

Table II.2

U.S. Ad Spending Totals by 100 Leading National Advertisers in Measured Media⁵⁰

Medium	2012 spending Medium (in millions)
Network TV	\$27,434
Cable TV network	\$24,373
Magazines (consumer, Sunday, B-to-B, local)	\$23,825
Newspapers (national to local, inserts)	\$18,878
Spot TV	\$17,091
Internet display	\$10,279
Radio (network, national spot, local)	\$8,361
National syndicated TV	\$5,133
Outdoor	\$4,221