

## Advertising expenditure in the UK

### Total advertising expenditure\* in the UK (at constant 2000 prices†)

	2002			2003		
	£m	% (excluding direct mail)	% (total all advertising)	£m	% (excluding direct mail)	% (total all advertising)
National newspapers	1,886	13.6	11.5	1,830	13.2	11.0
Regional and local newspapers	2,823	20.4	17.2	2,873	20.7	17.3
<b>Total newspapers</b>	<b>4,709</b>	<b>34.0</b>	<b>28.7</b>	<b>4,703</b>	<b>33.9</b>	<b>28.4</b>
Consumer magazines	766	5.5	4.7	754	5.4	4.5
Business and professional magazines	1,061	7.7	6.5	1,009	7.3	6.1
Directories	966	7.0	5.9	991	7.1	6.0
Press production costs‡	627	4.5	3.8	610	4.4	3.7
<b>Total press</b>	<b>8,129</b>	<b>58.7</b>	<b>49.6</b>	<b>8,067</b>	<b>58.1</b>	<b>48.6</b>
<i>of which display</i>	4,180	30.2	25.5	4,065	29.3	24.5
<i>of which classified</i>	3,949	28.5	24.1	4,002	28.8	24.1
Television	4,226	30.5	25.8	4,210	30.3	25.4
Radio	532	3.8	3.2	560	4.0	3.4
<b>Total television and radio</b>	<b>4,758</b>	<b>34.3</b>	<b>29.0</b>	<b>4,770</b>	<b>34.4</b>	<b>28.8</b>
Outdoor and transport	796	5.7	4.9	867	6.2	5.2
Cinema	173	1.2	1.1	176	1.3	1.1
<b>Total (excluding direct mail)</b>	<b>13,856</b>	<b>100</b>	<b>84.5</b>	<b>13,880</b>	<b>100</b>	<b>83.7</b>
Direct mail§	2,320		14.1	2,340		14.1
Internet/web¶	227		1.4	362		2.2
<b>Total all advertising</b>	<b>16,403</b>		<b>100</b>	<b>16,582</b>		<b>100</b>

Source: CC based on data from *Advertising Statistics Yearbook 2004*.

\*After deducting discounts on published rate card rates. Includes agency commission.

†Figures of this table are not comparable with same tables in previous CC newspaper reports because the calculations are based on 2000 constant prices and not 1995 constant prices.

‡Production charges incurred in the preparation of advertisements but not covered by advertising agency commission. These production costs are shown separately for the press but they are included in the figures for the other media.

§About one-third of direct mail expenditure is accounted for by postage expenditure.

¶Figures include advertising expenditure on specialist recruitment web sites. Figure for 2003 is an estimate.