

# Jack Myers Media BusinessReport

## Hispanic Advertising Spending Data and Forecast

2010-2011-2012

Issued July 2011 (000,000)

<b>ADVERTISING</b>	<b>2010</b>			<b>2011</b>			<b>2012</b>		
	% Growth	\$	% Share	% Growth	\$	% Share	% Growth	\$	% Share
Network Television	4.2%	\$ 1,723	39.1	9.6%	\$ 1,889	40.8	12.4%	\$ 2,123	41.4
Local & National Spot Broadcast TV	6.8%	\$ 1,393	31.6	0.4%	\$ 1,398	30.2	11.1%	\$ 1,553	30.3
Newspapers	-10.0%	\$ 243	5.5	-6.0%	\$ 229	4.9	-2.0%	\$ 224	4.4
Consumer Magazines	-4.5%	\$ 91	2.1	3.5%	\$ 94	2.0	5.6%	\$ 99	1.9
Radio	-4.0%	\$ 584	13.3	2.4%	\$ 598	12.9	7.2%	\$ 641	12.5
Online (Includes Display, Search, Video, and Other)	12.0%	\$ 283	6.4	15.8%	\$ 328	7.1	18.9%	\$ 390	7.6
Out-of-Home/Place-Based	2.0%	\$ 89	2.0	3.2%	\$ 92	2.0	7.0%	\$ 98	1.9
<b>Total Advertising</b>	<b>3.2%</b>	<b>\$ 4,406</b>	<b>100.0</b>	<b>5.0%</b>	<b>\$ 4,627</b>	<b>100.0</b>	<b>10.8%</b>	<b>\$ 5,129</b>	<b>100.0</b>

Source: Jack Myers Media Business Report © copyright 2011

Excludes World Cup Revenues; Includes political revenues

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