

2004 advertising to sales ratios for 200 largest ad spending industries

Industry	SIC Code	Advertising as % of sales	Annual ad growth %
DISTILLED AND BLENDED LIQUOR	2085	15.8	10.5
REAL ESTATE AGENTS & MGRS	6531	14	12.4
MOTION PIC, VIDEOTAPE PRODTN	7812	12.5	9.6
OFFICES OF MEDICAL DOCTORS	8011	12	11.3
TRANSPORTATION SERVICES	4700	11.7	11.2
SOAP,DETERGENT,TOILET PREPS	2840	11.6	4.3
TELEVISION BROADCAST STATION	4833	11.2	7.4
DOLLS AND STUFFED TOYS	3942	11.2	-0.4
FOOD AND KINDRED PRODUCTS	2000	11.1	8.3
SPECIAL CLEAN,POLISH PREPS	2842	10.9	13.9
WATCHES, CLOCKS AND PARTS	3873	9.7	3.8
AMUSEMENT PARKS	7996	9.6	5.6
RUBBER AND PLASTICS FOOTWEAR	3021	9.3	3.8
BEVERAGES	2080	9	2
GAMES,TOYS,CHLD VEH,EX DOLLS	3944	8.8	5.2
MALT BEVERAGES	2082	8.7	8.5
WATER TRANSPORTATION	4400	8.1	8.3
NEWSPAPER:PUBG, PUBG & PRINT	2711	7.7	5.5
BOOKS: PUBG, PUBG & PRINTING	2731	7.7	-0.8
MANIFOLD BUSINESS FORMS	2761	7.6	9.4
SPORTING & ATHLETIC GDS, NEC	3949	7.5	5.3
PERFUME,COSMETIC,TOILET PREP	2844	7.2	4.1
MACHINERY AND EQUIPMENT-WHSL	5080	7.1	-0.1
EDUCATIONAL SERVICES	8200	6.8	9.2
CUTLERY, HANDTOOLS,GEN HRDWR	3420	6.5	-18
CABLE AND OTHER PAY TV SVCS	4841	6.5	10.3
BLANKBOOKS,BINDERS,BOOKBIND	2780	6.3	-2.8
SUGAR & CONFECTIONERY PRODS	2060	6.1	3.7
PATENT OWNERS AND LESSORS	6794	6.1	18.5

PERIODICAL:PUBG,PUBG & PRINT	2721	6	-11.6
FURNITURE STORES	5712	5.9	8.1
ELECTRIC HOUSEWARES AND FANS	3634	5.7	4.7
IN VITRO,IN VIVO DIAGNOSTICS	2835	5.6	14.7
WOOD HSHLD FURN, EX UPHOLSRD	2511	5.1	-4.6
APPAREL,PIECE GDS,NOTNS-WHSL	5130	5.1	6.3
MISC FABRICATED METAL PRODS	3490	5	3.5
MISC FOOD PREPS, KINDRED PDS	2090	4.9	2.1
HEALTH SERVICES	8000	4.9	10.6
WMNS,MISS,CHLD,INFNT UNDRMT	2340	4.8	4.9
PHARMACEUTICAL PREPARATIONS	2834	4.7	7
PAPER MILLS	2621	4.7	8.8
OPHTHALMIC GOODS	3851	4.6	7.4
JEWELRY STORES	5944	4.6	5.4
ELECTRICAL INDL APPARATUS	3620	4.6	-1.2
TOBACCO PRODUCTS	2100	4.3	1.8
GRAIN MILL PRODUCTS	2040	4.3	6.4
APPAREL & OTHER FINISHED PDS	2300	4.3	-3.3
RETAIL STORES, NEC	5990	4.2	3.6
MISC ELEC MACHY,EQ,SUPPLIES	3690	4.2	4.2
GROCERIES & RELATED PDS-WHSL	5140	4.2	7.7
HOUSEHOLD FURNITURE	2510	4.1	1.6
FOOTWEAR, EXCEPT RUBBER	3140	4.1	2.2
TEXTILE MILL PRODUCTS	2200	4	0.9
CMP PROGRAMMING,DATA PROCESS	7370	4	-0.2
CIGARETTES	2111	4	-10.7
PERSONAL SERVICES	7200	3.8	5.8
HOBBY, TOY, AND GAME SHOPS	5945	3.8	14.4
BLDG MATL,HARDWR,GARDEN-RETL	5200	3.8	1.9
CAN,FROZN,PRESRV FRUIT & VEG	2030	3.7	-7.9
APPAREL AND ACCESSORY STORES	5600	3.7	2.2
MISC SHOPPING GOODS STORES	5940	3.6	10.7
KNIT OUTERWEAR MILLS	2253	3.5	1.2
DEPARTMENT STORES	5311	3.5	-0.8
CHEMICALS & ALLIED PRODUCTS	2800	3.5	14.1
INDL COML FANS,BLOWRS,OTH EQ	3564	3.4	2.7
MENS,BOYS FRNSH, WORK CLTHNG	2320	3.3	0.7
AUTO REPAIR,SERVICES,PARKING	7500	3.3	-0.8
REAL ESTATE INVESTMENT TRUST	6798	3.2	1
EATING PLACES	5812	3.2	5.2
COMMUNICATIONS SERVICES, NEC	4899	3.2	6.3
CATALOG, MAIL-ORDER HOUSES	5961	3.2	1.3

WOMENS,MISSES,JRS OUTERWEAR	2330	3.1	6.5
POTTERY AND RELATED PRODUCTS	3260	3	-3.6
MISC TRANSPORTATION EQUIP	3790	2.9	13
FABRICATED PLATE WORK	3443	2.9	12.1
EQUIP RENTAL & LEASING, NEC	7359	2.9	0.1
COMPUTER PERIPHERAL EQ, NEC	3577	2.9	5.9
RADIO,TV,CONS ELECTR STORES	5731	2.8	0
WOMEN'S CLOTHING STORES	5621	2.7	3.3
PREPACKAGED SOFTWARE	7372	2.7	5.9
BTLD & CAN SOFT DRINKS,WATER	2086	2.7	7.9
AGRICULTURAL CHEMICALS	2870	2.7	-3.9
RADIOTELEPHONE COMMUNICATION	4812	2.6	7.7
PHOTOGRAPHIC EQUIP & SUPPLY	3861	2.6	2.5
HOME FURNITURE & EQUIP STORE	5700	2.6	10.2
ELECTR, OTH ELEC EQ, EX CMP	3600	2.6	3.3
LEATHER AND LEATHER PRODUCTS	3100	2.5	3.6
SHOE STORES	5661	2.4	1
MOTOR VEHICLES & CAR BODIES	3711	2.4	6.1
AUTO RENT & LEASE,NO DRIVERS	7510	2.4	-5.1
VIDEO TAPE RENTAL	7841	2.3	5.7
SEMICONDUCTOR,RELATED DEVICE	3674	2.3	9
RACING,INCL TRACK OPERATIONS	7948	2.3	1.6
POULTRY SLAUGHTER & PROCESS	2015	2.3	-12.8
PHONE COMM EX RADIOTELEPHONE	4813	2.3	2
FAMILY CLOTHING STORES	5651	2.3	5.1
CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	2.3	15
WINE,BRANDY & BRANDY SPIRITS	2084	2.2	-18
SURGICAL,MED INSTR,APPARATUS	3841	2.2	9.6
SPEC OUTPATIENT FACILITY,NEC	8093	2.2	39.8
ORTHO,PROSTH,SURG APPL,SUPLY	3842	2.2	9.7
METALWORKING MACHINERY & EQ	3540	2.2	-6.3
HOTELS AND MOTELS	7011	2.2	-3.7
GENERAL INDL MACH & EQ, NEC	3569	2.2	0.4
EMPLOYMENT AGENCIES	7361	2.2	-7.7
COMPUTER COMMUNICATION EQUIP	3576	2.2	0.2
TIRES AND INNER TUBES	3011	2.1	7.4
RADIO BROADCASTING STATIONS	4832	2.1	16.1
MISC AMUSEMENT & REC SERVICE	7990	2.1	5.7
RECORD AND TAPE STORES	5735	2	4.9
CMP PROCESSING,DATA PREP SVC	7374	2	3
INVESTMENT ADVICE	6282	1.7	1.4
INS AGENTS,BROKERS & SERVICE	6411	1.7	22.3

SECURITY BROKERS & DEALERS	6211	1.6	-4.8
MISC CHEMICAL PRODUCTS	2890	1.6	-3.7
SHIP & BOAT BLDG & REPAIRING	3730	1.5	9.2
MISC MANUFACTURNG INDUSTRIES	3990	1.5	2.6
FINANCE LESSORS	6172	1.5	9.9
ELECTROMEDICAL APPARATUS	3845	1.5	17.1
AUTO AND HOME SUPPLY STORES	5531	1.5	12.2
AIR-COND,HEATING,REFRIG EQ	3585	1.5	5.4
ADVERTISING	7310	1.5	10.4
SECURITY & COMMODITY BROKERS	6200	1.4	-7.7
PAINTS, VARNISHES, LACQUERS	2851	1.4	5.2
MORTGAGE BANKERS & LOAN CORR	6162	1.4	10.4
MISC NONDURABLE GOODS-WHSL	5190	1.4	0
INDUSTRIAL ORGANIC CHEMICALS	2860	1.4	1.8
HOUSEHOLD APPLIANCES	3630	1.4	-1.4
COMPUTER & OFFICE EQUIPMENT	3570	1.4	10.3
TELE & TELEGRAPH APPARATUS	3661	1.3	-10.2
FUNCTIONS REL TO DEP BKG,NEC	6099	1.3	4.5
SRCH,DET,NAV,GUID,AERO SYS	3812	1.2	10.7
PAPER AND ALLIED PRODUCTS	2600	1.2	-1.4
MISC BUSINESS SERVICES	7380	1.2	0.6
MEAT PACKING PLANTS	2011	1.2	4.7
ELECTRONIC COMPUTERS	3571	1.2	-3.9
COMMUNICATIONS EQUIP, NEC	3669	1.2	16.5
CMP INTEGRATED SYS DESIGN	7373	1.2	2.8
BAKERY PRODUCTS	2050	1.2	-1.5
LUMBER & OTH BLDG MATL-RETL	5211	1.1	10.9
ENGINES AND TURBINES	3510	1.1	-1.1
DAIRY PRODUCTS	2020	1.1	12.2
CONVRT PAPR,PAPRBRD,EX BOXES	2670	1.1	-11.7
BUSINESS SERVICES, NEC	7389	1.1	-1.1
AGRICULTURAL SERVICES	700	1.1	11.4
VARIETY STORES	5331	1	6.4
RADIO, TV BROADCAST, COMM EQ	3663	1	8.1
MOTION PICTURE THEATERS	7830	1	9.6
GROCERY STORES	5411	1	3
CHEMICALS & ALLIED PDS-WHSL	5160	1	-1.5
BIOLOGICAL PDS,EX DIAGNSTICS	2836	1	18.4
AUTO DEALERS, GAS STATIONS	5500	1	7.9
PLASTICS PRODUCTS, NEC	3089	0.9	4.3
MOTORCYCLES,BICYCLES & PARTS	3751	0.9	-11.5
MISC EQUIP RENTAL & LEASING	7350	0.9	15.4

AIR TRANSPORT, SCHEDULED	4512	0.9	-2
ABRASIVE,ASBESTOS,MISC MINRL	3290	0.9	-2.6
OPERATIVE BUILDERS	1531	0.8	10.8
LAB ANALYTICAL INSTRUMENTS	3826	0.8	4.9
GENERAL INDUSTRIAL MACH & EQ	3560	0.8	11.5
FARM MACHINERY AND EQUIPMENT	3523	0.8	3.7
ELECTRIC LIGHTING, WIRING EQ	3640	0.8	-4.3
PAPER & PAPER PRODUCTS-WHSL	5110	0.7	11
MANAGEMENT CONSULTING SVCS	8742	0.7	8.4
INDUSTRIAL MEASUREMENT INSTR	3823	0.7	7.7
DRUG & PROPRIETARY STORES	5912	0.7	8.1
COML PHYSICAL, BIOLOGCL RESH	8731	0.7	8.7
SUBDIVIDE, DEV, EX CEMETERY	6552	0.6	31.9
MED, DENTAL, HOSP EQ-WHSL	5047	0.6	2.3
LIFE INSURANCE	6311	0.6	9.7
CACULATE,ACCT MACH,EX COMP	3578	0.6	-7.9
AIR COURIER SERVICES	4513	0.6	1.1
TRUCKING, EXCEPT LOCAL	4213	0.5	9.5
SPECIAL INDUSTRY MACHY, NEC	3559	0.5	-9.7
PROF & COML EQ & SUPPLY-WHSL	5040	0.5	13.7
ELECTRIC & OTHER SERV COMB	4931	0.5	14.3
CEMENT, HYDRAULIC	3241	0.5	10.9
REFUSE SYSTEMS	4953	0.4	24.9
PLASTICS,RESINS,ELASTOMERS	2821	0.4	5.6
MOTOR VEHICLE PART,ACCESSORY	3714	0.4	3.6
HOSPITAL & MEDICAL SVC PLANS	6324	0.4	10.7
HELP SUPPLY SERVICES	7363	0.4	0.5
ENGR,ACC,RESH,MGMT,REL SVCS	8700	0.4	3.1
CONVENIENCE STORES	5412	0.4	7.8
CONGLOMERATE	9997	0.4	-17
COMMERCIAL PRINTING	2750	0.4	-2.3
TRUCKING,COURIER SVC,EX AIR	4210	0.3	2
CONSTRUCTION MACHINERY & EQ	3531	0.3	-1.5
COMPUTER STORAGE DEVICES	3572	0.3	-11
AGRICULTURE PRODUCTION-CROPS	100	0.3	-1.2
ACCIDENT & HEALTH INSURANCE	6321	0.3	-3.1
STEEL WORKS & BLAST FURNACES	3312	0.2	18.8
PLASTC,SYNTH MATLS;EX GLASS	2820	0.2	-7.3
PETROLEUM REFINING	2911	0.2	19.8
PERSONAL CREDIT INSTITUTIONS	6141	0.2	4.4
OIL & GAS FIELD MACHY, EQUIP	3533	0.2	-11.2
ELECTRONIC PARTS,EQ-WHSL,NEC	5065	0.2	-6.6

INDL INORGANIC CHEMICALS	2810	0.1	2.8
DURABLE GOODS-WHOLESALE	5000	0.1	15.4
DRUGS AND PROPRIETARY-WHSL	5122	0	16

NOTE: Advertising Ratios & Budgets covers over 300 industries. The 200 industries listed here were selected as the industries with the largest dollar volume of advertising based on estimated 2004 spending. For information about other industries, contact Schonfeld & Associates, Inc. SIC = Standard Industrial Classification number; Ad \$ as % Sales = Advertising / Net Sales; Ad \$ as % Margin = Advertising Expense/(Net Sales-Cost of Goods Sold); Annual