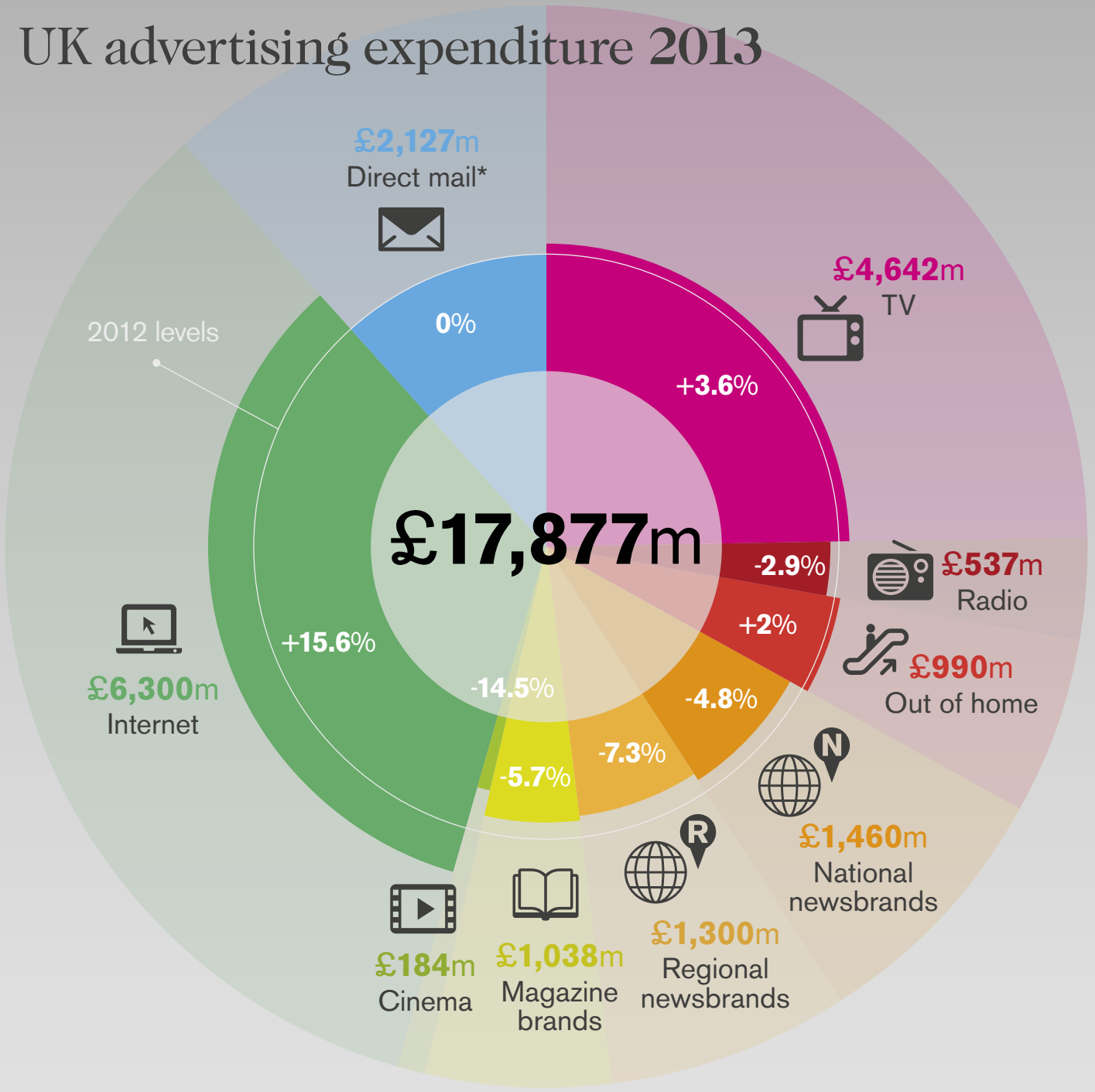


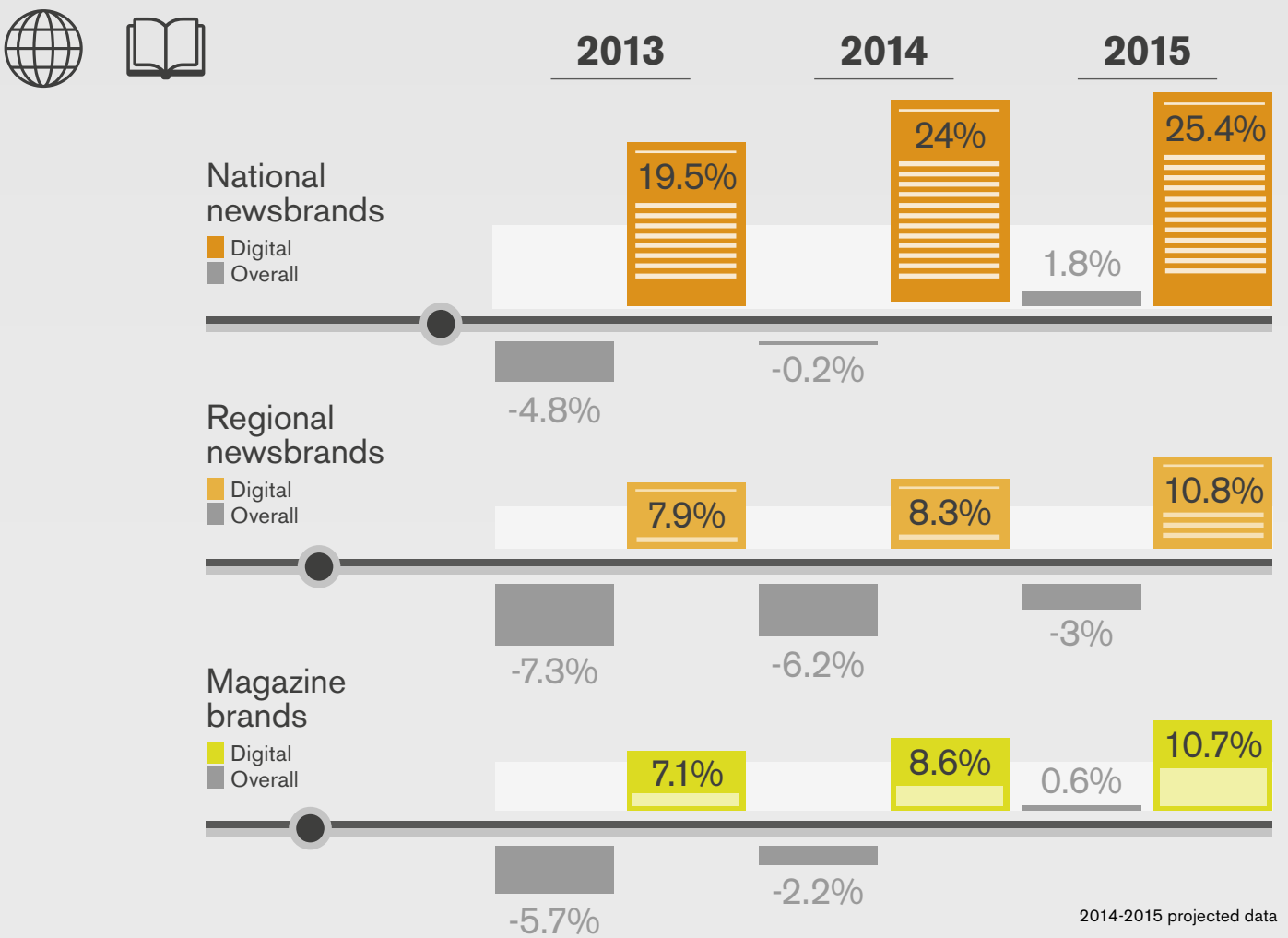
Data: UK advertising spend hits £17.8bn in 2013

Advertising Association/Warc Expenditure Report
28th April 2014

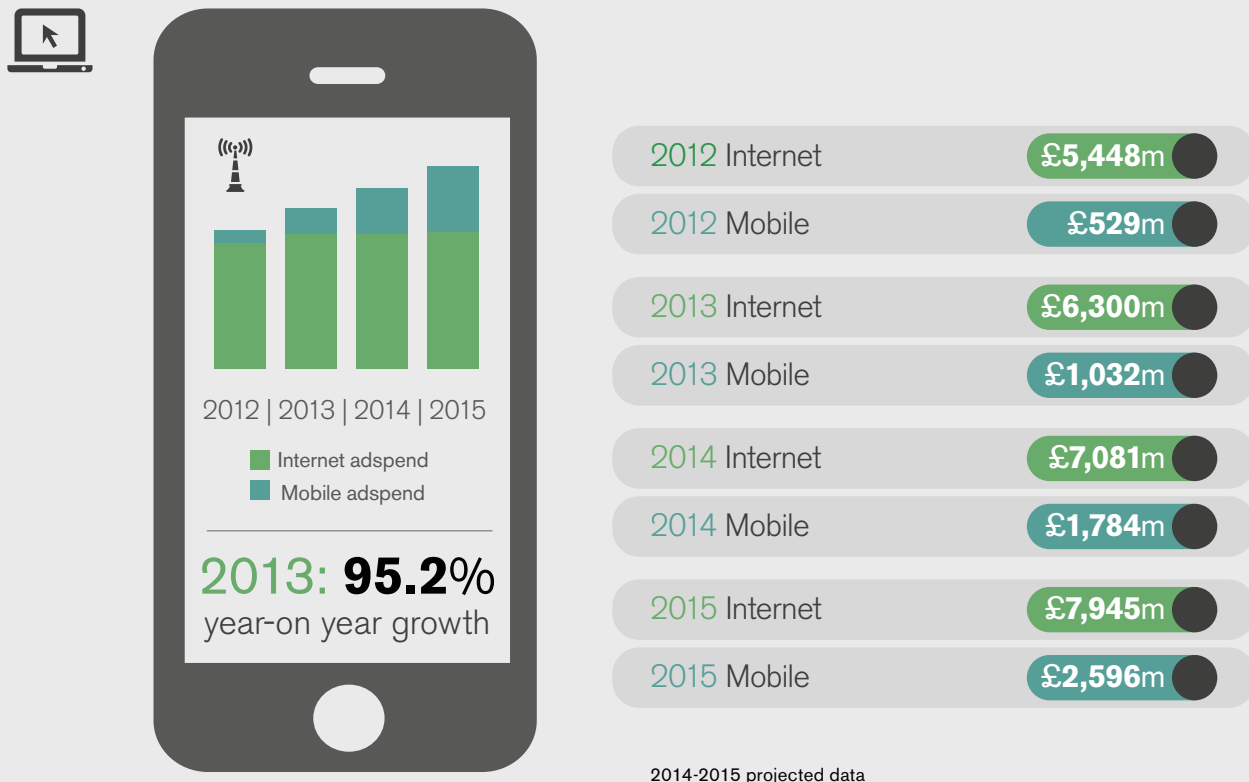
UK advertising expenditure 2013



Digital spend in newsbrands and magazines increasing



Growth of mobile advertising



Projected growth in 2014 and 2015 (% change)



2014: £18,853m

2015: £20,078m



Broadcaster VOD, digital revenues for newsbrands and magazine brands and mobile advertising spend are also included within the internet total of £6,300m, so care should be taken to avoid double counting. Internet includes revenues for online, mobile and tablet.

* Direct mail data for 2013 are Warc estimates.

Source: Advertising Association/Warc Expenditure Report, April 2014.