey include national and regional newspapers, consumer and business magazines, television, radio, outdoor, cinema, internet and direct mail. The figures shown in the table below exclude expenditure on advertisement production, and on sponsorship and promotions, but include agency commission. All figures are given at current prices, i.e. without adjusting for inflation.

**Advertising expenditure by medium Q1 2007, £m current prices, and Q1 2007 on Q1 2006 percentage changes in current prices**

Q1 2007 adspend	current prices, £m	% change yr/yr
National newspapers <sup>1</sup>	492	-1.8
Regional newspapers	705	-3.8
Consumer magazines <sup>2</sup>	188	-1.4
Business magazines	203	-6.6
Total press	1,589	-3.3
- of which display	869	-2.1
- of which classified	720	-4.8
Television	962	-0.8
Radio	127	-1.8
Outdoor	237	7.7
Cinema	30	9.9
Internet <sup>3</sup>	648	42.0
Direct mail	615	-3.6
<b>Total measured adspend<sup>4</sup></b>	<b>4,208</b>	<b>3.0</b>

Notes: <sup>1</sup>Includes supplements. <sup>2</sup>Excludes supplements.  
<sup>3</sup>Internet figure is a WARC estimate. <sup>4</sup>Excludes directory advertising.

Source: AA's *Quarterly Survey of Advertising Expenditure June 2007*.

Cinema was the second-fastest growing medium, rising 9.9% on Q1 2006, whilst the outdoor sector also posted a strong year-on-year increase of 7.7%. Internet advertising expenditure is estimated to have gained 42% year-on-year in the first three months of the year, although actual results are currently unavailable. Both TV and radio improved from a poor second half 2006 to show only small declines at the start of 2007, of 0.8% and 1.8% respectively.

The AA's *Quarterly Survey of Advertising Expenditure* is available on annual subscription (price £615 for AA members, £745 for non-members) exclusively from:

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

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**Notes to editors:**

1. The Advertising Association (AA) is a federation of 31 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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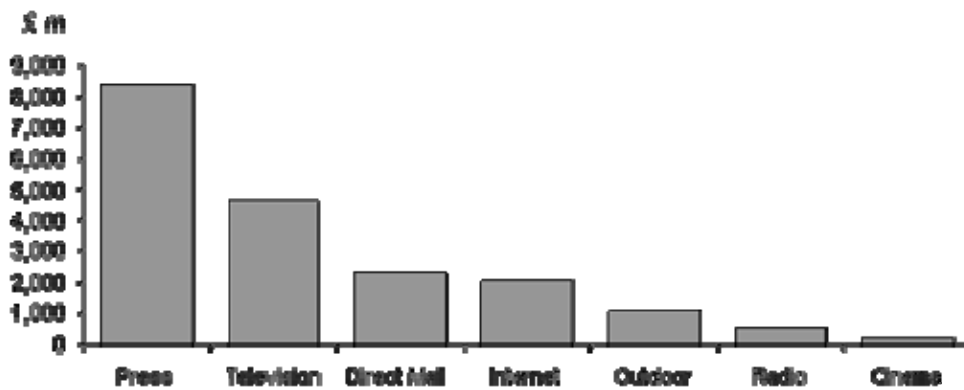
**Table 2: Media Shares of Total Display & Classified Advertising Expenditure, & Total Display Advertising Expenditure, 2006**

	2006 % share of	
	display & classified	total display
Press	43.7	32.0
TV	24.1	34.1
Direct Mail	12.2	17.2
Outdoor	5.7	8.0
Radio	2.8	4.0
Cinema	1.0	1.4
Internet	10.6	3.4

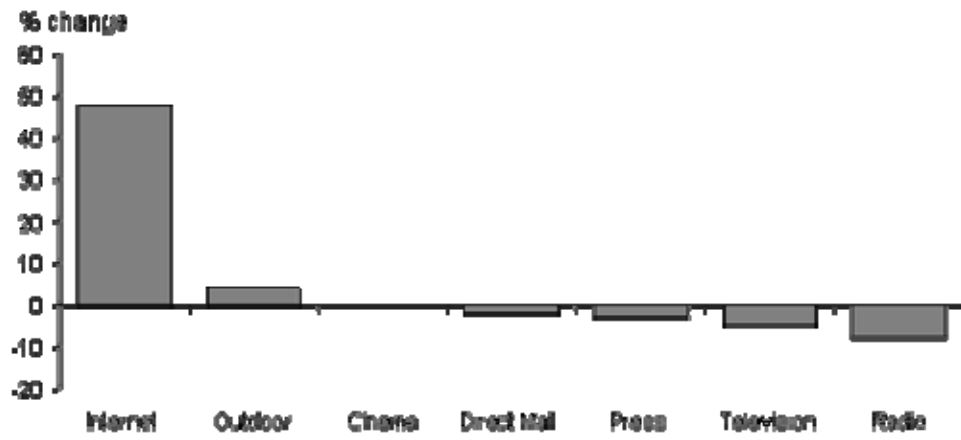
Note: Classified includes paid-for search internet advertising.

Source: AA's Advertising Statistics Yearbook 2007, WARC.

**Chart 1: Total UK Advertising Expenditure by Medium, 2006, £ million**



**Chart 2: Total UK Advertising Expenditure by Medium, % change 2006 vs 2005**



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