

Wine and Liquor Advertising Expenditures

Wine Industry Advertising Expenditures, 1995-1999
 (\$\$ in Thousands)

Year	Magazine	Newspaper	Outdoor	Broadcast	Total
1995	9,106.9	660.5	1,149.6	57,347.9	68,264.9
1996	15,193.2	2,909.3	543.7	64,457.8	83,104.0
1997	29,543.7	2,928.1	1,913.9	67,077.7	101,463.4
1998	28,173.6	3,933.7	11,723.9	87,745.4	131,576.6
1999	36,018.7	3,188.4	3,545.2	77,758.4	120,510.7
% Change 1995-1999	+295.5	+382.7	+208.4	+35.6	+76.5

Source: Adams Business Media, *Wine Handbook*

Liquor Industry Advertising Expenditures, 1995-1999
 (\$\$ in Thousands)

Year	Magazine	Newspaper	Outdoor	Broadcast	Total
1995	200,249.4	3,009.6	25,841.0	1,387.8	230,487.8
1996	191,308.3	6,219.1	25,872.3	3,472.9	226,841.7
1997	212,320.4	5,260.9	28,738.7	10,012.4	256,332.4
1998	222,756.7	13,201.6	40,345.4	14,926.6	291,230.3
1999	239,519.8	15,677.9	49,057.2	17,067.7	321,322.6
% Change 1995-1999	+19.6	+420.9	+89.8	+1,129.8	+39.4

Source: Adams Business Media, *Liquor Handbook*

For additional information on beer advertising expenditures: www.cspinet.org/booze/FactSheets/A-B_Campaign.pdf

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