

WHERE GM SPENDS ITS MONEY

Top 25 media properties (TV, magazines, national newspapers) for General Motors measured media spending in 2008

RANK	PROPERTY	TYPE	OWNER	2008 \$M	% CHANGE FROM '07	GM SHARE OF PROP.'S TOTAL AD \$
1	CBS	B	CBS Corp.	\$229.0	-21.2	3.4%
2	NBC	B	NBC Universal	171.9	47.2	3.2
3	ABC	B	Walt Disney Co.	114.6	-10.1	1.9
4	Fox	B	News Corp.	106.2	-15.7	2.3
5	ESPN	C	Walt Disney Co.	54.4	-24.5	3.5
6	Univision	S	Univision Communications	42.1	10.7	2.0
7	Sports Illustrated	M	Time Warner	35.7	43.1	5.6
8	Motor Trend	M	Source Interlink	27.6	0.8	16.2
9	Telemundo	S	NBC Universal	22.7	23.1	2.4
10	People	M	Time Warner	22.5	43.7	2.5
11	Car and Driver	M	Hachette Filipacchi Media U.S.	20.6	-16.0	10.1
12	Automobile Magazine	M	Source Interlink	15.4	-1.9	21.1
13	New York Times	N	New York Times Co.	14.8	154.4	1.2
14	HGTV	C	Scripps Networks Interactive	13.2	12.2	2.4
15	Time	M	Time Warner	13.1	181.3	2.8
16	Discovery	C	Discovery Communications	12.9	103.3	2.3
17	Real Simple	M	Time Warner	12.8	80.6	4.9
18	USA Today	N	Gannett Co.	11.7	-50.5	1.6
19	Road & Track	M	Hachette Filipacchi Media U.S.	11.4	-11.5	9.0
20	Wall Street Journal	N	News Corp.	11.1	13.7	1.0
21	Entertainment Weekly	M	Time Warner	11.0	175.4	5.7
22	VH1	C	Viacom	10.2	7.8	1.8
23	Money	M	Time Warner	9.6	207.1	6.4
24	The CW	B	Time Warner/CBS Corp.	9.1	-19.0	1.1
25	Southern Living	M	Time Warner	8.9	174.0	4.6

B: broadcast TV network, C: cable network, M: magazine, N: newspaper, S: Spanish-language TV network.

U.S. measured media spending for TV, magazines and newspapers (excluding Sunday magazines). Source: Ad Age DataCenter analysis of TNS Media Intelligence data

WHERE CHRYSLER SPENDS ITS MONEY

Top 25 media properties (TV, magazines, national newspapers) for Chrysler measured media spending in 2008

RANK	PROPERTY	TYPE	OWNER	2008 \$M	% CHANGE FROM '07	CHRYSLER SHARE OF PROP.'S TOTAL AD \$
1	Fox	B	News Corp.	\$48.3	-28.6	1.1%
2	CBS	B	CBS Corp.	45.8	-15.5	0.7
3	ABC	B	Walt Disney Co.	26.6	-50.9	0.4
4	NBC	B	NBC Universal	22.3	-30.5	0.4
5	Univision	S	Univision Communications	14.4	-14.6	0.7
6	TNT	C	Time Warner	13.8	25.9	1.3
7	ESPN	C	Walt Disney Co.	9.0	-35.5	0.6
8	Sports Illustrated	M	Time Warner	6.7	-49.4	1.0
9	Motor Trend	M	Source Interlink	6.1	114.2	3.6
10	Telemundo	S	NBC Universal	4.7	-53.5	0.5
11	Forbes	M	Forbes Media	4.6	33.6	1.4
12	TBS	C	Time Warner	4.4	-28.2	0.5
13	ESPN The Magazine	M	Walt Disney Co.	4.4	-36.4	1.7
14	USA Network	C	NBC Universal	4.2	-40.9	0.5
15	TeleFutura	S	Univision Communications	4.0	-24.4	0.9
16	USA Today	N	Gannett Co.	3.4	-58.9	0.5
17	Discovery	C	Discovery Communications	3.2	-38.4	0.6
18	BET	C	Viacom	3.1	-26.0	0.9
19	FX	C	News Corp.	3.0	1.8	0.8
20	Food Network	C	Scripps Networks Interactive	2.9	-30.5	0.6
21	Golf Digest	M	Advance Publications	2.8	-27.9	1.7
22	Road & Track	M	Hachette Filipacchi Media U.S.	2.6	38.5	2.1
23	Car and Driver	M	Hachette Filipacchi Media U.S.	2.6	-35.5	1.3
24	Men's Health	M	Rodale	2.5	-37.9	1.5
25	Better Homes and Gardens	M	Meredith Corp.	2.5	-46.6	0.3

B: broadcast TV network, C: cable network, M: magazine, N: newspaper, S: Spanish-language TV network.

U.S. measured media spending for TV, magazines and newspapers (excluding Sunday magazines). Source: Ad Age DataCenter analysis of TNS Media Intelligence data