

Alcoholic-Beverage Advertising Expenditures

Beer Industry Advertising Expenditures, 1998-2002

(\$\$ in Thousands)

Year	Print	TV	Radio	Total
1998	79,773.6	667,687.1	16,767.3	764,228.0
1999	98,180.7	686,688.9	14,820.7	799,690.3
2000	125,364.8	770,071.8	15,005.4	910,442.0
2001	150,692.2	815,378.1	19,286.6	985,356.9
2002	179,247.6	972,225.5	18,327.8	1,169,800.9
% Change 1998-2002	+124.7	+45.6	+9.3	+53.1

Source: Adams Business Media, *Beer Handbook*

Wine Industry Advertising Expenditures, 1998-2002

(\$\$ in Thousands)

Year	Print	TV	Radio	Total
1998	43,831.2	61,867.8	25,877.6	131,576.6
1999	42,752.3	57,709.8	20,048.6	120,510.7
2000	52,412.9	58,601.5	24,169.0	135,183.4
2001	51,802.9	48,361.4	14,583.0	114,747.3
2002	57,710.0	48,207.0	16,499.5	122,416.6
% Change 1998-2002	+31.7	-22.1	-36.2	-6.96

Source: Adams Business Media, *Wine Handbook*

Liquor Industry Advertising Expenditures, 1999-2002

(\$\$ in Thousands)

Year	Print	TV	Radio	Total
1999	304,254.9	2,921.1	14,240.5	321,416.5
2000	351,857.5	4,268.3	20,887.5	377,013.3
2001	378,259.4	6,018.2	22,392.1	406,669.7
2002	363,115.9	18,400.2	26,614.8	408,130.9
% Change 1999-2002	+19.3	+530.0	+86.9	+27.0

Source: Adams Business Media, *Liquor Handbook*

December 2003