

Advertising Standards Authority  
**NEW ZEALAND ADVERTISING INDUSTRY TURNOVER**

DECEMBER 2010 YEAR END

	2010		2009		2008		2007		2006		2005		2004		2003		2002		2001	
	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%
NEWSPAPERS	627	29.3	623	30.5	760	32.8	826	35.4	810	36.4	830	37.2	790	38.1	689	37.1	628	40.1	606	40.7
TELEVISION	607	28.4	570	27.9	647	27.9	654	28.0	641	28.8	666	29.9	643	31.0	592	31.9	516	33.0	479	32.2
INTERACTIVE	257	12.0	214	10.5	193	8.3	135	5.8	65	2.9	44	2.0	15	0.7	8	0.4				
RADIO	241	11.3	236	11.5	268	11.6	274	11.7	269	12.1	256	11.5	247	11.9	224	12.1	203	13.0	196	13.2
MAGAZINES	219	10.2	217	10.6	249	10.7	257	11.0	251	11.3	260	11.7	223	10.7	194	10.4	173	11.0	166	11.1
OUTDOOR	70	3.3	68	3.3	74	3.2	78	3.3	79	3.6	72	3.2	51	2.5	47	2.5	37	2.4	32	2.2
UNADDRESSED MAIL	55	2.6	58	2.8	61	2.6	65	2.8	64	2.9	56	2.5	59	2.8	56	3.1				
ADDRESSED MAIL	53	2.5	53	2.6	56	2.4	36	1.5	35	1.6	34	1.5	34	1.6	35	1.9				
CINEMA	8	0.4	6	0.3	9	0.4	10	0.4	10	0.4	11	0.5	13	0.6	12	0.6	8	0.5	9	0.6
<b>TOTAL</b>	<b>2137</b>	<b>100.0</b>	<b>2045</b>	<b>100.0</b>	<b>2317</b>	<b>100.0</b>	<b>2335</b>	<b>100.0</b>	<b>2224</b>	<b>100.0</b>	<b>2229</b>	<b>100.0</b>	<b>2075</b>	<b>100.0</b>	<b>1857</b>	<b>100.0</b>	<b>1565</b>	<b>100.0</b>	<b>1488</b>	<b>100.0</b>

**IMPORTANT: Sources and Notes for 2010 figures are below**

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### Explanatory notes for the year ended 31 December 2010

- Newspapers:** This figure includes all cash revenue, including agency commission, excluding GST from all daily, Sunday and community newspaper titles in New Zealand. The revenue includes display, retail, classified and insert advertising. The figures are sourced from the member newspapers of the Newspaper Publishers' Association of New Zealand and the Community Newspapers Association of New Zealand. NOTE: Newspapers advise the figure reported is not a comparative measure with other main media which derive the majority of their revenue from National and Retail advertising sources.
- Television:** This figure includes all cash revenue, including agency commission, excluding GST from free to air (including Prime) and pay television. The figures are independently collected for ThinkTV and reported to the ASA as a total revenue figure.
- Interactive:** The online advertising expenditure figure is based on gross amounts charged to advertisers and inclusive of any applicable agency commissions. The 2010 figures include Display Advertising which includes banners, buttons, skyscrapers, rich-media, streaming advertising, email, online video and other forms of interactive Display advertising; Classifieds, which includes revenues from ads placed to buy or sell an item or service and Search & Directories Advertising which includes revenues from online Directories and search engine listings. The figures are supplied via PwC, an independent auditor on behalf of the Interactive Advertising Bureau (IAB NZ). For further info visit [www.iab.org.nz](http://www.iab.org.nz)
- Radio:** This figure includes all cash revenue, including agency commission, excluding GST from members of the Radio Broadcasters Association (RBA). Actual returns comprised 98% of the total radio advertising revenue for 2010. The total also includes an estimate for non-RBA members, iwi and student radio based on direct industry knowledge and projections based on market share. The figure is sourced from the Radio Broadcasters Association.
- Magazines:** This figure includes cash revenue, including agency commission, excluding GST from the majority of members of the Magazine Publishers Association (MPA). For some MPA member and non-member publications, an estimate has been made. The figure does not include revenue from classified advertising. It is estimated that MPA members represent 65% of magazine advertising revenue in New Zealand. The figure is sourced from the Magazine Publishers Association.
- Outdoor:** This figure includes all cash revenue, including agency commission, excluding production, installation and GST from members of the Outdoor Media Association of NZ (OMANZ). The revenue data is independently collected for OMANZ. The figure also includes actual returns from four other companies involved in outdoor or ambient advertising.
- Unaddressed Mail:** This figure includes all cash revenue excluding GST, from the letterbox media companies. These companies are Reach Media and PMP Distribution. The revenue recorded is drawn from the cost of delivery. This total represents 95 % of the unaddressed mail advertising revenue in New Zealand.
- Addressed Mail:** This figure is an estimate based on the cost of delivery only. It does not include production or associated costs. It is compiled using volume and expenditure estimations from Nielsen Media Research's MailPix system. The Nielsen estimations (at standard postage rates) are validated and adjusted using New Zealand Post's own volume and expenditure data taking discounting into account to produce the final market revenue estimation. The figure is sourced from New Zealand Post.
- Cinema:** This figure includes all cash revenue, including agency commission, excluding GST from the two major companies involved in cinema advertising in New Zealand.