### Total U.S. Ad Spending: Coen

Ad watcher Robert Coen’s final 2007 figure showed a 0.7% decline, just the fourth annual decline since 1950.

### Measured Spending: % Chg.

Overall U.S. measured media spending grew just 0.2% in 2007, the weakest growth since the 2001 recession.

### How 2007 U.S. Ad Spending Was Split by Medium...

- **Outdoor**, $4.02B
- **Radio**, $18.49B
- **Cable TV Networks**, $13.02B
- **Syndicated TV**, $14.17B
- **Spot TV**, $16.82B
- **Internet**, $11.31B
- **Magazine**, $30.33B
- **Newspaper**, $28.22B
- **Network TV**, $25.45B

### And by Advertising Category

Retail in 2007 trumped automotive as the largest U.S. ad-spending category. The not-so-Big Three automakers again cut spending; General Motors, top spender as recently as 2004, ranked No. 4 in ’07.