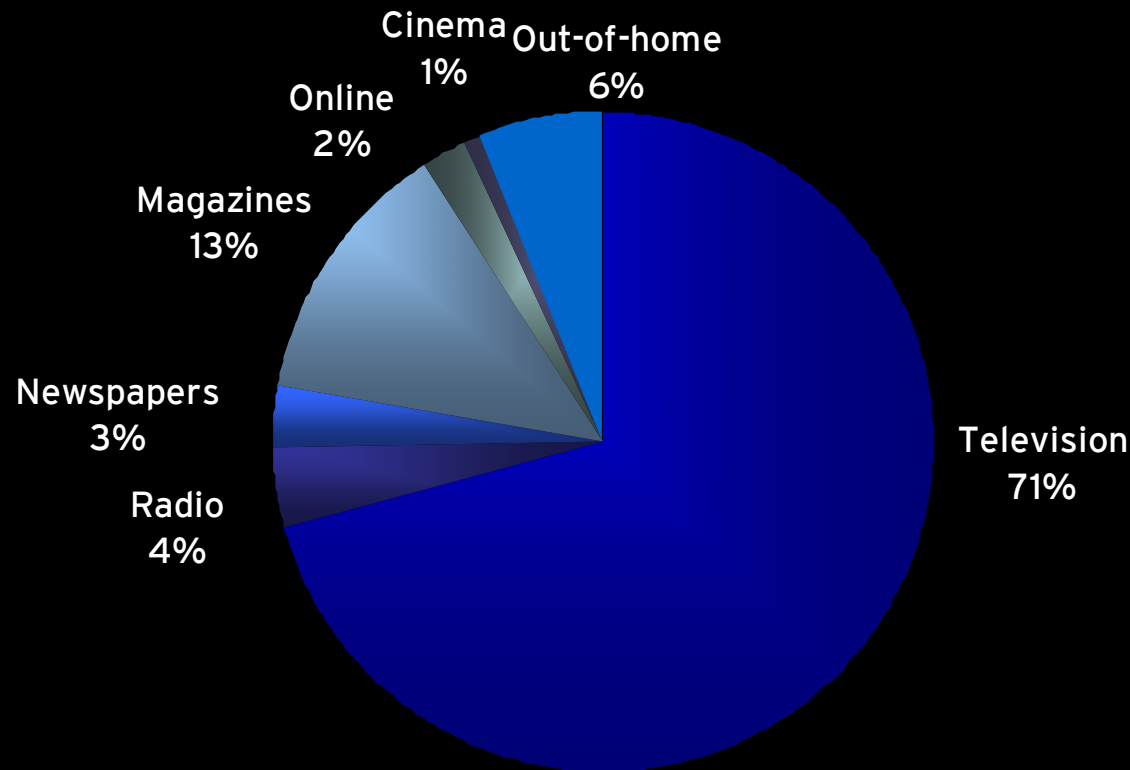


Top Advertiser Categories

Food

Food advertisers spent approximately \$419 million on advertising in 2010. Television accounts for the overwhelming majority of this group's spend.

Media Expenditure - Food Category

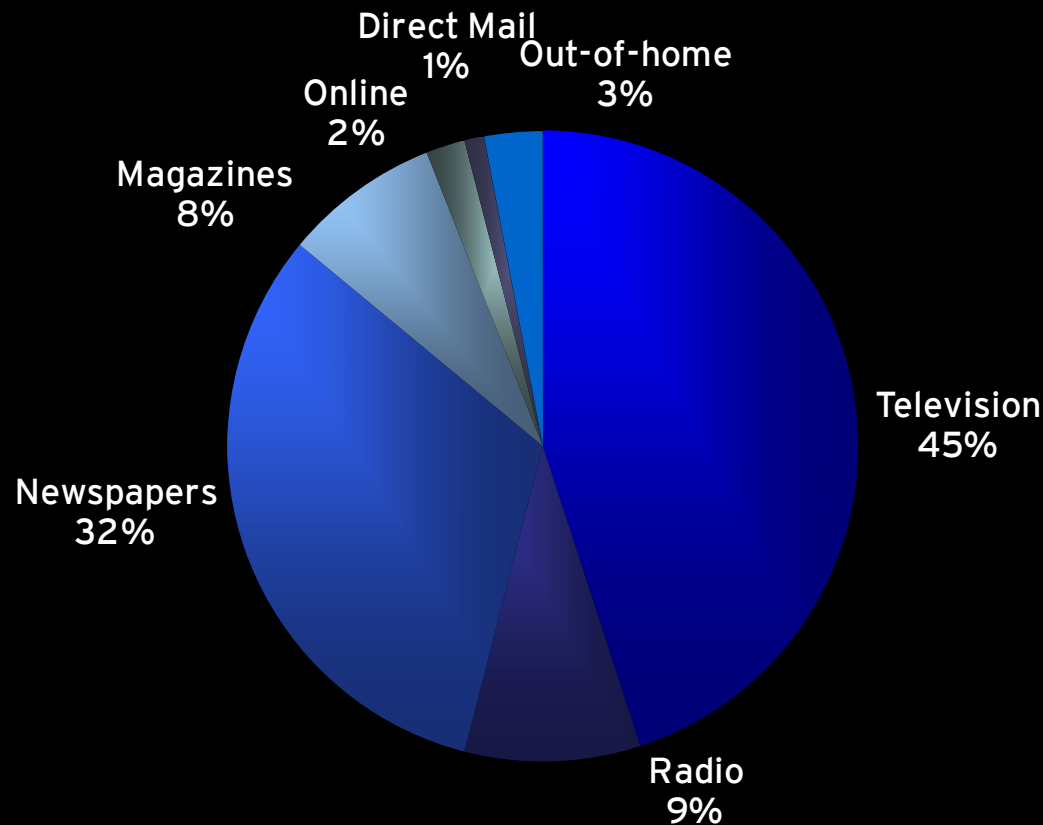


Top Advertiser Categories

Retail

Retailers spent approximately \$2.18 billion on advertising in 2010. Retailers spend more on TV than any other medium

Media Expenditure - Retail Category

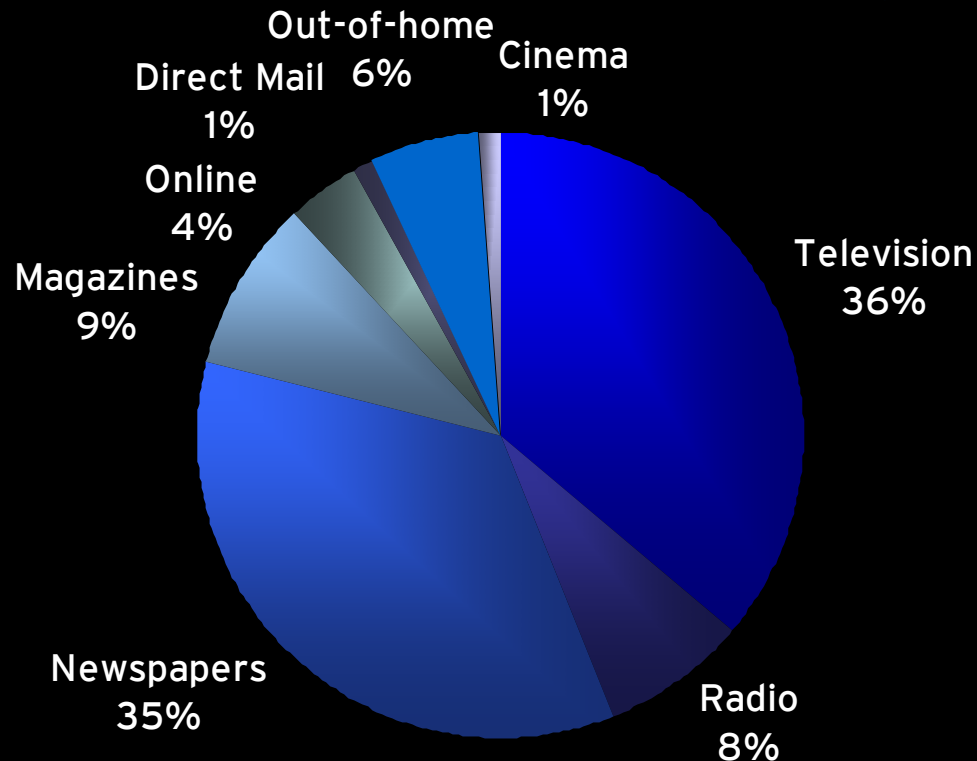


Top Advertiser Categories

Entertainment & Leisure

The entertainment and leisure sector spent approximately \$756 million on advertising in 2010. TV dominates this sector's spend.

Media Expenditure - Entertainment & Leisure Category

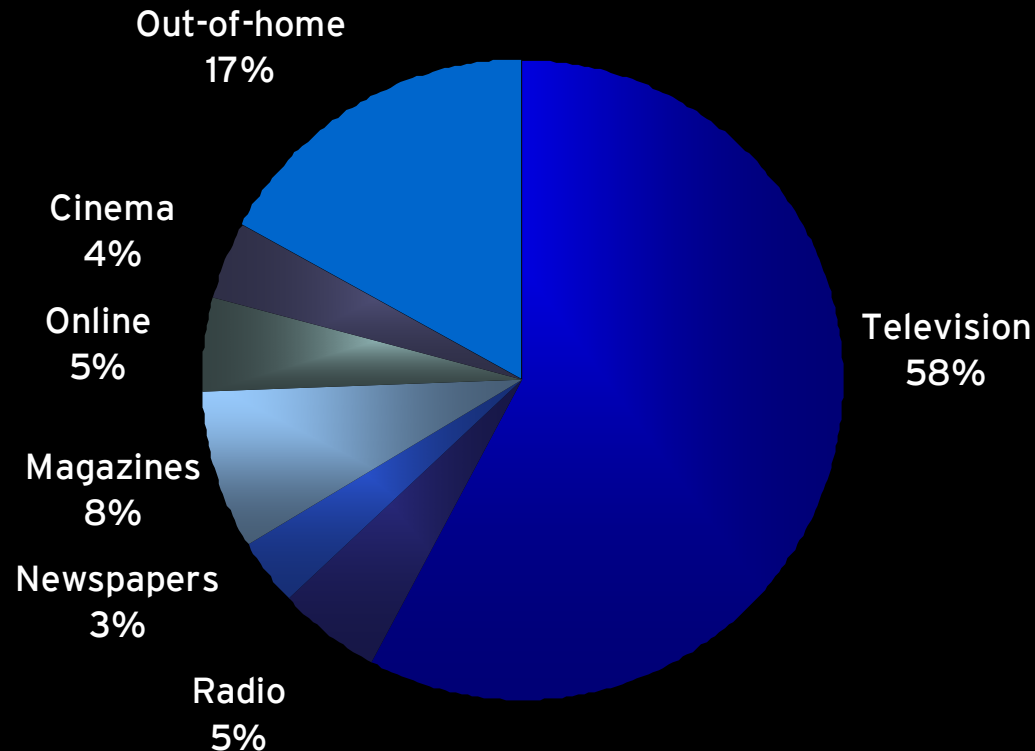


Top Advertiser Categories

Non-Alcoholic Beverages

The non-alcoholic beverage sector spent around \$160 million on advertising in 2010 - the vast majority of this was spent on television.

Media Expenditure - Non Alcoholic Beverages Category

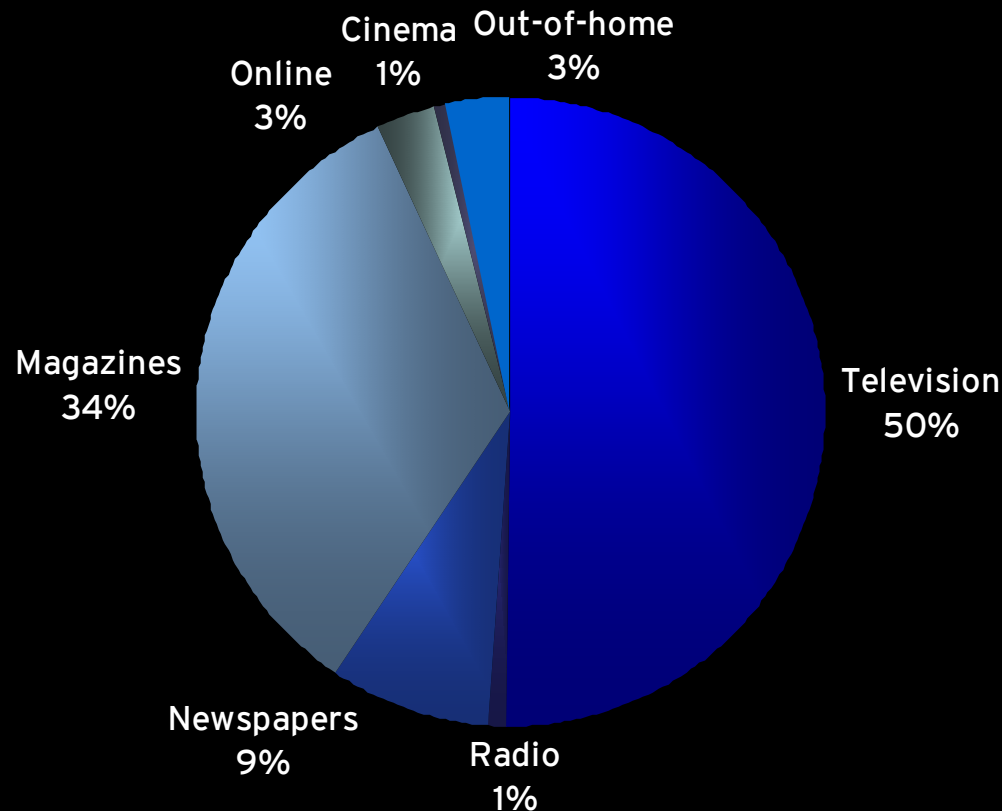


Top Advertiser Categories

Toiletries & Cosmetics

This category spent around \$255 million in main media in 2010.

Media Expenditure - Toiletries & Cosmetics Category

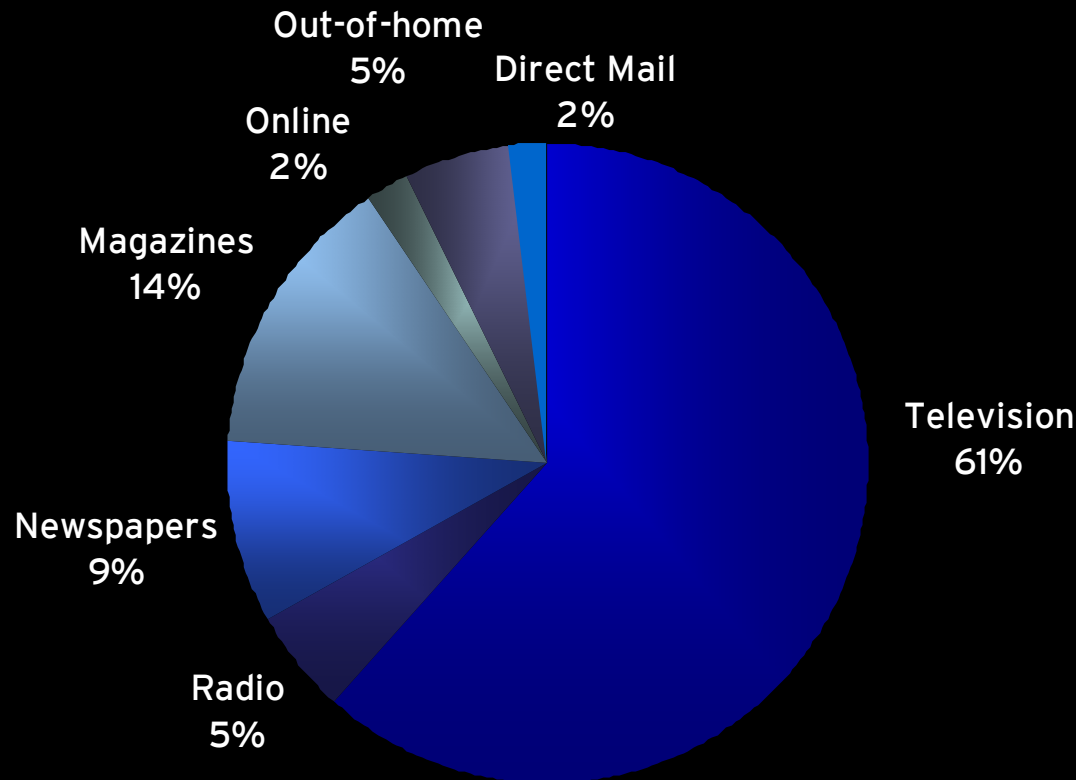


Top Advertiser Categories

Pharmaceuticals

The pharmaceutical sector spent around \$225 million in 2010. Television continues to garner the lion's share of this group's spend.

Media Expenditure - Pharmaceuticals Category

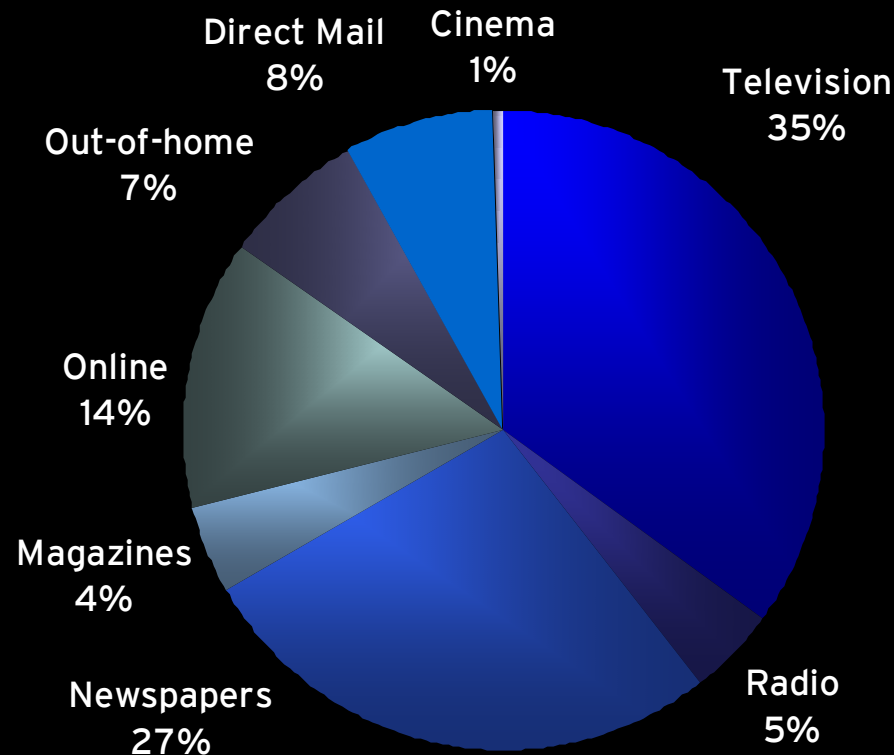


Top Advertiser Categories

Finance

The finance sector spent around \$637 million in 2010.

Media Expenditure - Finance Category

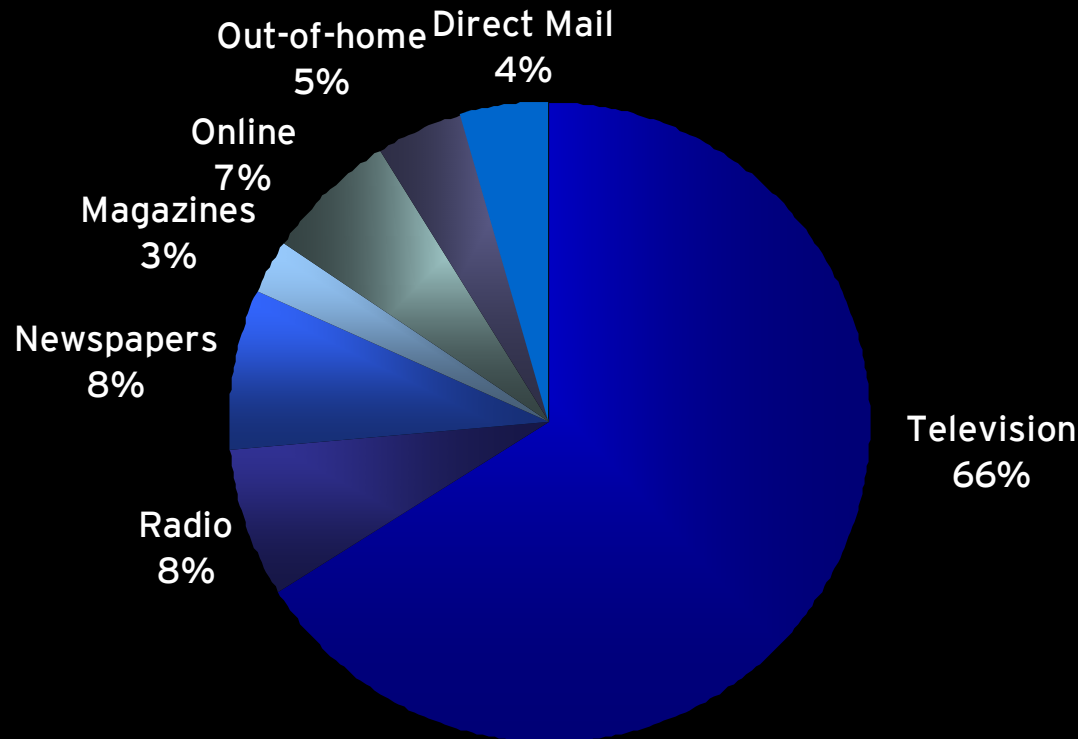


Top Advertiser Categories

Insurance

The insurance sector spent around \$282 million in 2010, two thirds of this was spent on television.

Media Expenditure - Insurance Category

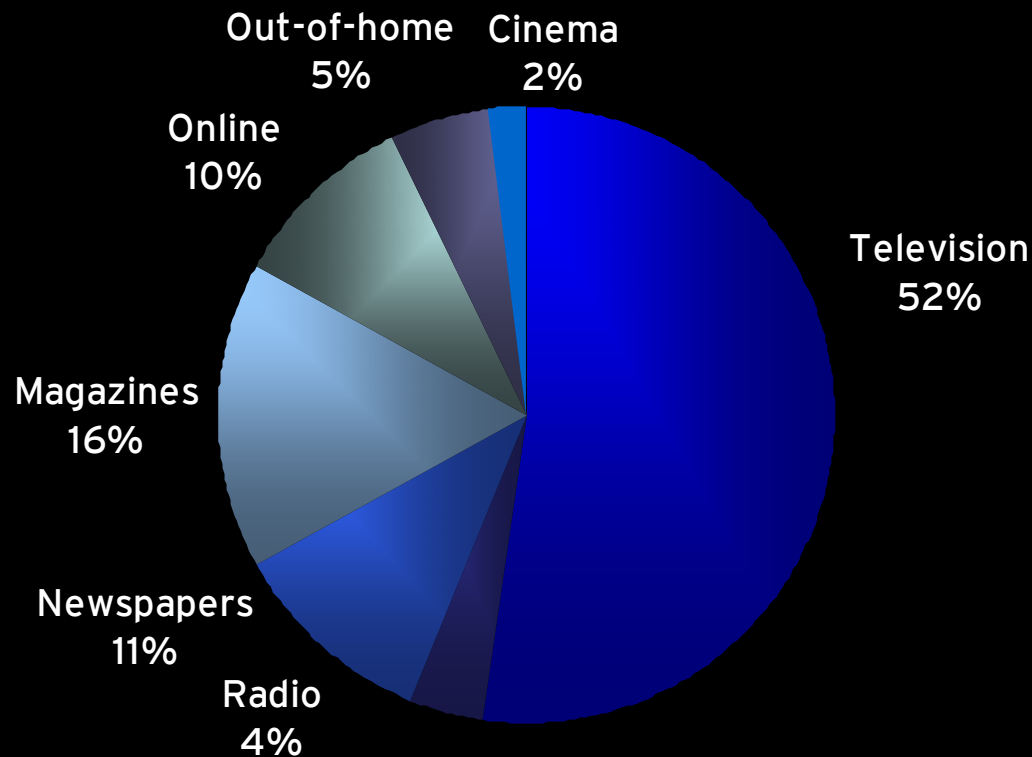


Top Advertiser Categories

Appliances Home & Outdoor

The home and outdoor appliance sector spent around \$236 million in 2010

Media Expenditure - Appliances Home & Outdoor Category



Top Advertiser Categories

Motor Vehicles

The motor vehicle sector spent over \$1.06 billion last year.

Media Expenditure - Motor Vehicles Category

