

## ASA ADVERTISING REVENUE: 2003 - 2014

All figures are NZ\$ Million



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>NEWSPAPERS</b>	689	790	830	810	826	760	623	627	582	553	509	484
<b>TELEVISION</b>	592	643	666	641	654	647	570	607	618	614	634	614
<b>RADIO</b>	224	247	256	269	274	268	236	241	247	248	267	280
<b>MAGAZINES</b>	194	223	260	251	257	249	217	219	209	210	211	212
<b>INTERACTIVE ONLY</b>	8	15	44	65	135	193	214	257	328	366	471	589
<b>OUTDOOR</b>	47	51	72	79	78	74	68	70	83	67	76	83
<b>UNADDRESSED MAIL</b>	56	59	56	64	65	61	58	55	55	54	53	54
<b>ADDRESSED MAIL</b>	35	34	34	35	36	56	53	53	50	58	60	61
<b>CINEMA</b>	12	13	11	10	10	9	6	8	7	7	8	9
<b>TOTAL</b>	<b>1857</b>	<b>2075</b>	<b>2229</b>	<b>2224</b>	<b>2335</b>	<b>2317</b>	<b>2045</b>	<b>2137</b>	<b>2179</b>	<b>2177</b>	<b>2289</b>	<b>2386</b>

Source: ASA New Zealand