

NEWSPAPER ADVERTISING

A SUMMARY OF NEWSPAPER ADVERTISING TRENDS COMPILED BY EDITOR & PUBLISHER FROM MEDIA RECORDS AND NAA REPORTS

LINAGE TOTALS — 1961 to 1970

Note: Figures from 1961 to 1970 are in thousands of lines; department store advertising is included in retail figures.

YEAR	RETAIL	DEPARTMENT STORE	GENERAL	AUTOMOTIVE	FINANCIAL	CLASSIFIED	TOTAL ADVERTISING
1961	1,549,401	553,332	323,043	147,598	59,175	697,741	2,176,958
1962	1,563,924	551,667	301,495	149,307	58,017	725,507	2,798,250
1963	1,442,817	508,402	261,747	141,877	53,588	695,888	2,595,917
1964	1,673,186	593,476	292,549	159,729	60,867	787,135	2,973,466
1965	1,776,702	627,924	288,528	170,366	63,350	858,631	3,164,577
1966	1,863,633	652,845	310,287	182,894	73,184	924,255	3,354,253
1967	1,897,081	657,266	297,106	158,506	69,946	878,114	3,297,750
1968	1,917,404	625,691	296,134	170,958	72,838	923,724	3,381,058
1969	2,003,022	629,340	300,080	173,623	81,677	1,017,084	3,575,126
1970	2,014,880	613,212	275,156	161,570	74,907	917,262	3,443,775

DOLLAR OUTLAY — 1971 to 2003

Note: On Jan. 1, 1971, the Media Records base was increased to 64 from 52 cities, and the terms of its report from "Total agate lines" to "Dollar outlay". Numbers are in thousands of dollars; department store advertising is included in retail figures.

YEAR	RETAIL	DEPARTMENT STORE	GENERAL	AUTOMOTIVE	FINANCIAL	CLASSIFIED	TOTAL ADVERTISING
1971	1,807,304	536,930	455,356	100,765	103,099	751,652	3,208,176
1972	2,004,666	567,833	504,377	102,514	122,137	914,868	3,648,562
1973	2,044,095	561,770	479,183	99,783	138,898	1,024,153	3,786,112
1974	2,078,760	562,583	491,508	104,191	126,023	966,673	3,767,155
1975	2,363,965	634,965	547,099	93,264	130,810	982,229	4,117,367
1976	3,219,474	793,497	752,267	144,538	147,394	1,522,474	5,696,147
1977	3,129,474	793,497	752,267	144,538	147,394	1,522,474	5,696,147
1978	3,579,933	871,250	26,614	151,004	201,670	1,884,505	6,643,726

YEAR	RETAIL	DEPARTMENT STORE	GENERAL	AUTOMOTIVE	FINANCIAL	CLASSIFIED	TOTAL ADVERTISING
1979	3,959,802	891,902	937,792	192,961	236,771	2,201,717	7,529,043
1980	4,396,320	954,411	1,122,701	183,568	297,962	2,191,773	8,192,234
1981	5,067,750	1,092,674	1,379,698	225,627	387,152	2,514,923	9,575,420
1982	5,282,855	1,151,824	1,419,610	265,013	398,732	2,497,840	9,864,050
1983	5,028,265	1,140,450	1,482,434	248,470	327,427	2,698,155	9,784,751

Note: Since 1984 the dollar volume has been supplied by the Newspaper Advertising bureau, now part of Newspaper Association of America. The large increase in all subsequent years occurs because these figures include all newspapers nationwide.

1984	12,784,000		3,081,000			7,657,000	23,522,000
1985	13,443,000		3,352,000			8,375,000	25,170,000
1986	14,311,000		3,376,000			9,303,000	26,990,000
1987	15,227,000		3,494,000			10,691,000	29,412,000
1988	15,789,000		3,821,000			11,586,000	31,197,000
1989	16,504,000		3,948,000			11,916,000	32,368,000
1990	16,652,000		4,122,000			11,506,000	32,281,000
1991	15,838,803		3,923,565			10,586,586	30,348,954
1992	16,041,371		3,833,786			10,763,627	30,638,784
1993	16,858,982		3,852,817			11,157,262	31,869,061
1994	17,532,142		4,157,728			12,489,824	34,179,694
1995	18,099,428		4,251,092			13,741,599	36,092,120
1996	18,344,000		4,667,000			15,065,000	38,075,000
1997	19,242,000		5,315,000			16,773,000	41,330,000
1998	20,331,000		5,721,000			17,873,000	43,925,000
1999	20,907,000		6,732,000			18,650,000	46,289,000
2000	21,409,000		7,653,000			19,608,000	48,670,000
2001	20,679,000		7,004,000			16,622,000	44,305,000
2002	20,994,000		7,210,000			15,898,000	44,120,000
**2003	21,341,000		7,797,000			15,801,000	44,939,000

*To present a truer picture of advertising trends, all linage carried in the three metropolitan New York City dailies that struck for 90 days August to November 1978 has been excluded from 1978 totals, and 1977 figures have been correspondingly adjusted.

**Newspaper Association of America estimates. Actual figures not available at press time.

BASIC DATA FOR ADVERTISING SPACE BUYERS

Morning						Afternoon						Sunday					
Period ended	Total Number of papers	Total net circulation	Total column inch rate	milinch rate	Relation of 2003 milinch rate to milinch rate for the preceeding 2 years	Period ended	Total Number of papers	Total net circulation	Total column inch rate	milinch rate	Relation of 2003 milinch rate to milinch rate for the preceeding 2 years	Period ended	Total Number of papers	Total net circulation	Total column inch rate	milinch rate	Relation of 2003 milinch rate to milinch rate for the preceeding 2 years
12/31/03	787	47,614,150	\$48,820.93	\$1,025.34	increase \$48.34 + 4.71% (46,930,215 AM plus 683,935 PM through combinations)	12/31/03	680	9,987,734	\$13,265.68	\$1,328.20	increase \$24.81 + 1.87% (8,255,136 PM plus 1,732,598 AM through combinations)	12/31/03	917	58,883,978	\$60,834.09	\$1,033.12	increase \$75.97 + 7.35% (58,494,695 Sunday plus 459,188 AM and PM through combinations)
12/31/02	777	47,314,102	\$46,975.77	\$992.85	increase \$51.50 + 5.20% (46,617,163 AM plus 696,939 PM through combinations)	12/31/02	692	10,334,154	\$12,919.94	\$1,250.22	decrease \$79.02 - 6.32% (8,568,994 PM plus 1,765,160 AM through combinations)	12/31/02	913	59,680,781	\$58,613.95	\$982.12	increase \$90.80 + 9.30% (58,780,299 Sunday plus 900,482 AM and PM through combinations)
12/31/01	776	47,102,993	\$45,272.34	\$961.14	increase \$77.89 + 8.10% (46,821,480 AM plus 281,513 PM through combinations)	12/31/01	704	9,555,908	\$12,963.07	\$1,356.55	increase \$137.94 + 10.17% (8,756,566 PM plus 799,342 AM through combinations)	12/31/01	913	62,020,333	\$57,813.89	\$932.18	increase \$109.95 + 11.79% (59,090,364 Sunday plus 2,929,969 AM and PM through combinations)
12/31/00	766	47,120,047	\$43,423.91	\$921.56	increase \$88.04 + 9.55% (46,772,497 AM plus 347,550 PM through combinations)	12/31/00	727	10,078,235	\$13,121.14	\$1,301.93	increase \$186.73 + 14.34% (9,000,350 PM plus 1,077,885 AM through combinations)	12/31/00	917	62,598,913	\$53,237.63	\$850.46	increase \$80.32 + 9.44% (59,420,999 Sunday plus 3,177,914 AM and PM through combinations)
12/31/99	736	47,216,016	\$39,894.42	\$844.93	increase \$43.80 + 5.18% (45,997,667 AM plus 1,218,649 PM through combinations)	12/31/99	760	13,045,928	\$14,810.80	\$1,135.28	increase \$71.35 + 6.28% (9,981,971 PM plus 3,063,957 AM through combinations)	12/31/99	905	63,103,422	\$50,103.59	\$793.99	increase \$68.95 + 8.68% (59,894,381 Sunday plus 3,209,041 AM and PM through combinations)
12/31/98	721	47,122,900	\$38,740.42	\$822.11	increase \$60.57 + 7.37% (45,643,495 AM plus 1,479,405 PM through combinations)	12/31/98	781	13,733,225	\$15,039.43	\$1,095.11	increase \$78.86 + 7.20% (10,538,603 PM plus 3,194,622 AM through combinations)	12/31/98	898	63,234,811	\$47,190.76	\$746.28	increase \$64.58 + 8.65% (60,065,892 Sunday plus 3,168,919 AM and PM through combinations)
12/31/97	705	47,046,942	\$36,703.54	\$780.15	increase \$64.29 + 8.24% (45,433,888 AM plus 1,613,054 PM through combinations)	12/31/97	816	15,005,363	\$15,496.96	\$1,032.75	increase \$77.45 + 7.50% (11,294,021 PM plus 3,711,342 AM through combinations)	12/31/97	903	63,444,600	\$44,652.29	\$703.80	increase \$68.61 + 9.75% (60,486,463 Sunday plus 2,958,137 AM and PM through combinations)
12/31/96	686	46,316,586	\$34,410.17	\$742.93	increase \$95.94 + 12.91% (44,784,812 AM plus 1,531,774 PM through combinations)	12/31/96	846	15,669,463	\$15,665.46	\$999.74	increase \$139.68 + 13.97% (12,198,486 PM plus 3,470,977 AM through combinations)	12/31/96	890	63,732,708	\$42,037.69	\$659.59	increase \$73.20 + 11.10% (60,797,814 Sunday plus 2,934,894 AM and PM through combinations)
12/31/95	656	46,382,897	\$31,948.42	\$688.80	increase \$101.91 + 14.80% (44,310,252 AM plus 2,072,645 PM through combinations)	12/31/95	891	17,981,520	\$16,378.72	\$910.86	increase \$128.04 + 14.06% (13,883,145 PM plus 4,098,375 AM through combinations)	12/31/95	888	64,432,337	\$39,354.48	\$610.79	increase \$72.61 + 11.89% (61,529,296 Sunday plus 2,903,041 AM and PM through combinations)
12/31/94	635	46,094,322	\$27,895.80	\$605.19	increase \$65.35 + 10.80% (43,381,578 AM plus 2,712,754 PM through combinations)	12/31/94	935	21,081,183	\$17,060.22	\$809.26	increase \$107.20 + 13.25% (15,923,865 PM plus 5,157,318 AM through combinations)	12/31/94	886	65,728,260	\$36,939.53	\$562.00	increase \$64.84 + 11.54% (62,294,799 Sunday plus 3,433,461 AM and PM through combinations)