

Youth Exposure to Alcohol Advertising in Magazines and Television

Sources:

**YOUTH EXPOSURE TO ALCOHOL ADVERTISING IN
NATIONAL MAGAZINES, 2001-2008**

**YOUTH EXPOSURE TO ALCOHOL ADVERTISING
ON TELEVISION, 2001-2009**

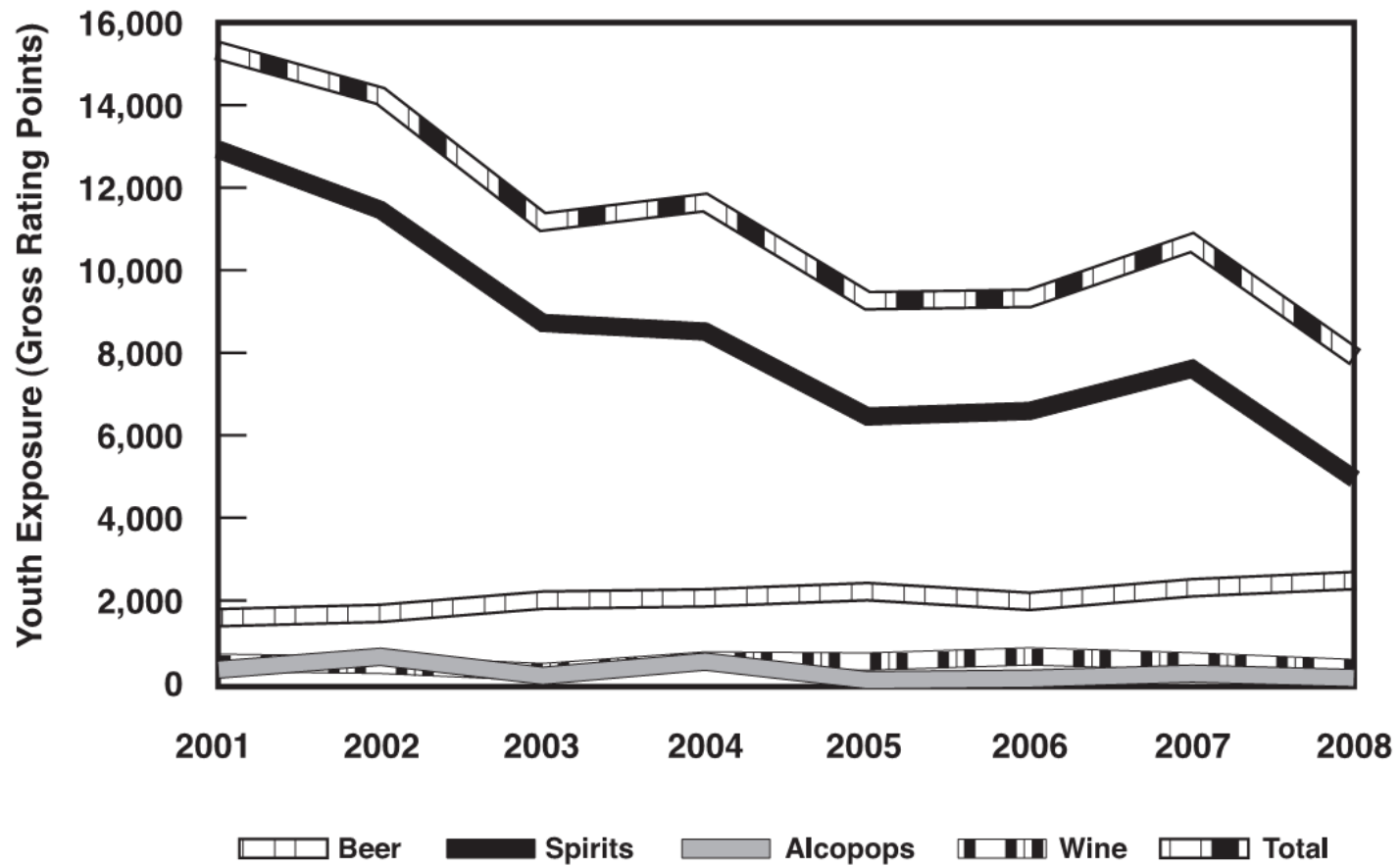
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Table 1: Alcohol Advertisements and Spending in National Magazines, 2001-2008

Year	Beer and Ale		Spirits		Alcopops**		Wine		Total	
	Ads	Spending	Ads	Spending	Ads	Spending	Ads	Spending	Ads	Spending
2001	245	\$24,976,300	2,742	\$240,349,300	61	\$5,576,100	397	\$25,501,300	3,445	\$296,403,000
2002	264	\$29,851,000	2,656	\$245,354,900	92	\$9,430,500	457	\$33,463,200	3,469	\$318,099,600
2003	376	\$43,438,500	2,472	\$222,079,600	27	\$2,787,600	819	\$41,624,600	3,694	\$309,930,300
2004	465	\$58,700,700	2,527	\$234,078,500	85	\$10,586,900	837	\$49,023,500	3,914	\$352,389,600
2005	583	\$75,460,100	2,317	\$208,034,600	22	\$1,913,400	794	\$49,139,400	3,716	\$334,547,500
2006	528	\$76,872,100	2,399	\$225,631,000	39	\$4,266,700	797	\$49,263,300	3,763	\$356,033,100
2007	553	\$74,739,500	2,534	\$269,886,100	59	\$4,662,400	766	\$48,479,100	3,912	\$397,767,100
2008	631	\$83,004,200	1,799	\$215,384,200	37	\$3,741,300	646	\$38,800,500	3,113	\$340,930,200
TOTALS	3,645	\$467,042,400	19,446	\$1,860,798,200	422	\$42,964,900	5,513	\$335,294,900	29,026	\$2,706,100,400
2001-2008 % change	157.6%	232.3%	-34.4%	-10.4%	39.3%	-32.9%	62.7%	52.2%	-9.6%	15.0%

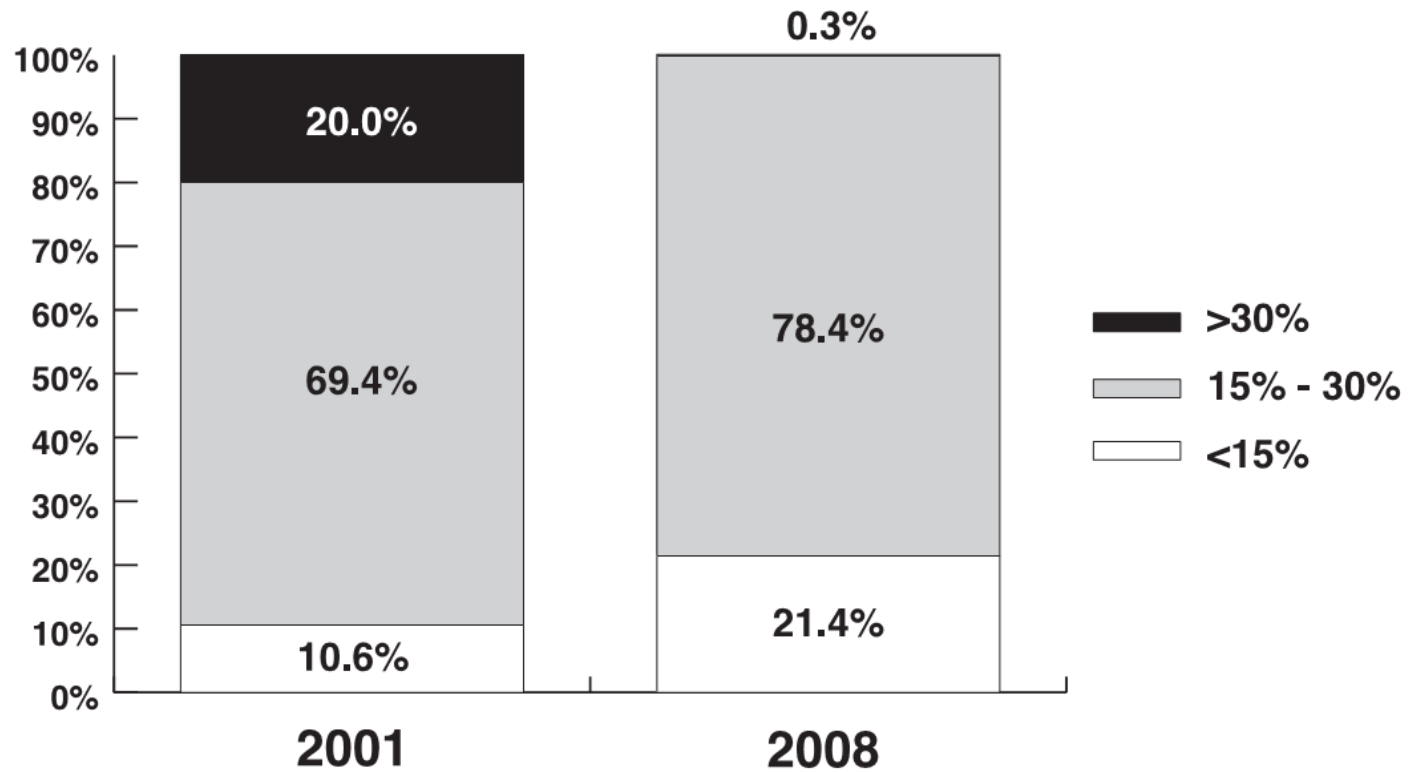
Sources: The Nielsen Company, GfK MRI

Figure 1: Youth Exposure to Alcohol Advertising in Magazines by Beverage Type, 2001-2008



Sources: The Nielsen Company, GfK MRI

Figure 2: Percent of Youth Exposure Falling Between Youth Audience Thresholds, 2001 and 2008



Sources: The Nielsen Company, GfK MRI

Table 1: Alcohol Product Advertising on U.S. Television by Placement, 2001 to 2009

Year	Total TV		Broadcast Network TV		Cable Network TV		Broadcast Spot TV	
	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars
2001	225,615	\$779,110,078	5,018	\$483,226,280	51,019	\$156,796,827	169,578	\$139,086,971
2002	299,356	\$997,185,610	6,231	\$600,572,725	80,633	\$214,888,169	212,492	\$181,724,716
2003	286,929	\$890,836,725	4,950	\$486,485,051	81,101	\$232,709,300	200,878	\$171,642,374
2004	285,757	\$987,227,322	6,174	\$528,075,400	115,384	\$330,460,655	164,199	\$128,691,267
2005	294,992	\$1,028,506,956	5,641	\$471,653,390	142,912	\$437,296,859	146,439	\$119,556,707
2006	299,475	\$992,175,810	4,328	\$452,391,732	140,977	\$367,732,112	154,170	\$172,051,966
2007	340,377	\$796,996,673	4,015	\$415,299,661	168,292	\$267,547,066	168,070	\$114,149,946
2008	316,837	\$824,559,390	3,688	\$431,698,608	178,047	\$290,675,932	135,102	\$102,184,850
2009	315,581	\$955,744,782	4,916	\$468,101,954	179,939	\$389,014,652	130,726	\$98,628,176
Total	2,664,919	\$8,252,343,346	44,961	\$4,337,504,801	1,138,304	\$2,687,121,572	1,481,654	\$1,227,716,973
% Change								
2001-2009	39.9%	22.7%	-2.0%	-3.1%	252.7%	148.1%	-22.9%	-29.1%

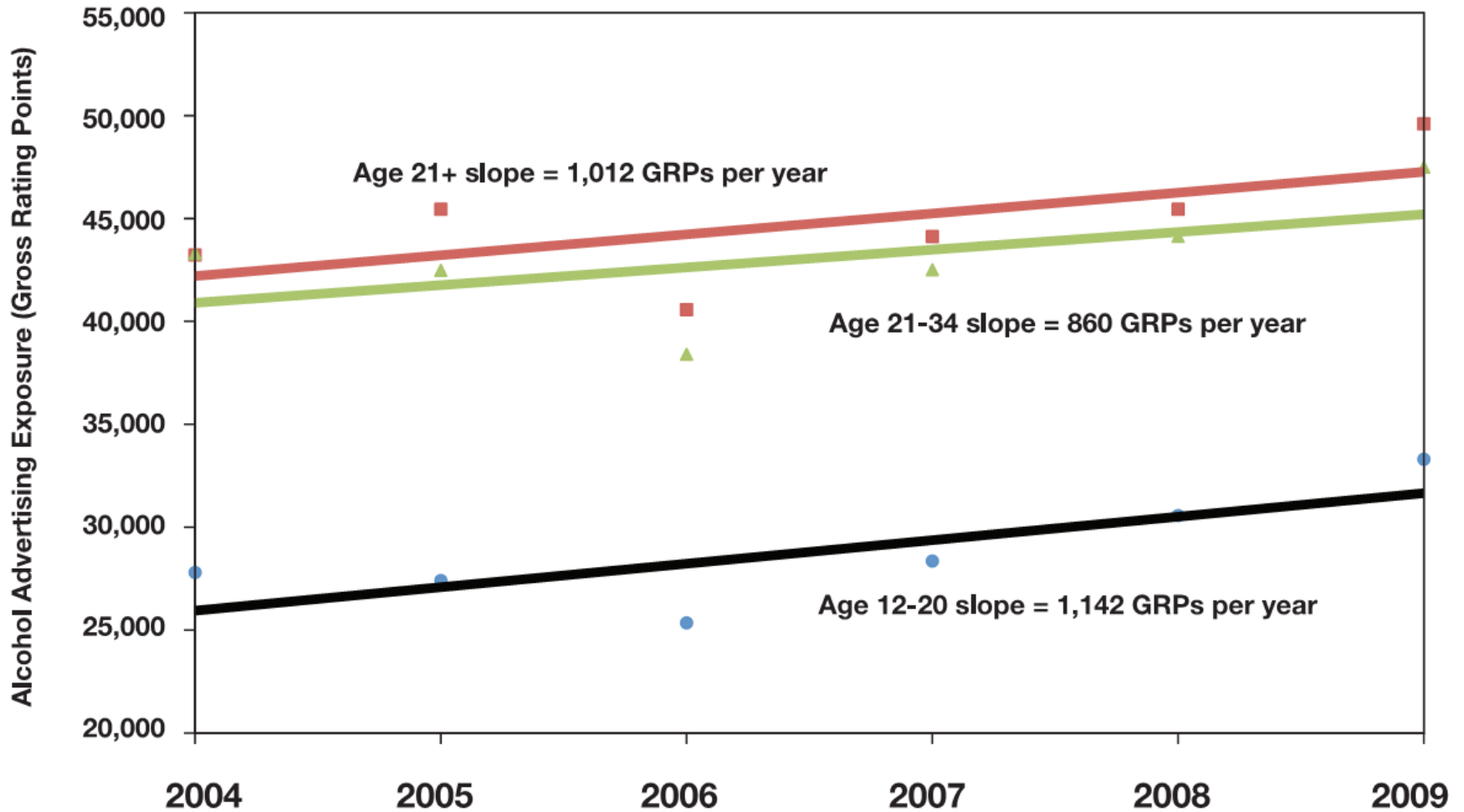
Source: The Nielsen Company, 2001-2009

Table 2: Alcohol Product Advertising on Cable Television by Alcohol Type, 2001 to 2009

Year	Total Cable Ads		Beer and Ale		Distilled Spirits		Alcopops		Wine	
	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars
2001	51,019	\$156,796,827	36,834	\$122,064,382	1,973	\$5,186,178	3,046	\$11,517,209	9,166	\$18,029,058
2002	80,633	\$214,888,169	42,182	\$118,490,242	5,054	\$13,851,156	13,738	\$39,393,783	19,659	\$43,152,988
2003	81,101	\$232,709,300	46,128	\$158,000,246	19,396	\$33,853,439	6,381	\$19,918,026	9,196	\$20,937,589
2004	115,384	\$330,460,655	67,384	\$232,665,261	33,738	\$66,829,863	6,043	\$16,975,936	8,219	\$13,989,595
2005	142,912	\$437,296,859	81,461	\$277,423,543	44,752	\$119,138,598	6,928	\$22,402,147	9,771	\$18,332,571
2006	140,977	\$367,732,112	65,784	\$190,273,262	59,526	\$139,745,230	6,506	\$21,955,537	9,161	\$15,758,083
2007	168,292	\$267,547,066	90,620	\$166,241,222	62,769	\$85,906,849	4,335	\$4,563,984	10,568	\$10,835,011
2008	178,047	\$290,675,932	99,236	\$181,836,299	61,201	\$82,295,310	8,135	\$12,857,183	9,475	\$13,687,140
2009	179,939	\$389,014,652	104,369	\$241,754,057	62,701	\$121,404,157	7,420	\$17,190,223	5,449	\$8,666,215
Total	1,138,304	\$2,687,121,572	633,998	\$1,688,748,514	351,110	\$668,210,780	62,532	\$166,774,028	90,664	\$163,388,250
% Change										
2001-2009	252.7%	148.1%	183.3%	98.1%	3078.0%	2240.9%	143.6%	49.3%	-40.6%	-51.9%

Source: The Nielsen Company, 2001-2009

Figure 2: Trend Analysis of Youth, Young Adult and Adult Exposure, 2001-2009



**Table 4: Alcohol Product Advertisements on Programming
with Greater Than 30 Percent Underage Audiences by Placement, 2001 to 2009**

Year	Total TV			Broadcast Network TV			Cable Network TV			Broadcast Spot TV		
	Total Ads	Ads > 30%	% of Total Ads	Total Ads	Ads > 30%	% of Total Ads	Total Ads	Ads > 30%	% of Total Ads	Total Ads	Ads > 30%	% of Total Ads
2001	225,615	24,825	11.0%	5,018	171	3.4%	51,019	5,920	11.6%	169,578	18,734	11.0%
2002	299,356	36,246	12.1%	6,231	159	2.6%	80,633	9,847	12.2%	212,492	26,240	12.3%
2003	286,929	35,817	12.5%	4,950	96	1.9%	81,101	9,948	12.3%	200,878	25,773	12.8%
2004	285,757	32,074	11.2%	6,174	27	0.4%	115,384	13,795	12.0%	164,199	18,252	11.1%
2005	294,992	23,123	7.8%	5,641	0	0.0%	142,912	9,061	6.3%	146,439	14,062	9.6%
2006	299,475	18,220	6.1%	4,328	4	0.1%	140,977	4,876	3.5%	154,170	13,340	8.7%
2007	340,377	30,135	8.9%	4,015	0	0.0%	168,292	15,928	9.5%	168,070	14,207	8.5%
2008	316,837	27,180	8.6%	3,688	0	0.0%	178,047	17,357	9.7%	135,102	9,823	7.3%
2009	315,581	23,718	7.5%	4,916	0	0.0%	179,939	16,283	9.0%	130,726	7,435	5.7%
Total	2,664,919	251,338	9.4%	44,961	457	1.0%	1,138,304	103,015	9.0%	1,481,654	147,866	10.0%

Sources: The Nielsen Company, 2001-2009