

**Jack Myers Media Business Report**  
**Advertising and Marketing Communications Forecast**  
 2005-2007

UPDATED 11/1/06

	2005			2006			2007		
	% Growth	\$	% Share	% Growth	\$	% Share	% Growth	\$	% Share
<b>ADVERTISING</b>									
Newspapers	3.4%	\$ 47,874	23.0	0.2%	\$ 47,970	21.6	-1.8%	\$ 47,106	20.4
Broadcast Network Television	2.6%	\$ 17,851	8.6	4.0%	\$ 18,565	8.3	-3.0%	\$ 18,008	7.8
Cable Network Television	8.5%	\$ 15,905	7.6	6.0%	\$ 16,859	7.6	4.0%	\$ 17,534	7.6
Broadcast Syndication	2.5%	\$ 2,980	1.4	2.0%	\$ 3,040	1.4	1.0%	\$ 3,070	1.3
Local & National Spot TV	-4.0%	\$ 25,451	12.2	9.0%	\$ 27,741	12.5	-5.0%	\$ 26,354	11.4
Local/Regional Cable TV	9.0%	\$ 5,341	2.6	9.0%	\$ 5,822	2.6	9.0%	\$ 6,346	2.8
Branded Entertainment/Product Placement	22.7%	\$ 4,245	2.0	28.0%	\$ 5,433	2.4	35.0%	\$ 7,335	3.2
Videogame Advertising	67.0%	\$ 200	0.1	50.0%	\$ 301	0.1	90.0%	\$ 571	0.2
Cinema Advertising	20.0%	\$ 526	0.3	21.0%	\$ 636	0.3	15.0%	\$ 731	0.3
Terrestrial Radio	2.6%	\$ 20,686	9.9	2.0%	\$ 21,099	9.5	1.5%	\$ 21,416	9.3
Satellite Radio	100.0%	\$ 45	0.0	160.0%	\$ 117	0.1	120.0%	\$ 257	0.1
Consumer Magazines	5.8%	\$ 13,225	6.3	4.5%	\$ 13,820	6.2	4.2%	\$ 14,401	6.2
Business-to-Business Magazines	3.5%	\$ 8,694	4.2	3.5%	\$ 8,998	4.0	3.0%	\$ 9,268	4.0
Custom Publishing	9.0%	\$ 15,260	7.3	20.0%	\$ 18,312	8.2	14.0%	\$ 20,876	9.0
Online / Internet	30.0%	\$ 11,050	5.3	26.0%	\$ 13,923	6.3	20.0%	\$ 16,708	7.2
Out-of-Home	4.8%	\$ 5,935	2.8	8.2%	\$ 6,422	2.9	7.0%	\$ 6,872	3.0
Mobile Advertising	200.0%	\$ 200	0.1	80.0%	\$ 360	0.2	100.0%	\$ 720	0.3
Yellow Pages-Print	2.7%	\$ 12,838	6.2	1.8%	\$ 13,069	5.9	0.5%	\$ 13,134	5.7
<b>MARKETING COMMUNICATIONS</b>									
			100%			100%			100%
<b>Total Advertising</b>	<b>5.0%</b>	<b>\$ 208,305</b>	<b>30.2</b>	<b>6.8%</b>	<b>\$ 222,487</b>	<b>30.7</b>	<b>3.7%</b>	<b>\$ 230,706</b>	<b>30.6</b>
Direct Mail / Marketing	6.5%	\$149,100	21.6	6.6%	\$158,941	21.9	6.0%	\$168,477	22.4
Trade Promotion/Slotting Allowances	6.0%	\$161,756	23.5	3.7%	\$167,741	23.1	3.5%	\$173,612	23.0
Consumer Sales Promotion/Incentives	8.0%	\$127,116	18.4	4.0%	\$132,201	18.2	3.5%	\$136,828	18.2
Event Marketing	10.0%	\$13,200	1.9	12.0%	\$14,784	2.0	15.0%	\$17,002	2.3
Public Relations	10.0%	\$3,850	0.6	3.5%	\$3,985	0.5	7.5%	\$4,284	0.6
Other	2.0%	\$25,908	3.8	-5.0%	\$24,613	3.4	-7.5%	\$22,767	3.0
<b>Total Advertising &amp; Marketing</b>	<b>6.1%</b>	<b>\$689,235</b>	<b>100.0</b>	<b>5.2%</b>	<b>\$724,750</b>	<b>100.0</b>	<b>4.0%</b>	<b>\$753,674</b>	<b>100.0</b>

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References: Veronis Suhler Stevenson Communications Industry Report Forecast 2006; Zenith Optimedia; GroupM; MPA, TvB, RAB, CAB, PQ Media,