

Jack Myers Media Business Report Hispanic Advertising Spending Data and Forecast

2008-2012

Issued July 2011 (000,000)

ADVERTISING	2008			2009			2010		
	% Growth	\$	% Share	% Growth	\$	% Share	% Growth	\$	% Share
Network Television	1.0%	\$ 1,750	36.1	-5.5%	\$ 1,654	38.7	4.2%	\$ 1,723	39.1
Local & National Spot Broadcast TV	0.5%	\$ 1,600	33.0	-18.5%	\$ 1,304	30.5	6.8%	\$ 1,393	31.6
Newspapers	0.1%	\$ 310	6.4	-12.8%	\$ 270	6.3	-10.0%	\$ 243	5.5
Consumer Magazines	3.1%	\$ 116	2.4	-17.5%	\$ 95	2.2	-4.5%	\$ 91	2.1
Radio	0.5%	\$ 751	15.5	-19.0%	\$ 608	14.2	-4.0%	\$ 584	13.3
Online (Includes Display, Search, Video, and Other)	17.2%	\$ 230	4.7	10.0%	\$ 253	5.9	12.0%	\$ 283	6.4
Out-of-Home/Place-Based	0.8%	\$ 87	1.8	0.0%	\$ 87	2.0	2.0%	\$ 89	2.0
Total Advertising		\$ 4,844	100.0	-11.8%	\$ 4,272	100.0	3.2%	\$ 4,406	100.0

Source: Jack Myers Media Business Report © copyright 2011

Excludes World Cup Revenues; Includes political revenues

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Hispanic Advertising Spending Data and Forecast
 2008-2012

Issued July 2011 (000,000)

<u>ADVERTISING</u>	2011			2012		
	% Growth	\$	% Share	% Growth	\$	% Share
Network Television	9.6%	\$ 1,889	40.8	12.4%	\$ 2,123	41.4
Local & National Spot Broadcast TV	0.4%	\$ 1,398	30.2	11.1%	\$ 1,553	30.3
Newspapers	-6.0%	\$ 229	4.9	-2.0%	\$ 224	4.4
Consumer Magazines	3.5%	\$ 94	2.0	5.6%	\$ 99	1.9
Radio	2.4%	\$ 598	12.9	7.2%	\$ 641	12.5
Online (Includes Display, Search, Video, and Other)	15.8%	\$ 328	7.1	18.9%	\$ 390	7.6
Out-of-Home/Place-Based	3.2%	\$ 92	2.0	7.0%	\$ 98	1.9
Total Advertising	5.0%	\$ 4,627	100.0	10.8%	\$ 5,129	100.0

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