

# Tobacco Industry Monitoring Report

Year 9 Quarter 3 Deliverable 7b  
March 2024

Prepared for: Bureau of Tobacco Free Florida  
Prepared by: RTI International



# Objective

- Annual review of tobacco product advertising expenditures in consumer media outlets (magazines, outdoor media, Internet display, mobile app, mobile web, online video, newspaper, radio, television)

# Background

- In 2022, major manufacturers of cigarettes and smokeless tobacco spent \$8.6B on advertising and promotions (FTC, 2023a, 2023b):
  - 96% was spent on product price discounts (\$7.3B) and promotional allowances (\$898M) to retailers and wholesalers.
  - 0.2% (\$18.4M) was spent on advertising in consumer media outlets (magazines, outdoor, and the internet; no television, radio, or newspaper).
- As part of a comprehensive media plan, tobacco companies continue to spend a small percentage of their marketing budgets to reach consumers in traditional consumer media outlets. Continuous monitoring of the landscape of tobacco product advertising in consumer media outlets supports Florida's Tobacco Strategic Plan Goal 6 (Research and Surveillance), Objective 6.2:
  - By November 2027, monitor retail markets and media channels quarterly to identify new and emerging tobacco and nicotine products, and industry marketing strategies targeting priority populations.

# Data

- Kantar's Vivvix database (formerly Advertising Insights™) provides expenditure and occurrence data on ads placed in consumer magazines, outdoor media, websites, mobile apps, network and cable television networks, newspapers, and radio.
- Definitions of key measures (below) are provided in Appendix A.

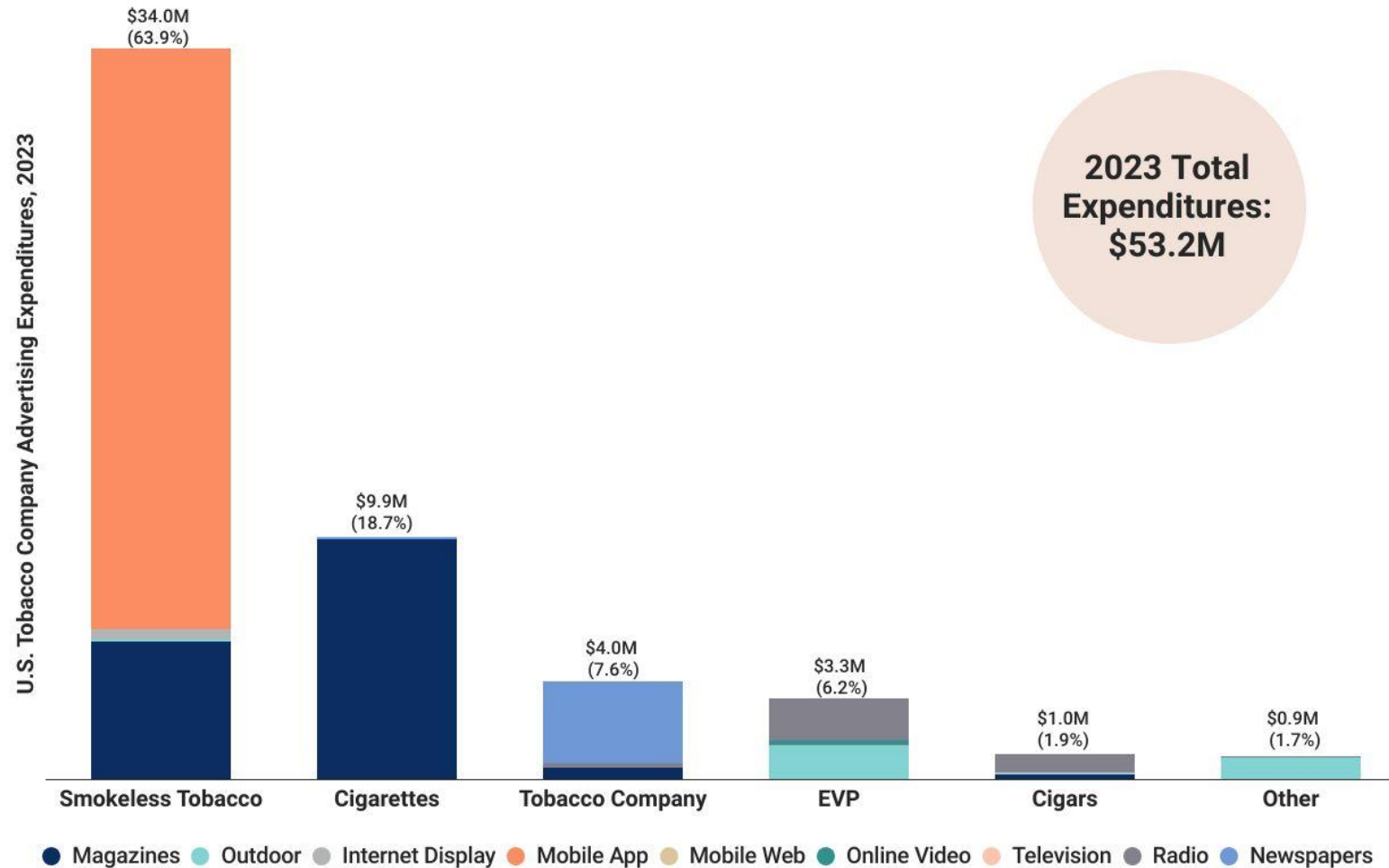
Information Available for Download	Creatives Available for Download
Frequency of Ad Placement (Occurrence)	Digital (Internet Display, Mobile App, Mobile Web, Online Video)
Product Type	Magazines
Brand	Newspaper
Placement of Advertisements	Radio
Date of Publication	Television
Market	
Cost of Ad Placement (Expenditure)	

# Methods

- Descriptive analysis of tobacco product advertising expenditures
  - Advertising expenditures in 2023 by product, consumer media outlet, top brands, and Florida designated market areas (DMAs)
  - Trends in advertising expenditures by product from 2019 to 2023

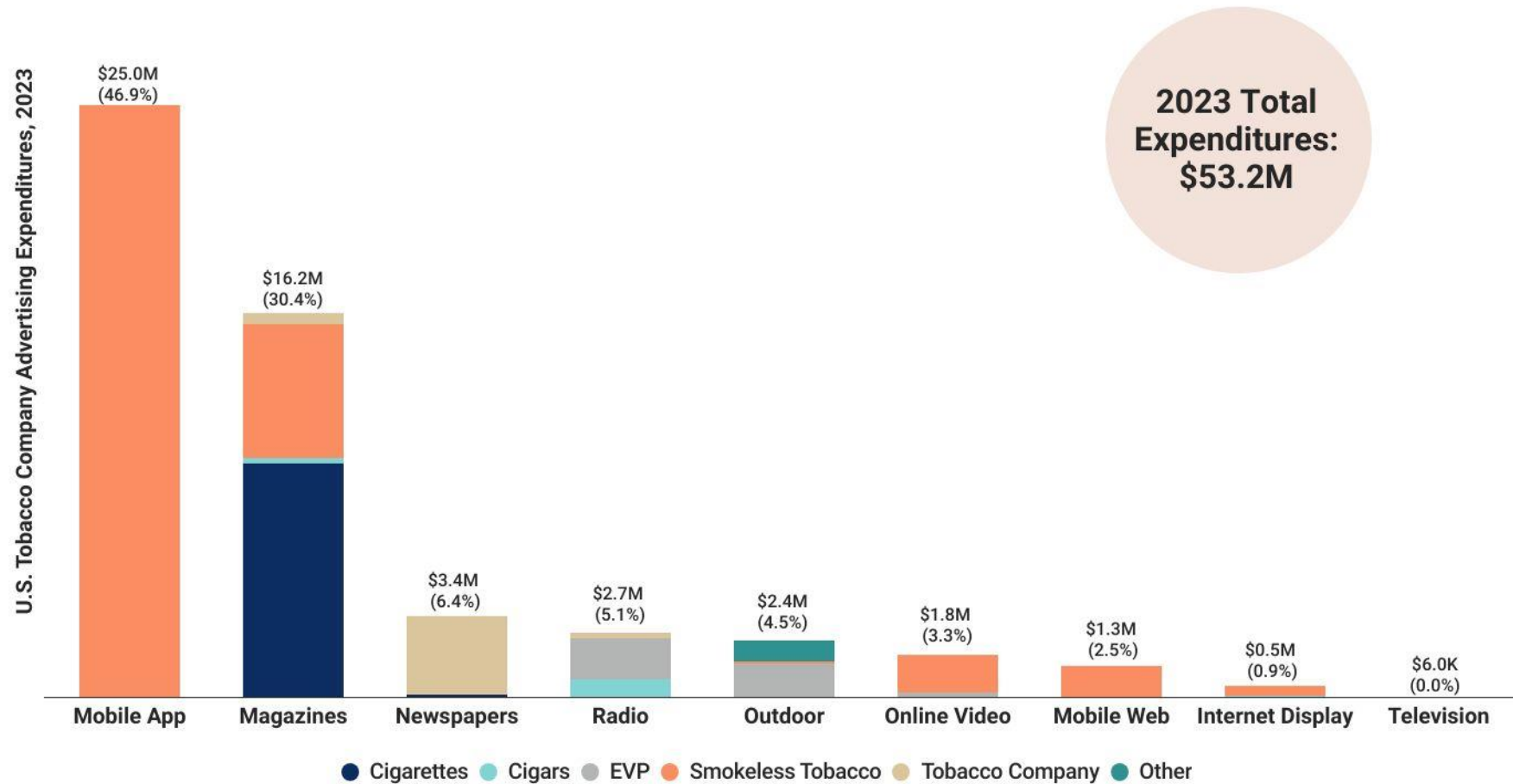
# Advertising Expenditures: All Tobacco Products

# U.S. Tobacco Advertising Expenditures by Product, 2023



Cigars: traditional cigars, little cigars, cigarillos; EVP: electronic vaping products; Smokeless tobacco: chewing tobacco, snuff, snus, and oral nicotine; Tobacco Company: ads for which the brand name provided was a tobacco company and general reference to tobacco (e.g., Lorillard: Tobacco) or tobacco company public relations ads; Other: dissolvables, hookah, multiple tobacco products, roll-your-own tobacco, smokeless alternatives, and ads for which the media vendor did not provide brand-level information. Digital media includes Internet display, mobile app, mobile web, and online video advertising. See Appendix B for more details on 2023 advertising expenditures by consumer media outlet.

# U.S. Tobacco Advertising Expenditures by Outlet, 2023



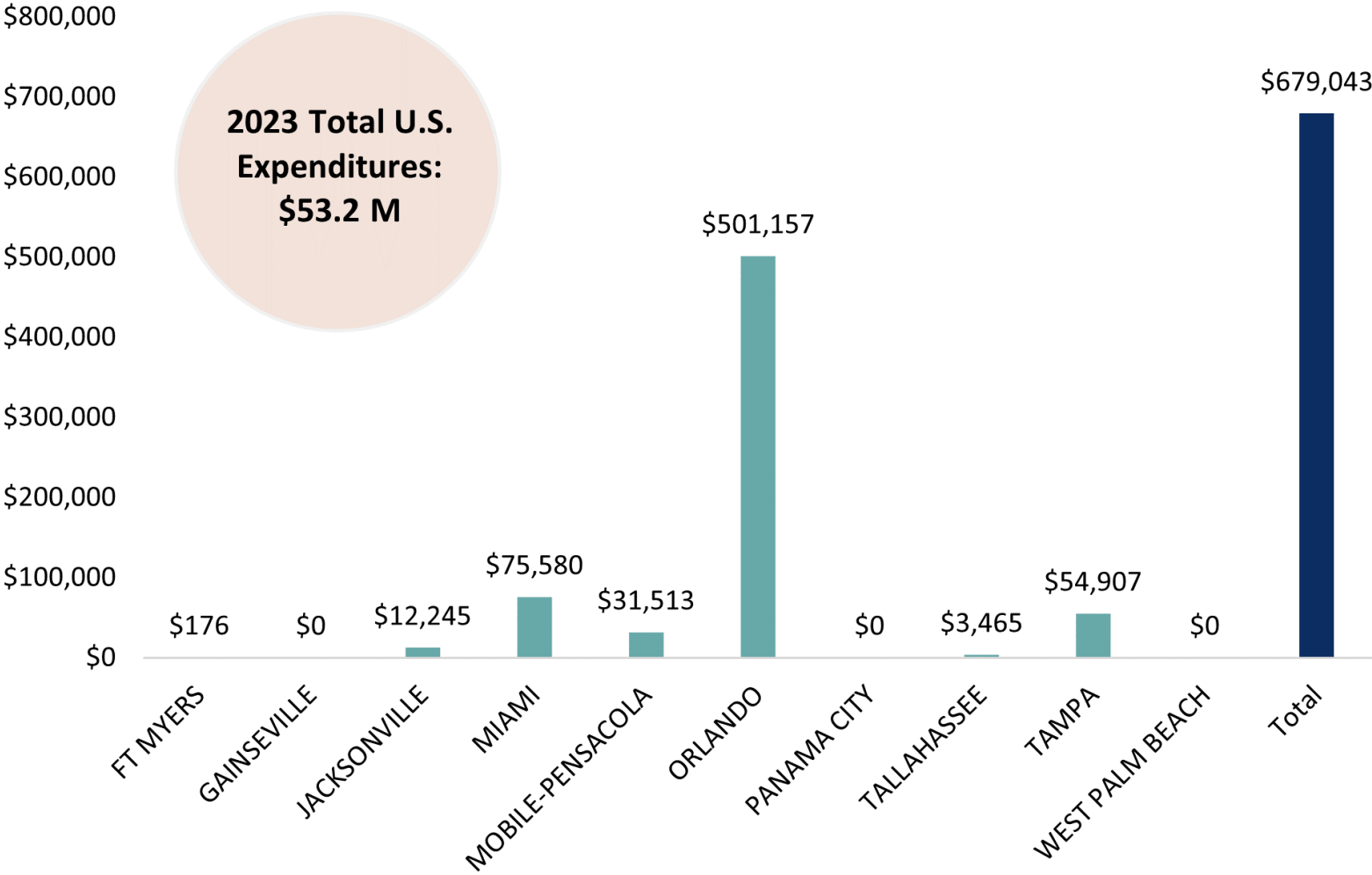
Cigars: traditional cigars, little cigars, cigarillos; EVP: electronic vaping products; Smokeless tobacco: chewing tobacco, snuff, snus, and oral nicotine; Tobacco Company: ads for which the brand name provided was a tobacco company and general reference to tobacco (e.g., Lorillard: Tobacco) or tobacco company public relations ads; Other: dissolvables, hookah, multiple tobacco products, roll-your-own tobacco, smokeless alternatives, and ads for which the media vendor did not provide brand-level information. Digital media includes Internet display, mobile app, mobile web, and online video advertising. See Appendix B for more details on 2023 advertising expenditures by consumer media outlet.



# Advertising Expenditures by Top Brands, 2023

Brand (Product Category)	Advertising Expenditures (\$)	% of Total Advertising Expenditures
Zyn (Smokeless Tobacco)	\$28,135,151	53%
Winston (Cigarettes)	\$4,542,974	9%
Philip Morris (Tobacco Company)	\$3,597,817	7%
blu (EVP)	\$3,282,047	6%
Lucky Strike (Cigarettes)	\$3,281,011	6%
Grizzly (Smokeless Tobacco)	\$2,355,555	4%
Natural American Spirit (Cigarettes)	\$1,835,817	3%
Cougar (Smokeless Tobacco)	\$1,676,716	3%
Rogue (Smokeless Tobacco)	\$838,465	2%
Camel (Smokeless Tobacco)	\$757,671	1%
Al Capone Cigarillos (Cigars)	\$753,222	1%
All other brands	\$2,135,874	4%
<b>Total</b>	<b>\$53,192,320</b>	<b>100%</b>

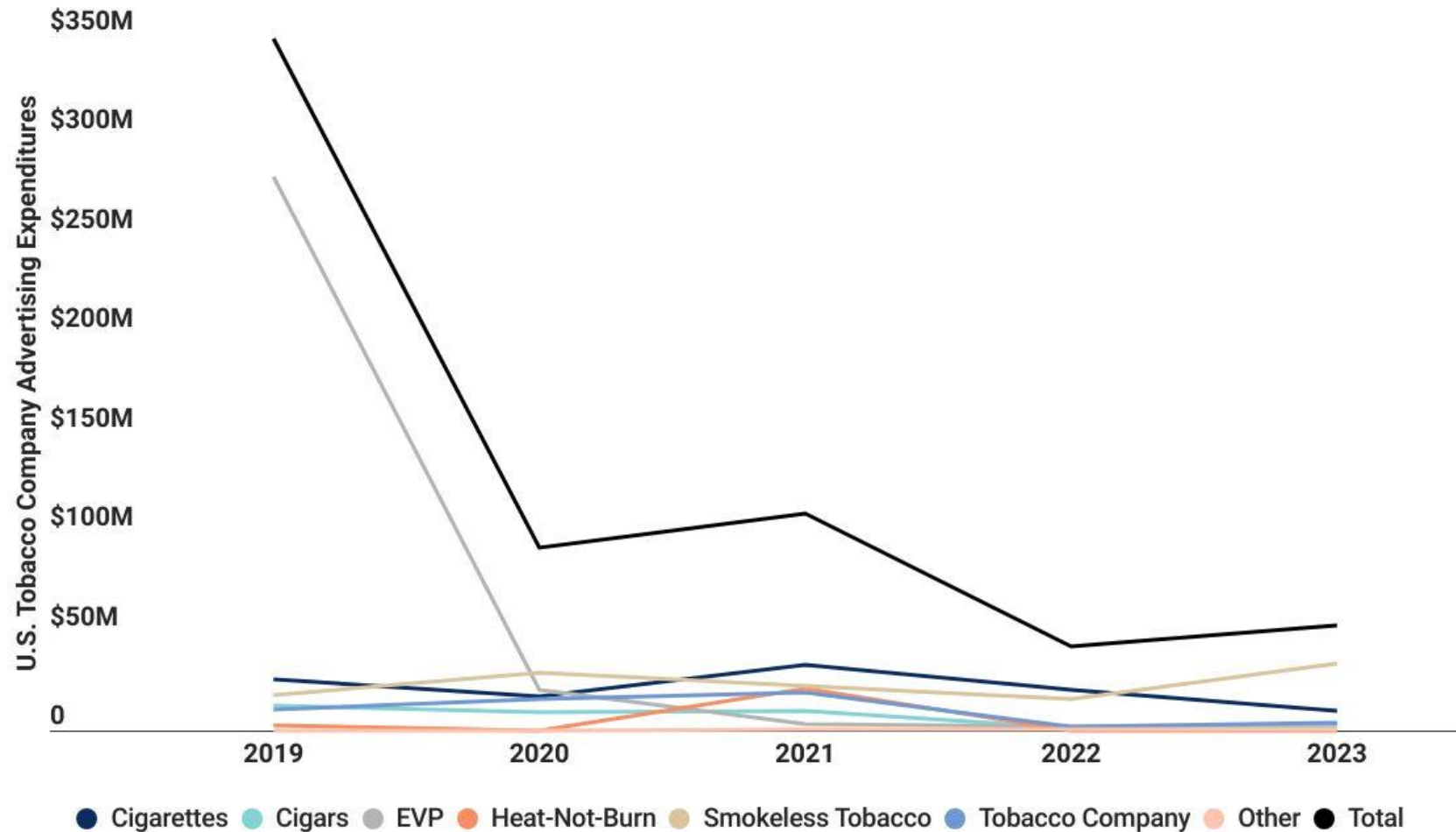
# Advertising Expenditures by Florida Designated Market Area, 2023



Most tobacco advertising expenditures are reported at the national level, but we report local-level information when possible.

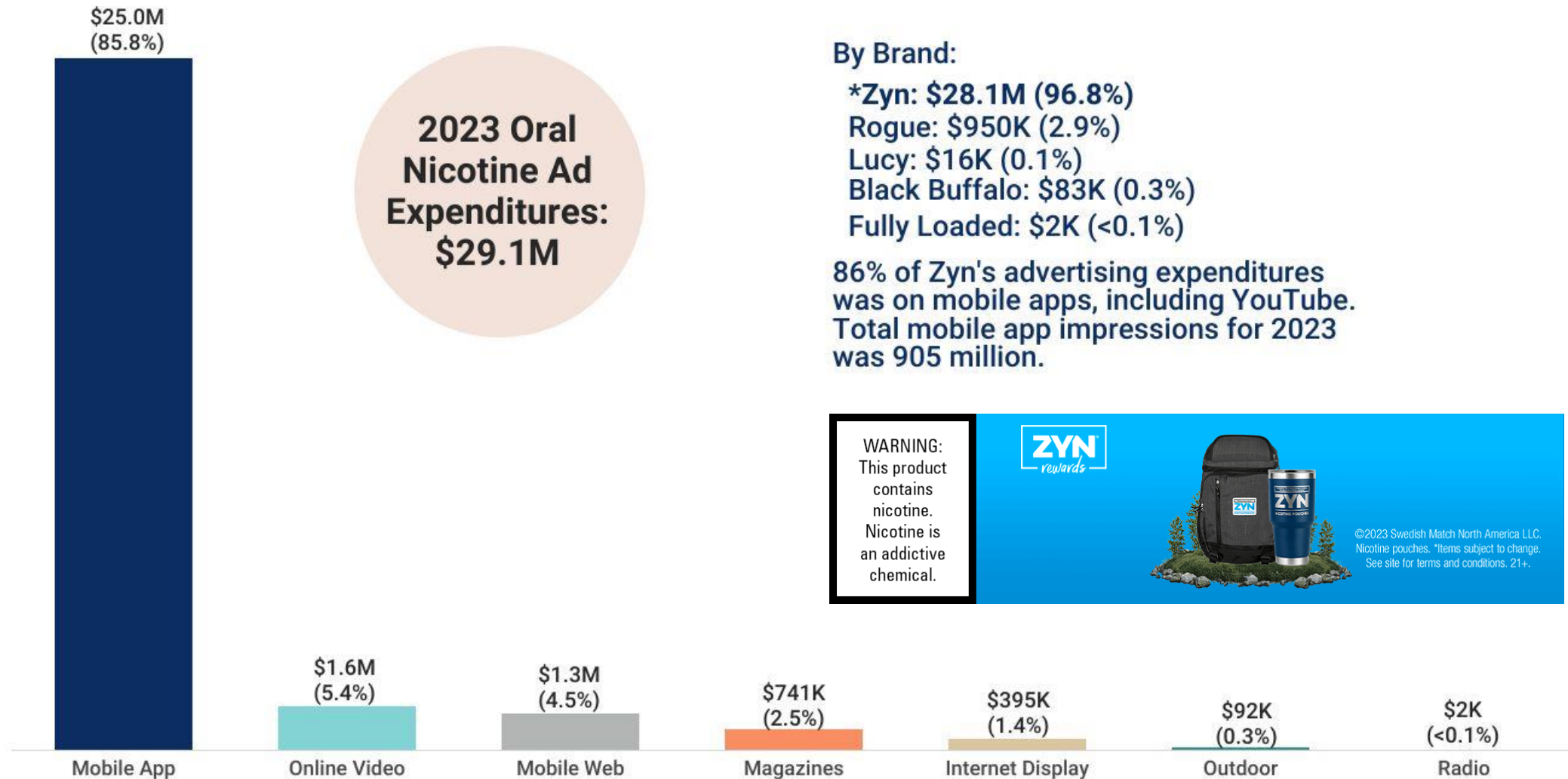
In 2023, \$679K was spent on tobacco advertising across Florida’s 10 DMAs in outdoor media, radio, and digital.

# U.S. Tobacco Advertising Expenditures by Product, 2019-2023

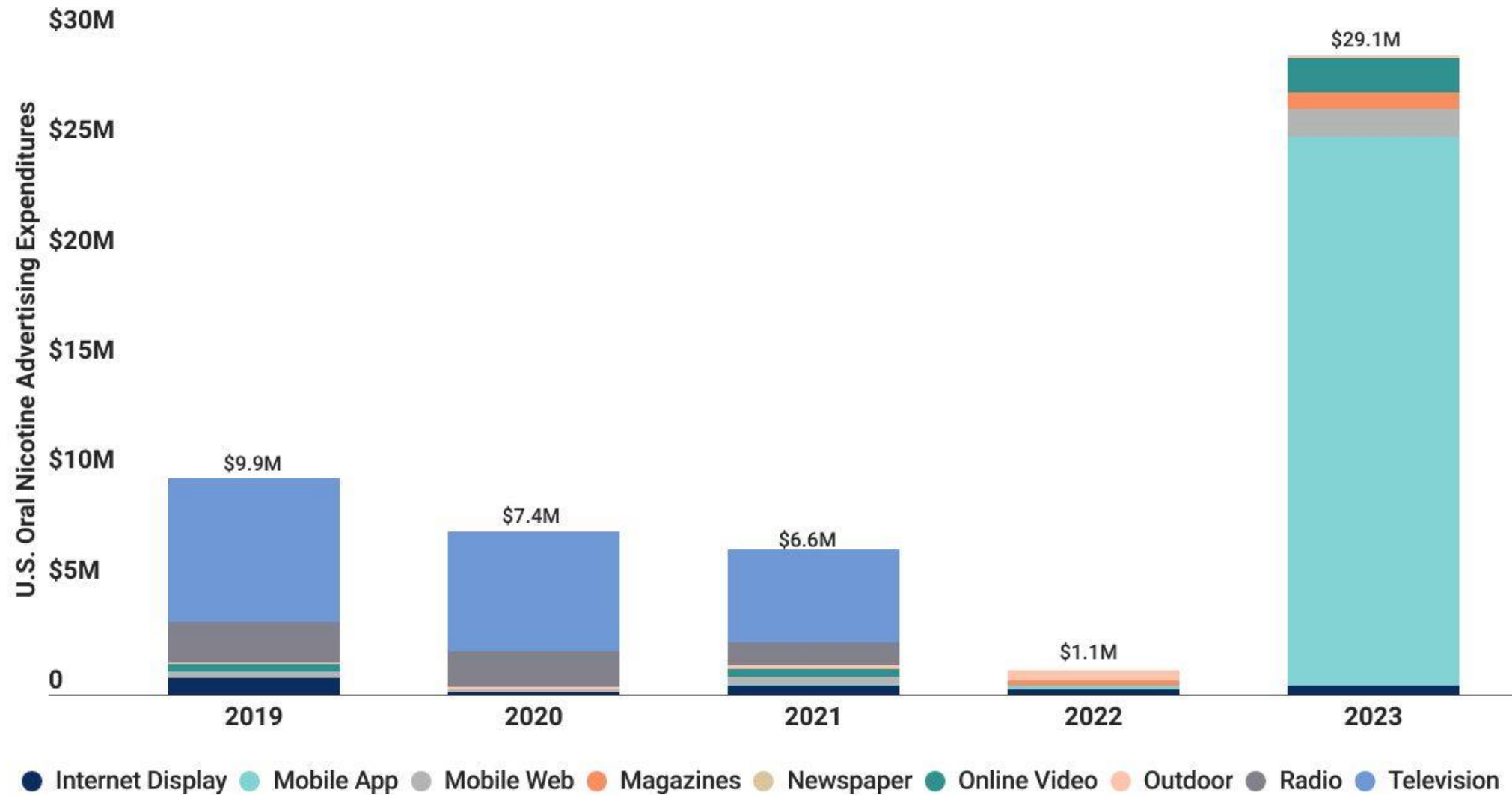


Cigars: traditional cigars, little cigars, and cigarillos; EVP: electronic vaping products; Smokeless tobacco: chewing tobacco, snuff, snus, and oral nicotine; Tobacco Company: ads for which the brand name provided was a tobacco company and general reference to tobacco (e.g., Lorillard: Tobacco) or tobacco company public relations ads; Other: corrective statements, dissolvables, hookah, multiple tobacco products, roll-your-own tobacco, smokeless alternatives, and ads for which the media vendor did not provide brand-level information.

# U.S. Oral Nicotine Advertising Expenditures, 2023



# U.S. Oral Nicotine Advertising Expenditures by Outlet, 2019-2023



# U.S. Oral Nicotine Advertising Expenditures by Brand, 2019-2023

Brand	2019	2020	2021	2022	2023
Black Buffalo	\$0	\$62,453	\$254,496	\$437,765	\$83,346
Fully Loaded	\$0	\$0	\$413	\$2,117	\$2,120
Lucy	\$0	\$26,456	\$35,185	\$62,604	\$16,404
Nic Nac Naturals	\$0	\$0	\$0	\$0	\$2,500
Nicotine Picks	\$0	\$0	\$411	\$0	\$0
On!	\$0	\$880	\$0	\$0	\$0
Pixotine	\$0	\$1	\$2,049	\$0	\$0
Revel	\$5	\$0	\$0	\$0	\$0
Rogue	\$0	\$72,054	\$39,232	\$0	\$838,465
Swedish Match*	\$0	\$395	\$0	\$0	\$0
Velo	\$9,656,288	\$7,171,321	\$5,776,819	\$0	\$0
Zippix	\$579	\$0	\$0	\$0	\$0
Zyn	\$205,652	\$57,457	\$489,952	\$612,984	\$28,135,151
<b>Total</b>	<b>\$9,862,524</b>	<b>\$7,391,107</b>	<b>\$6,598,557</b>	<b>\$1,115,470</b>	<b>\$29,077,986</b>

\*Swedish Match expenditures were for a generic nicotine pouch digital advertisement.

# Summary (1 of 5)

- In 2023, tobacco companies spent \$53.2M nationally on advertising in consumer media outlets.
  - Expenditures for products were highest for smokeless tobacco (\$34.0M; 64%), cigarettes (\$9.9M; 19%), and EVPs (\$3.3M; 6%).
  - Expenditures were highest in mobile apps (\$25.0M; 47%), magazines, (\$16.2M; 30%), newspapers (\$3.4M; 6%), and radio (\$2.7M; 5%).
- More than 85% of total expenditures were for products from the following brands:
  - Smokeless Tobacco: Zyn (53%); Grizzly (4%); Cougar (3%)
  - Cigarettes: Winston (9%); Lucky Strike (6%); Natural American Spirit (3%)
  - EVP: blu (6%)



# Summary (2 of 5)

- 8% of expenditures was for general tobacco company advertising (e.g., public relations advertising), of which 90% was spent by Philip Morris.
- Although most of the tobacco advertising buys were at the national market level, \$679,000 were spent on targeted ad buys across Florida's 10 DMAs in outdoor media, radio, and digital.
  - Blu (EVP): \$444,000 (65%) in Orlando
  - Al Capone Cigarillos: \$139,000 (20%) in Miami, Orlando, and Tampa
  - JC Newman Cigars: \$22,000 (3%) in Tampa



# Summary (3 of 5)

- Tobacco company advertising expenditures increased by 25% between 2022 (\$42.5M) and 2023 (\$53.2M).
  - Increase is largely explained by an increase in oral nicotine advertising expenditures, which increased from \$1.1M in 2022 to \$29.1M in 2023.
  - Advertising expenditures for smokeless tobacco and EVP increased while advertising expenditures for cigarettes and cigars decreased.
- Cigar advertising expenditures decreased by 21% between 2022 (\$1.3M) and 2023 (\$1.0M).
  - Between 2018 and 2021, Black & Mild represented a majority of cigar advertising expenditures, but starting in 2022, there was no advertising in consumer media outlets for Black & Mild.

# Summary (4 of 5)

- Smokeless tobacco advertising expenditures more than doubled between 2022 (\$15.9M) and 2023 (\$34.0M).
  - Between 2022 and 2023, oral nicotine advertising expenditures notably increased from \$1.1M (7% of smokeless tobacco advertising expenditures in 2022) to \$29.1M (86% of smokeless tobacco advertising expenditures in 2023).
  - Increase is largely explained by an increase in advertising expenditures for Zyn (from \$613K in 2022 to \$28.1M in 2023).
  - Advertising expenditures notably increased between 2022 and 2023 for Grizzly (from \$917K to \$2.4M) and Cougar (from \$0 to \$1.7M) and decreased for Copenhagen (from \$9.0M to \$120K), Kodiak (from \$2.9M to \$0) and Skoal (from \$1.9M to \$0).

# Summary (5 of 5)

- Cigarette advertising expenditures decreased by 52% between 2022 (\$20.6M) and 2023 (\$9.9M).
  - Decrease is largely explained by decrease in magazine advertising expenditures for Lucky Strike (from \$8.0M to \$3.3M) and Winston (from \$10.6M to \$4.5M).
  - There was a small amount of magazine advertising expenditures (\$79K) for VLN, a reduced nicotine cigarette that is authorized to be marketed as a modified risk tobacco product by FDA.
- EVP advertising expenditures increased by 43% between 2022 (\$2.3M) and 2023 (\$3.3M), with blu representing nearly all of 2023 EVP expenditures.

# References

- Federal Trade Commission. (2023a). Federal Trade Commission Cigarette Report for 2022. Washington, DC: Federal Trade Commission.
- Federal Trade Commission. (2023b). Federal Trade Commission Smokeless Tobacco Report for 2022. Washington, DC: Federal Trade Commission.

# Appendix A

## Key Measures

# Key Measures

- Occurrence: Frequency of ad placement
- Expenditure: Cost of ad placement
- Product: Product featured in an advertisement
- Brand: Brand name of the product featured in an advertisement.
- Market: Media market in which advertising appeared. Most advertising data are reported at the national level, although some data are reported at the local level. For magazine, digital, online video, television, and radio advertising data, local markets are defined by Nielsen designated market areas (DMAs). For outdoor media, where all data are reported at the local level, markets are defined by standard metropolitan statistical areas, but are mapped to DMAs.

# Key Measures

- Magazine Type: The Standard Rate and Data Service (SRDS) classification for a magazine
- Outdoor Media Advertisement Type: Type of outdoor media on which and advertisement appeared (30 sheet billboard, 8 sheet billboard, airport, bulletin billboard, digital billboard, bus transit, rail transit, other transit, shopping mall, stadiums, street furniture)
- Website Type: For digital advertising, the type of website on which an advertisement appeared, by Kantar classification
- Television program type: Type of television program on which and advertisement appeared, by Kantar classification

# Appendix B

## Advertising Expenditures by Consumer Media Outlet 2023



# 2023 Magazine Advertising Expenditures: Product & Brand

	Expenditures (\$)	% of Total Expenditures
Overall	\$16,189,127	100%
By Product and Brand		
Cigarettes	\$9,863,115	60.9%
Camel	\$19,250	0.1%
Kool	\$184,063	1.1%
Lucky Strike	\$3,281,011	20.3%
Natural American Spirit	\$1,835,817	11.3%
Winston	\$4,542,974	28.1%
Cigars	\$208,725	1.3%
MacAnudo	\$208,725	1.3%

	Expenditures (\$)	% of Total Expenditures
Overall	\$16,189,127	100%
By Product and Brand		
Smokeless Tobacco	\$5,650,864	34.9%
Camel	\$757,671	4.7%
Copenhagen	\$120,000	0.7%
Cougar	\$1,676,716	10.4%
Grizzly	\$2,355,555	14.6%
Rogue	\$740,922	4.6%
Tobacco Company	\$466,423	2.9%
Philip Morris	\$466,423	2.9%

# 2023 Magazine Advertising Expenditures: Magazine Type

	Expenditures (\$)	% of Total Expenditures
Overall	\$16,189,127	100%
By Magazine Type		
Automotive	\$979,440	6.0%
Business	\$638,023	3.9%
Entertainment	\$4,292,757	26.5%
Fashion	\$19,305	0.1%
Fishing & Hunting	\$363,320	2.2%
Home	\$203,524	1.3%

	Expenditures (\$)	% of Total Expenditures
Overall	\$16,189,127	100%
By Magazine Type		
Men's	\$2,564,351	15.8%
Music	\$1,389,229	8.6%
Newsweeklies	\$1,113,600	6.9%
Regional	\$31,600	0.2%
Science/Technology/Mechanics	\$203,555	1.3%
Sports	\$4,390,423	27.1%

# 2023 Magazine Advertising Expenditures: Market

	Expenditures (\$)	% of Total Expenditures
Overall	\$16,189,127	100%
By Market		
National	\$16,157,527	99.8%
Cleveland	\$5,970	0.0%
Los Angeles	\$25,630	0.2%

# 2023 Newspaper Advertising Expenditures: Product and Brand

	Expenditures (\$)	% of Total Expenditures
Overall	\$3,422,403	100%
By Product and Brand		
Cigarettes	\$79,245	2.3%
VLN	\$79,245	2.3%
Tobacco Company	\$3,343,158	97.7%
Altria	\$211,764	6.2%
Philip Morris	\$3,131,394	91.5%

# 2023 Newspaper Advertising Expenditures: Market

	Expenditures (\$)	% of Total Expenditures
Overall	\$3,422,403	100%
By Market		
National	\$2,752,932	80.4%
Chicago	\$62,663	1.8%
Denver	\$16,582	0.5%
New York	\$590,226	17.2%

# 2023 Radio Advertising Expenditures: Product & Brand

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,693,851	100%
By Product and Brand		
Cigars	\$754,559	28.0%
AJ Fernandez	\$867	0.0%
Al Capone	\$753,222	28.0%
Alec Bradley	\$263	0.0%
Casa Fuente	\$105	0.0%
Kristoff	\$45	0.0%
Swisher Sweets	\$57	0.0%
Smokeless Tobacco	\$1,936	0.1%
Zyn	\$1,936	0.1%

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,693,851	100%
By Product and Brand		
EVP	\$1,722,075	63.9%
42 Degrees	\$390	0.0%
Blu	\$1,721,166	63.9%
Breeze Smoke	\$519	0.0%
Smokeless Alternative	\$9,438	0.4%
Artisan Grange	\$9,438	0.4%
Tobacco Company	\$205,843	7.6%
Altria	\$205,843	7.6%

# 2023 Radio Advertising Expenditures: Market

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,693,851	100%
By Florida Market		
Ft. Myers	\$176	0.0%
Miami	\$75,580	2.8%
Orlando	\$251,648	9.3%
Tampa	\$19,138	0.7%
By Other Markets		
Atlanta	\$636,888	23.6%
Dallas	\$458,742	17.0%
Houston	\$297,117	11.0%
Washington, DC	\$206,490	7.7%
Charlotte	\$179,640	6.7%
Cleveland	\$139,927	5.2%

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,693,851	100%
By Other Markets		
Austin	\$132,545	4.9%
San Antonio	\$120,828	4.5%
Baltimore	\$42,001	1.6%
Detroit	\$40,617	1.5%
Philadelphia	\$32,205	1.2%
Columbus, OH	\$19,875	0.7%
Harlingen	\$10,757	0.4%
Richmond	\$7,450	0.3%
Cincinnati	\$7,014	0.3%
Phoenix	\$5,429	0.2%
All Other Markets	\$9,784	0.4%

# 2023 Television Advertising Expenditures: Product and Brand, Program Type, and Market

	Expenditures (\$)	% of Total Expenditures
Overall	\$5,880	100%
By Product and Brand		
Smokeless Alternative	\$5,880	100%
Smokey Mountain	\$5,880	100%
By Program Type		
Other Specific Event - Game	\$5,880	100%
By Market		
National	\$5,880	100%



# 2023 Outdoor Advertising Expenditures: Product & Brand

	Expenditures (\$)	% of Total Expenditures		Expenditures (\$)	% of Total Expenditures
Overall	\$2,377,115	100.0%	Overall	\$2,377,115	100.0%
By Product and Brand			By Product and Brand		
EVP	\$1,364,098	57.4%	Cigars	\$21,517	0.9%
Blu	\$1,336,734	56.2%	JC Newman	\$21,517	0.9%
Buck Naked	\$1,369	0.1%	Smokeless Tobacco	\$92,102	3.9%
E-Cig	\$6,974	0.3%	Nic Nac Naturals	\$2,500	0.1%
Rifbar	\$6,200	0.3%	Rogue	\$89,602	3.8%
Smoker Friendly	\$2,880	0.1%	Tobacco Company	\$3,800	0.2%
Smok TF-RTA	\$8,208	0.3%	ITG Brands	\$3,800	0.2%
Vapor-Fi	\$1,733	0.1%	Other (Brand Unavailable)	\$895,598	37.7%

# 2023 Outdoor Advertising Expenditures: Market

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,377,115	100.0%
By Market		
Atlanta	\$273,232	11.5%
Austin	\$44,560	1.9%
Birmingham	\$27,283	1.1%
Cedar Rapids	\$17,490	0.7%
Charleston, WV	\$33,818	1.4%
Charlotte	\$316,183	13.3%
Cleveland	\$194,630	8.2%
Columbus, OH	\$125,950	5.3%
Dallas	\$194,135	8.2%
Duluth	\$17,655	0.7%
Greenville, SC	\$32,514	1.4%

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,377,115	100.0%
By Market		
La Crosse	\$37,399	1.6%
<b>Mobile-Pensacola</b>	<b>\$31,074</b>	<b>1.3%</b>
Nashville	\$48,674	2.0%
Orlando	\$249,509	10.5%
Phoenix	\$31,557	1.3%
Portland, OR	\$17,262	0.7%
Raleigh	\$18,095	0.8%
Rapid City	\$69,597	2.9%
San Antonio	\$93,667	3.9%
<b>Tampa</b>	<b>\$23,656</b>	<b>1.0%</b>
All Other Markets	\$479,175	20.2%

# 2023 Outdoor Advertising Expenditures: Ad Type

	Expenditures (\$)	% of Total Expenditures
Overall	\$2,377,115	100.0%
By Ad Type		
30 Sheet	\$1,166,518	49.1%
Bulletin	\$747,491	31.4%
Bus Transit	\$21,517	0.9%
Digital	\$359,854	15.1%
Other	\$81,735	3.4%

# 2023 Digital Advertising Expenditures: Product & Brand

	Internet Display		Mobile App		Mobile Web		Online Video	
	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures
Overall	\$452,279	100.0%	\$24,954,001	100.0%	\$1,319,253	100.0%	\$1,778,411	100.0%
By Product and Brand								
Cigars	\$36,285	8.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Alec Bradley	\$7,940	1.8%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Arturo Fuente	\$4,634	1.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Holts	\$791	0.2%	\$0	0.0%	\$0	0.0%	\$0	0.0%
La Flor Dominicana	\$4,008	0.9%	\$0	0.0%	\$0	0.0%	\$0	0.0%
My Father	\$11,449	2.5%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Padron	\$7,463	1.7%	\$0	0.0%	\$0	0.0%	\$0	0.0%
EVP	\$21,207	4.7%	\$2,855	0.0%	\$1,476	0.1%	\$199,095	11.2%
Blu	\$20,721	4.6%	\$2,855	0.0%	\$1,476	0.1%	\$199,095	11.2%
Vuse	\$486	0.1%	\$0	0.0%	\$0	0.0%	\$0	0.0%

# 2023 Digital Advertising Expenditures: Product & Brand

	Internet Display		Mobile App		Mobile Web		Online Video	
	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures
Overall	\$452,279	100.0%	\$24,954,001	100.0%	\$1,319,253	100.0%	\$1,778,411	100.0%
By Product and Brand								
Smokeless Tobacco	\$394,787	87.3%	\$24,951,146	100.0%	\$1,317,777	99.9%	\$1,579,316	88.8%
Black Buffalo	\$32,190	7.1%	\$0	0.0%	\$17,073	1.3%	\$34,083	1.9%
Fully Loaded	\$2,120	0.5%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Lucy	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$16,404	0.9%
Rogue	\$5,073	1.1%	\$0	0.0%	\$2,868	0.2%	\$0	0.0%
Zyn	\$355,404	78.6%	\$24,951,146	100.0%	\$1,297,836	98.4%	\$1,528,829	86.0%

# 2023 Digital Advertising Expenditures: Website Type

	Internet Display		Mobile App		Mobile Web		Online Video	
	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures
Overall	\$452,279	100.0%	\$24,954,001	100.0%	\$1,319,253	100.0%	\$1,778,411	100.0%
By Website Type								
Business, Finance, & Investing	\$12,187	2.7%	\$0	0.0%	\$0	0.0%	\$85,313	4.8%
Careers & Employment	\$4,529	1.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Education & Reference	\$4,661	1.0%	\$0	0.0%	\$0	0.0%	\$67	0.0%
Fashion & Beauty	\$17,944	4.0%	\$0	0.0%	\$0	0.0%	\$48	0.0%
Food	\$798	0.2%	\$0	0.0%	\$0	0.0%	\$17,705	1.0%
General Interest/General Entertainment	\$47,409	10.5%	\$0	0.0%	\$1,667	0.1%	\$74,393	4.2%
Health & Fitness: Consumer	\$5,438	1.2%	\$0	0.0%	\$0	0.0%	\$5,813	0.3%
Music, Broadcasts, & Radio	\$2,077	0.5%	\$0	0.0%	\$810	0.1%	\$38,221	2.1%
Names, Numbers, & Mapping	\$18,038	4.0%	\$0	0.0%	\$2,395	0.2%	\$0	0.0%

# 2023 Digital Advertising Expenditures: Website Type

	Internet Display		Mobile App		Mobile Web		Online Video	
	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures
Overall	\$452,279	100.0%	\$24,954,001	100.0%	\$1,319,253	100.0%	\$1,778,411	100.0%
By Website Type								
Local News & Guides	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$190,401	10.7%
News & Current Events	\$62,168	13.7%	\$28,664	0.1%	\$1,193,275	90.5%	\$170,588	9.6%
Newspapers	\$109,858	24.3%	\$198,878	0.8%	\$0	0.0%	\$610,111	34.3%
Radio Stations	\$3,195	0.7%	\$590,328	2.4%	\$0	0.0%	\$0	0.0%
Special Interests/Special Hobbies	\$42,209	9.3%	\$0	0.0%	\$25,707	1.9%	\$478	0.0%
Sports/Sports Enthusiasts	\$74,810	16.5%	\$98,935	0.4%	\$91,181	6.9%	\$87,140	4.9%
Travel	\$13,757	3.0%	\$0	0.0%	\$0	0.0%	\$7	0.0%
TV Stations, Cable, & Programs	\$5,174	1.1%	\$314,370	1.3%	\$0	0.0%	\$289,798	16.3%
Video Portals	\$0	0.0%	\$23,649,493	94.8%	\$0	0.0%	\$0	0.0%
All Other Website Types	\$28,027	6.2%	\$73,333	0.3%	\$4,218	0.3%	\$52,543	3.0%

# 2023 Digital Advertising Expenditures: Market

	Internet Display		Mobile App		Mobile Web		Online Video	
	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures	Expenditures (\$)	% of Total Expenditures
Overall	\$452,279	100.0%	\$24,954,001	100.0%	\$1,319,253	100.0%	\$1,778,411	100.0%
By Market								
National	\$356,874	78.9%	\$23,851,428	95.6%	\$1,319,253	100.0%	\$1,131,620	63.6%
Atlanta	\$0	0.0%	\$78,400	0.3%	\$0	0.0%	\$0	0.0%
Boston	\$475	0.1%	\$0	0.0%	\$0	0.0%	\$173,025	9.7%
Hartford	\$0	0.0%	\$196,921	0.8%	\$0	0.0%	\$0	0.0%
<b>Jacksonville</b>	<b>\$0</b>	<b>0.0%</b>	<b>\$2,351</b>	<b>0.0%</b>	<b>\$0</b>	<b>0.0%</b>	<b>\$0</b>	<b>0.0%</b>
Los Angeles	\$791	0.2%	\$164,610	0.7%	\$0	0.0%	\$0	0.0%
Louisville	\$0	0.0%	\$266,827	1.1%	\$0	0.0%	\$0	0.0%
New York	\$71,134	15.7%	\$147,295	0.6%	\$0	0.0%	\$401,545	22.6%
<b>Tampa</b>	<b>\$436</b>	<b>0.1%</b>	<b>\$10,409</b>	<b>0.0%</b>	<b>\$0</b>	<b>0.0%</b>	<b>\$1,268</b>	<b>0.1%</b>
All Other Markets	\$23,360	5.2%	\$235,760	0.9%	\$0	0.0%	\$70,953	4.0%