

ADVERTISERS

Top 25 global marketers by measured media

RANK	'07	'06	ADVERTISER	HEADQUARTERS	WORLDWIDE MEASURED MEDIA SPENDING		
					2007	2006	% CHG
1	1		Procter & Gamble Co.	Cincinnati	\$9,358	\$8,419	11.2
2	2		Unilever	London/Rotterdam	5,295	4,535	16.7
3	5		L'Oréal	Clichy, France	3,426	3,060	12.0
4	3		General Motors Corp.	Detroit	3,345	3,375	-0.9
5	4		Toyota Motor Corp.	Toyota City, Japan	3,202	3,129	2.3
6	6		Ford Motor Co.	Dearborn, Mich.	2,902	2,778	4.5
7	7		Johnson & Johnson	New Brunswick, N.J.	2,361	2,192	7.7
8	10		Nestlé	Vevey, Switzerland	2,181	2,046	6.6
9	12		Coca-Cola Co.	Atlanta	2,177	1,909	14.0
10	11		Honda Motor Co.	Tokyo	2,047	1,957	4.6
11	9		Time Warner	New York	2,022	2,048	-1.3
12	21		Reckitt Benckiser	Slough, Berkshire, U.K.	1,983	1,487	33.4
13	8		Sony Corp.	Tokyo	1,886	2,080	-9.3
14	16		Kraft Foods	Northfield, Ill.	1,853	1,682	10.2
15	14		Nissan Motor Co.	Tokyo	1,826	1,770	3.2
16	13		GlaxoSmithKline	Brentford, Middlesex, U.K.	1,802	1,821	-1.0
17	17		McDonald's Corp.	Oak Brook, Ill.	1,740	1,609	8.2
18	18		Volkswagen	Wolfsburg, Germany	1,729	1,585	9.1
19	20		Mars Inc.	McLean, Va.	1,708	1,561	9.4
20	15		Walt Disney Co.	Burbank, Calif.	1,677	1,709	-1.9
21	19		PepsiCo	Purchase, N.Y.	1,553	1,583	-1.9
22	22		Chrysler	Auburn Hills, Mich.	1,319	1,373	-3.9
23	28		Danone Group	Paris	1,306	1,088	20.0
24	26		PSA Peugeot Citroen	Paris	1,292	1,132	14.2
25	23		General Electric Co.	Fairfield, Conn.	1,277	1,318	-3.1

CATEGORIES

Top 100 Global Marketers' media spending by category

RANK	CATEGORY	WORLDWIDE MEASURED MEDIA SPENDING		
		2007	2006	% CHG
1	Automotive	\$23,712	\$22,662	4.6
2	Personal care	23,414	20,548	13.9
3	Food	11,006	9,644	14.1
4	Entertainment and media	9,737	9,932	-2.0
5	Drugs	9,428	8,760	7.6
6	Computers and other electronics	5,789	6,071	-4.7
7	Retail	5,026	4,298	16.9
8	Restaurants	3,762	3,534	6.4
9	Soft drinks	3,730	3,492	6.8
10	Cleaners	3,333	2,766	20.5
11	Financial	3,182	3,146	1.1
12	Telephone	2,960	2,531	16.9
13	Beer, wine and liquor	1,598	1,504	6.3
14	Toys	960	774	24.0

Dollars are in millions. Source: Ad Age DataCenter estimates based on data from monitoring services in 86 countries.

Figures exclude Ad Age's estimates of U.S. unmeasured spending.

Media spending is measured at rate card prices and does not take into consideration frequency or other discounts.

For the full report, including the Top 10 advertisers by country, go to AdAge.com and click on DataCenter.