

A REPORT ON COMPETITIVE ADVERTISING

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

and MEDIA TOTALS - BY REGION : re

COMMUNICATIONS CANADA

FEB 6 1976

LIBRARY - BIBLIOTHEQUE

erc

ELLIOTT RESEARCH CORPORATION LIMITED

840 Pape Ave., Toronto, Ontario M4K 3T6 1117 St. Catherines St. W., Montreal, Que. H3B 1H9

P
91 TELEVISION / RADIO / DAILY NEWSPAPERS / WEEK-END PAPERS / MAGAZINES / FARM PAPERS

C655
E48
1975

P
91
C655
E48
1975

R E P O R T

FOR: LIBRARY - DEPT. OF COMMUNICATIONS
O T T A W A

Industry Canada
LIBRARY
JUL 20 1998
BIBLIOTHÈQUE
Industrie Canada

ON: NATIONAL ADVERTISING EXPENDITURES
BY PRODUCT CLASSIFICATION
and MEDIA TOTALS - BY REGION : *report on media*

MEDIA: PRESS, RADIO and TELEVISION

PERIOD: 1967-1974 & JANUARY-JUNE 1975

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 6 7

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS-PAPERS</u>	<u>MAGA-ZINES</u>	<u>WEEK-END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$6210834	1426394	837880	1623201	14361	505711	1803287
Automotive	\$31032915	12528693	1826257	1389203	374758	5209062	9704942
Brewers & Distillers	\$17816160	8342977	3251808	536825	55642	2119976	3508932
Building Materials, Heating Equipment	\$2710751	765315	700671	599973	264175	127938	252679
Drugs & Medicines, Cosmetics, Toiletries	\$36564035	2416463	2094351	3389438	209537	2619192	25835054
Financial & Insurance	\$14345824	6731983	1586354	405928	162376	2863037	2596146
Foods & Food Products	\$55891094	5005853	3792555	4125770	208583	10908649	31849684
Home Furnishings & Entertainment Equipment	\$5251193	1149053	1240428	1726255	30699	241660	863098
Household Appliances	\$3491422	1102128	275073	640964	14412	285157	1173688
Industrial & Commercial	\$4634345	1166178	1541431	582703	6427	458243	879363
Jewellery, Silverware, China	\$1850125	434404	502877	293997	7227	47442	564178
Laundry Soaps & Household Supplies	\$14424324	576508	411602	361535	39016	1522379	11513284
Machinery & Farm Equipment	\$2668447	104421	32665	8921	1992085	169255	361100
Office Equipment & Supplies	\$2515477	603888	721904	268934	10407	116882	793462
Paints & Hardware	\$2797120	777142	243647	249941	90075	579085	857230
Periodicals & Publishers	\$3164254	791920	767037	992267	58414	60372	494244
Farm & Garden Chemicals & Pet Supplies	\$2978344	330045	126260	420493	727393	378377	995776
Poultry & Livestock Feeds, Drugs, Insecticides	\$797459	7617	-	-	605907	90360	93575
Public Utilities & Household Fuels	\$5094275	2056237	448679	128761	109848	855927	1494823
Schools & Correspondence Courses	\$2402285	1903568	142924	255044	38185	12619	49945
Smoking Supplies	\$11856258	3359981	731353	1622073	60535	3221168	2861148
Sporting Goods, Toys, Cameras	\$5902825	735497	512402	876150	136846	494990	3146940
Travel & Trade	\$14738162	8679486	2299580	948409	72162	1111579	1626946
Government	\$6770440	3056960	283812	307638	318925	1224214	1578891
Miscellaneous	\$9868645	5429241	578901	1235084	438900	687333	1499186
Automotive Dealers	\$5550755	5523891	2245	13427	11192	-	-
TOTAL ALL CLASSIFICATIONS	\$271327768	75005843	24952696	23002934	6058087	35910607	106397601

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 6 8

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK- END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVIS ION</u>
Apparel & Dry Goods	\$6375346	1454840	982635	1462134	22187	450988	2002562
Automotive	\$32072156	11770105	2080171	1858841	447940	5298038	10617061
Brewers & Distillers	\$18360192	7983798	3336938	520453	31410	2419167	4068426
Building Materials, Heating Equipment	\$2631747	772179	659025	688232	275988	192581	43742
Drugs & Medicines, Cosmetics, Toiletries	\$42589827	2597691	2197033	3338850	114577	2797271	31544405
Financial & Insurance	\$39362656	6238853	1744787	711621	123685	3545116	26998494
Foods & Food Products	\$27229614	4632419	3595163	4052815	137156	10697697	4114364
Home Furnishings & Entertainment Equipment	\$5746962	1492540	1066230	1607900	20791	514621	1044880
Household Appliances	\$2812451	1050200	116270	143204	5628	176017	1321132
Industrial & Commercial	\$3901235	669368	1152737	541152	82299	556887	898792
Jewellery, Silverware, China	\$1876039	447932	465431	224028	1126	70552	666970
Laundry Soaps & Household Supplies	\$15400966	717481	331592	163634	34438	1698340	12455481
Machinery & Farm Equipment	\$2402889	60433	40820	7342	2046266	113781	134247
Office Equipment & Supplies	\$2845588	625532	917711	203047	10892	69060	1019346
Paints & Hardware	\$2662069	661254	196991	250041	82172	552197	919414
Periodicals & Publishers	\$3666184	731013	996406	1334933	76754	45696	481382
Farm & Garden Chemicals & Pet Supplies	\$2988034	315890	241021	466451	613878	367983	982811
Poultry & Livestock Feeds, Drugs, Insecticides	\$646579	7193	-	-	491442	98832	49112
Public Utilities & Household Fuels	\$5159598	2004295	295296	183709	117947	807272	1751079
Schools & Corres- pondence Courses	\$2563594	1805579	219333	354185	32669	55216	96612
Smoking Supplies	\$11493998	3132481	868019	1799207	50257	2560460	3083574
Sporting Goods, Toys, Cameras	\$5728670	906037	449372	1300497	123142	693193	2256429
Travel & Trade	\$18487393	9324962	2525672	880246	41088	1631913	4083512
Government	\$5134735	2428886	131645	422833	282875	773324	1095172
Miscellaneous	\$9679230	4795514	681314	1589354	414163	564329	1634556
Automotive Dealers	\$6285520	6197512	1000	53239	33769	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$278103271</u>	<u>72824087</u>	<u>25292612</u>	<u>24157948</u>	<u>5714539</u>	<u>36750530</u>	<u>113363555</u>

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 6 9

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK-END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$6797806	1482772	1122506	1060620	18073	640767	2473068
Automotive	\$38761725	14302658	1967742	2139733	468970	6043595	13839027
Brewers & Dsitillers	\$22694937	8580019	4408341	1331159	37941	3044630	5292847
Building Materials, Heating Equipment	\$3089245	1060529	564078	850640	355367	237771	20860
Drugs & Medicines, Cosmetics, Toiletries	\$44061596	3169175	3026734	3480700	107847	3195177	31081963
Financial & Insurance	\$17949100	6109331	1514370	485308	110400	3762080	5967611
Foods & Food Products	\$55213945	4919896	3008292	2979419	77337	10853728	33375273
Home Furnishings & Entertainment Equipment	\$6875769	1784856	945836	1524994	11309	647053	1961721
Household Appliances	\$4249394	1201999	173300	338474	3058	354216	2178347
Industrial & Commercial	\$4441142	847052	1433734	288262	31355	692319	1148420
Jewellery, Silverware, China	\$1989090	601004	474773	150974	462	76222	685655
Laundry Soaps & Household Supplies	\$17135623	553415	248341	443936	34045	1374993	14480893
Machinery & Farm Equipment	\$2418409	56881	30661	18975	2012285	159820	139787
Office Equipment & Supplies	\$3042373	794508	972779	264323	5383	41230	964150
Paints & Hardware	\$2717747	461686	181108	208383	80109	867243	919218
Periodicals & Publishers	\$3978247	727213	1005627	1127483	63606	148541	905777
Farm & Garden Chemicals & Pet Supplies	\$3299620	511691	173586	635596	508577	446235	1023935
Poultry & Livestock Feeds, Drugs, Insecticides	\$767435	4148	-	98	655375	107814	-
Public Utilities & Household Fuels	\$5748185	1704997	458818	139096	83836	890913	2470525
Schools & Corres- pondence Courses	\$2624410	1955061	205854	346148	27940	46185	43222
Smoking Supplies	\$12040968	2923196	850934	1541731	31290	2901967	3791850
Sporting Goods, Toys, Cameras	\$9484570	1068300	765609	1387455	96612	704078	5462516
Travel & Trade	\$19344979	10725424	2888769	1139203	20244	2604689	1966650
Government	\$7560394	3139512	351257	912703	210415	1226672	1719835
Miscellaneous	\$13313694	6638434	911074	1120262	449990	1133826	3060108
Automotive Dealers	\$7093915	6877022	5055	175717	36121	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$316694318</u>	<u>82200779</u>	<u>27689178</u>	<u>24091392</u>	<u>5537947</u>	<u>42201764</u>	<u>134973258</u>

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 7 0

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK- END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$6052333	1424497	849008	753752	19048	847074	2158954
Automotive	\$38823619	12211401	1667419	1180312	372486	5825577	17566424
Brewers & Distillers	\$23255303	8081700	4044189	1297834	29652	3639470	6162458
Building Materials, Heating Equipment	\$2758328	1100721	388240	602708	341732	231285	93642
Drugs & Medicines, Cosmetics, Toiletries	\$46360455	2570248	4246185	3260135	77691	2811660	33394536
Financial & Insurance	\$16633457	5486083	1135179	491366	96285	3479786	5944758
Foods & Food Products	\$57769579	5753125	3633098	3997346	119233	9887778	34378999
Home Furnishings & Entertainment Equipment	\$6215219	1820128	901552	942478	2852	517404	2030805
Household Appliances	\$3674018	1548472	369280	162497	3454	205104	1385211
Industrial & Commercial	\$3748498	724848	1034005	386103	72646	587689	943207
Jewellery, Silverware, China	\$2207940	670720	574071	153269	2157	33969	773754
Laundry Soaps & Household Supplies	\$17648970	910001	249206	537888	28796	1239814	14683265
Machinery & Farm Equipment	\$1853840	91723	77159	21105	1454160	53853	155840
Office Equipment & Supplies	\$2990917	840058	730231	264930	4138	238213	913347
Paints & Hardware	\$3291778	858902	169213	356424	49986	482247	1375006
Periodicals & Publishers	\$4337887	785994	930796	1200677	76951	348219	995250
Farm & Garden Chemicals & Pet Supplies	\$3398248	374060	326079	527991	442063	476218	1251837
Poultry & Livestock Feeds, Drugs, Insecticides	\$725165	14664	-	780	631053	75784	2884
Public Utilities & Household Fuels	\$6170856	1896031	490294	161558	94857	993886	2534230
Schools & Corres- pondence Courses	\$2805643	2228466	190496	319427	15494	24974	26786
Smoking Supplies	\$14209891	3970236	981538	2479169	32574	3540836	3205538
Sporting Goods, Toys, Cameras	\$11020663	1309060	880624	1708767	106758	792567	6222887
Travel & Trade	\$19602586	10253520	2566234	1137193	25373	2709839	2910427
Government	\$6721446	2836571	275697	570234	246873	942687	1849384
Miscellaneous	\$15325563	6895100	1122168	1777874	378328	1479174	3672919
Automotive Dealers	\$7010767	6885728	2010	101728	21301	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$324612969</u>	<u>81542057</u>	<u>27833971</u>	<u>24393545</u>	<u>4745941</u>	<u>41465107</u>	<u>144632348</u>

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 7 1

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK-END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$5564066	1380992	687384	771084	12351	631947	2080308
Automotive	\$43239922	15882184	1461945	1958883	378011	7325402	16233497
Brewers & Distillers	\$25173806	9252770	4842085	1466570	75280	3460889	6076212
Building Materials, Heating Equipment	\$3003910	1004201	440078	779177	289154	203093	288207
Drugs & Medicines, Cosmetics, Toiletries	\$49209168	2426314	4579350	2760803	81432	3494196	35867073
Financial & Insurance	\$19470324	7304487	957597	473718	119317	3952468	6662737
Foods & Food Products	\$60487414	4241332	4779814	4430387	157076	10273053	36605752
Home Furnishings & Entertainment Equipment	\$6633466	1541759	1167303	1506627	32192	302102	2083483
Household Appliances	\$2710636	921318	419738	233321	10518	465937	659804
Industrial & Commercial	\$2962690	598159	944438	85150	92771	625645	616527
Jewellery, Silverware, China	\$2188038	650341	506762	167453	1238	39555	822689
Laundry Soaps & Household Supplies	\$19557166	736627	1002798	467706	22127	1151096	16176812
Machinery & Farm Equipment	\$1450331	112753	15995	7333	1156502	72903	84845
Office Equipment & Supplies	\$3152585	1100570	479727	299046	8131	198314	1066797
Paints & Hardware	\$3464923	1143796	115292	819224	34735	600852	751024
Periodicals & Publishers	\$3730294	688123	713479	1398389	69708	173363	687232
*Farm & Garden Chemicals	\$1343292	422919	15408	118840	452693	268708	64724
Poultry & Livestock Feeds, Drugs, Insecticides	\$772147	4322	-	-	688655	79170	-
Public Utilities & Household Fuels	\$6323690	2180333	417626	357489	51353	887330	2429559
Schools & Correspondence Courses	\$1205639	720925	111167	238756	11973	6903	115915
Smoking Supplies	\$17002734	2687224	1672279	4425230	37783	4750279	3429939
Sporting Goods, Toys, Cameras	\$11932303	3643620	916876	1314597	101576	897898	5057736
Travel & Trade	\$19548533	10888274	2180517	837247	30858	2837206	2774431
Government	\$8583229	4263219	328559	692023	277109	1438014	1584305
Miscellaneous	\$15452950	7089696	717369	1661099	335221	1477595	4171970
Automotive Dealers	\$9751802	9599763	-	121138	30901	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$343915058</u>	<u>90486021</u>	<u>29473586</u>	<u>27391290</u>	<u>4558665</u>	<u>45613918</u>	<u>146391578</u>

*NOTE: Pet Supplies are now included in Household Supplies

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 7 2

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK- END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$5922477	1671539	912256	391817	34758	448267	2463840
Automotive	\$45408728	16077250	2198090	2007934	462033	7984971	16678450
Brewers & Distillers	\$30697728	8999252	6092154	2207809	118729	5256153	8023631
Building Materials, Heating Equipment	\$3139517	1137437	599007	580282	298300	232720	291771
Drugs & Medicines, Cosmetics, Toiletries	\$54356400	1777805	5636919	3012719	85877	4017099	39825981
Financial & Insurance	\$23217879	8080751	880630	1940109	125752	4700927	7489710
Foods & Food Products	\$67571120	5558058	5526915	4547681	108137	9541199	42289130
Home Furnishings & Entertainment Equipment	\$10737538	2015761	1691041	2084450	10275	422744	4513267
Household Appliances	\$4464200	1763256	213197	404892	20308	878428	1184119
Industrial & Commercial	\$2207591	490795	821130	69626	80675	484776	260589
Jewellery, Silverware, China	\$2358781	670361	610975	86730	392	42025	948298
Laundry, Soaps & Household Supplies	\$23417723	287238	896887	451681	25087	960596	20796234
Machinery & Farm Equipment	\$1827978	203592	14090	23067	1381848	123733	81648
Office Equipment & Supplies	\$3763138	987398	747189	198319	8109	309337	1512786
Paints & Hardware	\$3635310	1126659	210128	761189	34817	778675	723842
Periodicals & Publishers	\$3534462	491410	690687	1349957	63373	287209	651826
Farm & Garden Chemicals	\$1283309	409158	8946	176481	403506	212032	73186
Poultry & Livestock Feeds, Drugs, Insecticides	\$816140	3218	-	-	732262	80660	-
Public Utilities & Household Fuels	\$5956034	2096989	307326	296166	56188	1028738	2170627
Schools & Correspondence Courses	\$1267495	767867	83815	292952	16911	22538	83412
Smoking Supplies	\$8229144	1849502	1719706	3960621	62382	318198	318735
Sporting Goods, Toys, Cameras	\$13099112	3695935	1144470	1051080	130673	1062113	6014841
Travel & Trade	\$21713735	12656911	2633290	779062	24441	3091639	2528392
Government	\$8426483	3770118	130759	772279	236593	1939863	1576871
Miscellaneous	\$21849760	9621473	792589	2328160	375733	2732825	5998980
Automotive Dealers	\$10730170	10567563	1510	132103	28994	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$379631952</u>	<u>96777296</u>	<u>34563706</u>	<u>29907166</u>	<u>4926153</u>	<u>46957465</u>	<u>166500166</u>

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 7 3

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK- END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$7201004	1865265	674260	436628	9772	690923	3524156
Automotive	\$41623781	13157524	2147352	2618792	304209	7577634	15818270
Brewers & Distillers	\$30415860	10363869	6202531	1169856	101433	4388410	8189761
Building Materials, Heating Equipment	\$3566578	1095140	534874	490706	357266	335389	753203
Drugs & Medicines, Cosmetics, Toiletries	\$60317353	2009807	5559795	3139930	70308	4206768	45330745
Financial & Insurance	\$25153790	9310722	897059	1431690	125740	4599016	8789563
Foods & Food Products	\$78319000	5738030	8143227	3227640	95610	900826	52105667
Home Furnishings & Entertainment Equipment	\$10537684	1991433	1357469	1656190	8246	831604	4692742
Household Appliances	\$5239783	2153835	436697	277703	31490	484722	1855286
Industrial & Commercial	\$2573440	631664	884858	162807	33130	321247	539734
Jewellery, Silverware, China	\$3135966	839280	791969	129208	98	47340	1328071
Laundry Soaps & Household Supplies	\$25949727	302267	827797	573326	20762	919463	23306112
Machinery & Farm Equipment	\$2039404	196401	18844	12313	1516487	33182	262177
Office Equipment & Supplies	\$4900455	1256875	980357	288144	7019	384627	1983433
Paints & Hardware	\$4307695	1787676	250688	472021	54269	857200	885841
Periodicals & Publishers	\$4213529	634898	717044	1507062	65438	195344	1093743
Farm & Garden Chemicals	\$1464698	482302	16575	161832	453894	205607	144488
Poultry & Livestock Feeds, Drugs, Insecticides	\$887940	6312	-	-	785992	95636	-
Public Utilities & Household Fuels	\$5938859	1518074	157843	252316	51612	1110857	2848157
Schools & Corres- pondence Courses	\$1279570	805889	47855	234224	22067	1479	168056
Smoking Supplies	\$9716508	2149295	1671767	4907041	75055	570160	343190
Sporting Goods, Toys, Cameras	\$13130283	3924222	1170458	598409	80066	1084578	6272550
Travel & Trade	\$25214487	14507552	3206447	705348	54221	3239627	3501292
Government	\$11636981	5270279	301759	569852	319464	2700382	2475245
Miscellaneous	\$33495781	11649770	1003828	3410011	731548	3565368	13135256
Automotive Dealers	\$10878917	10712969	-	96242	69706	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$423139073</u>	<u>104361350</u>	<u>38001353</u>	<u>28529291</u>	<u>5444902</u>	<u>47455439</u>	<u>199346738</u>

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

1 9 7 4

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK- END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$8134248	2582000	763818	177086	5444	624216	3981684
Automotive	\$46164855	13826976	2705901	2286342	313748	7646776	19385112
Brewers & Distillers	\$33611358	9487155	8435401	1244053	73734	4602184	9768831
Building Materials, Heating Equipment	\$4370538	2057903	509101	312446	362581	329047	799460
Drugs & Medicines, Cosmetics, Toiletries	\$60992542	1536778	5752621	2615586	54126	3844493	47188938
Financial & Insurance	\$26167320	8772753	1891235	1427771	228242	5092368	8754951
Foods & Food Products	\$85882544	6277586	7672790	3091563	64532	10218537	58557536
Home Furnishings & Entertainment Equipment	\$11457468	2276965	1822870	1293383	27944	1151173	4885133
Household Appliances	\$5211601	1640868	470998	293011	5905	718008	2082811
Industrial & Commercial	\$3553960	935153	1133467	106860	37903	433119	907458
Jewellery, Silverware, China	\$3994989	1062815	1153352	309746	1344	50191	1417541
Laundry Soaps & Household Supplies	\$26895152	123152	1331773	395439	23218	592779	24428791
Machinery & Farm Equipment	\$2143962	228509	14865	1125	1652974	32717	213772
Office Equipment & Supplies	\$4984786	983131	1074018	229303	10312	211999	2476023
Paints & Hardware	\$4994051	1438212	251956	547386	37583	804969	1913945
Periodicals & Publishers	\$4496422	698630	599636	1791282	69653	123763	1213458
Farm & Garden Chemicals	\$1582371	525238	28302	146525	507629	348073	26604
Poultry & Livestock Feeds, Drugs, Insecticides	\$1080018	7232	-	-	919672	153114	-
Public Utilities & Household Fuels	\$6773119	1831152	199038	190133	52972	1182160	3317664
Schools & Correspondence Courses	\$1345172	836250	68746	148958	21689	34206	235323
Smoking Supplies	\$13343861	2713100	2100491	6565883	93208	1018476	852703
Sporting Goods, Toys, Cameras	\$14003428	3997324	1743121	954879	170525	753341	6384238
Travel & Trade	\$28128985	15498797	3842692	959128	50435	3104609	4673324
Government	\$15101142	7408958	596460	783015	449893	2300550	3562266
Miscellaneous	\$51748940	17037556	2199406	2961603	956286	5564828	23029261
Automotive Dealers	\$9856094	9729669	-	71026	55399	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$476018926</u>	<u>113513862</u>	<u>46362058</u>	<u>28903532</u>	<u>6246951</u>	<u>50935696</u>	<u>230056827</u>

NATIONAL ADVERTISING EXPENDITURES

BY PRODUCT CLASSIFICATION

JANUARY - OCTOBER 1975

<u>CLASSIFICATION</u>	<u>TOTAL</u>	<u>DAILY NEWS- PAPERS</u>	<u>MAGA- ZINES</u>	<u>WEEK- END PAPERS</u>	<u>FARM PAPERS</u>	<u>RADIO</u>	<u>TELEVISION</u>
Apparel & Dry Goods	\$6993237	2278158	608307	196517	1795	542978	3365482
Automotive	\$4039056	12035982	1736207	1119182	315519	8019261	17164355
Brewers & Distillers	\$26755002	7090908	7176546	571755	69112	3168994	8677687
Building Materials, Heating Equipment	\$4581494	2361373	433672	372962	376451	417255	619781
Drugs & Medicines, Cosmetics, Toiletries	\$51299662	1526075	5681674	1832457	42475	2784316	39432665
Financial & Insurance	\$25398064	8536597	1644768	1250249	261235	4405191	9300024
Foods & Food Products	\$80235092	6133278	6969585	2576373	33017	9941613	54581226
Home Furnishings & Entertainment Equipment	\$7585706	1746439	1091049	931588	2829	986260	2827541
Household Appliances	\$3186500	1587279	247672	60388	2441	601693	687027
Industrial & Commercial	\$2980623	799340	986498	122545	8642	575076	488522
Jewellery, Silverware, China	\$2921026	765285	718314	168583	110	3559	1265175
Laundry Soaps & Household Supplies	\$23716472	366282	1085518	371089	20209	684190	21189184
Machinery & Farm Equipment	\$2424517	234741	11720	7098	1696803	186909	287246
Office Equipment & Supplies	\$3838532	815327	675663	97505	5105	102898	2142034
Paints & Hardware	\$5402081	1529291	43146	217509	62726	963966	2585443
Periodicals & Publishers	\$3622788	682219	499385	1248458	52364	22432	1117930
Farm & Garden Chemicals	\$2063823	762656	7355	112212	686053	428129	67418
Poultry & Livestock Feeds, Drugs, Insecticides	\$844863	7899	-	-	744954	89065	2945
Public Utilities & Household Fuels	\$6065026	1979943	155944	99018	39442	877762	2912917
Schools & Corres- pondence Courses	\$1315571	1061861	61910	150635	19731	3633	17801
Smoking Supplies	\$14465786	4078565	1945954	7267440	63577	298530	811720
Sporting Goods, Toys, Cameras	\$9292549	3014866	1001742	504313	65729	750294	3955605
Travel & Trade	\$28912017	17141071	3289674	1110166	34669	2627124	4709313
Government	\$15037416	8037146	232386	813596	367133	2622017	2965138
Miscellaneous	\$67318803	33238471	1760728	2395135	1059234	6014563	22850672
Automotive Dealers	\$10268639	10154074	-	54816	59749	-	-
<u>TOTAL ALL CLASSIFICATIONS</u>	<u>\$446915795</u>	<u>127965126</u>	<u>38065417</u>	<u>23651589</u>	<u>6091104</u>	<u>47117708</u>	<u>204024851</u>

NATIONAL ADVERTISING EXPENDITURES

MEDIA TOTALS

BY REGION

<u>YEAR/MEDIA</u>	<u>TOTAL CANADA</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>PRAIRIES</u>	<u>BRITISH COLUMBIA</u>
<u>1 9 6 7</u>	TOTALS NOT AVAILABLE					
<u>1 9 6 8</u>						
Daily Newspapers	\$36659857	1524433	8651947	18410606	4058013	4014858
Radio	Totals Not Available					
Television	Totals Not Available					
<u>1 9 6 9</u>						
Daily Newspapers	\$82200739	3610957	19317169	40915260	9500304	8857049
Radio	Totals Not Available					
Television	Totals Not Available					
<u>1 9 7 0</u>						
Daily Newspapers	\$81544754	3821537	18838774	42302634	9373036	7208773
Radio	Totals Not Available					
Television	Totals Not Available					
<u>1 9 7 1</u>						
Daily Newspapers	\$90486021	4039846	19413609	46921636	10955965	9154965
Radio	\$45621577	1953876	11919090	21235521	5983411	4529679
Television	\$146438634	9754838	38069586	60632278	23962680	14019252
<u>1 9 7 2</u>						
Daily Newspapers	\$96773548	4724745	21318204	49094609	11956720	9679270
Radio	\$46957465	2076099	11277757	23295060	5661982	4646567
Television	\$166500166	11282073	45588971	65495074	26535968	17598080
<u>1 9 7 3</u>						
Daily Newspapers	\$104360738	5029958	22801274	52016383	13456357	11056766
Radio	\$47454910	2125257	11195813	23446749	5785560	4901531
Television	\$199348822	14194285	53377822	76845023	33408634	21523058
<u>1 9 7 4</u>						
Daily Newspapers	\$55293223	2852022	12217841	27985795	7043689	5193876
Radio	\$25454829	1178712	6682894	11381363	3452876	2758984
Television	\$112713845	8055851	28148099	44524401	19586134	12399360

NATIONAL ADVERTISING EXPENDITURES

MEDIA TOTALS

BY REGION (Cont'd)

<u>YEAR/MEDIA</u>	<u>TOTAL CANADA</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>PRAIRIES</u>	<u>BRITISH COLUMBIA</u>
<u>JAN.-JUNE 1975</u>						
Daily Newspapers	\$77229643	3568763	17418710	37417121	11296168	7528881
Radio	\$27452157	1442198	6104587	13127177	3870759	2907436
Television	\$122354399	8955717	31386109	50499772	20043543	11469258

