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2004 advertising to sales ratios for 200 largest ad spending industries

Industry	SIC Code	Advertising as % of sales	Advertising as % of margin	Annual ad growth %
ABRASIVE,ASBESTOS,MISC MINRL	3290	0.9	4.1	-2.6
ACCIDENT & HEALTH INSURANCE	6321	0.3	1.2	-3.1
ADVERTISING	7310	1.5	3.3	10.4
AGRICULTURAL CHEMICALS	2870	2.7	6.6	-3.9
AGRICULTURAL SERVICES	700	1.1	4.5	11.4
AGRICULTURE PRODUCTION-CROPS	100	0.3	3.3	-1.2
AIR COURIER SERVICES	4513	0.6	2.3	1.1
AIR TRANSPORT, SCHEDULED	4512	0.9	3.2	-2.0
AIR-COND,HEATING,REFRIG EQ	3585	1.5	6.0	5.4
AMUSEMENT PARKS	7996	9.6	19.5	5.6
APPAREL & OTHER FINISHED PDS	2300	4.3	10.5	-3.3
APPAREL AND ACCESSORY STORES	5600	3.7	9.0	2.2
APPAREL,PIECE GDS,NOTNS-WHSL	5130	5.1	14.5	6.3
AUTO AND HOME SUPPLY STORES	5531	1.5	3.2	12.2
AUTO DEALERS, GAS STATIONS	5500	1.0	6.4	7.9
AUTO RENT & LEASE,NO DRIVERS	7510	2.4	6.0	-5.1
AUTO REPAIR,SERVICES,PARKING	7500	3.3	14.5	-0.8
BAKERY PRODUCTS	2050	1.2	2.5	-1.5
BEVERAGES	2080	9.0	14.4	2.0
BIOLOGICAL PDS,EX DIAGNSTICS	2836	1.0	1.2	18.4
BLANKBOOKS,BINDERS,BOOKBIND	2780	6.3	9.6	-2.8
BLDG MATL,HARDWR,GARDEN-RETL	5200	3.8	8.6	1.9
BOOKS: PUBG, PUBG & PRINTING	2731	7.7	15.9	-0.8
BTLD & CAN SOFT DRINKS,WATER	2086	2.7	5.5	7.9
BUSINESS SERVICES, NEC	7389	1.1	2.9	-1.1
CABLE AND OTHER PAY TV SVCS	4841	6.5	12.2	10.3

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CACULATE,ACCT MACH,EX COMP	3578	0.6	1.9	-7.9
CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	2.3	7.5	15.0
CAN,FROZN,PRESRV FRUIT & VEG	2030	3.7	11.2	-7.9
CATALOG, MAIL-ORDER HOUSES	5961	3.2	13.4	1.3
CEMENT, HYDRAULIC	3241	0.5	1.4	10.9
CHEMICALS & ALLIED PDS-WHSL	5160	1.0	4.7	-1.5
CHEMICALS & ALLIED PRODUCTS	2800	3.5	5.7	14.1
CIGARETTES	2111	4.0	13.9	-10.7
CMP INTEGRATED SYS DESIGN	7373	1.2	3.4	2.8
CMP PROCESSING,DATA PREP SVC	7374	2.0	5.6	3.0
CMP PROGRAMMING,DATA PROCESS	7370	4.0	10.8	-0.2
COML PHYSICAL, BIOLOGCL RESH	8731	0.7	1.5	8.7
COMMERCIAL PRINTING	2750	0.4	2.2	-2.3
COMMUNICATIONS EQUIP, NEC	3669	1.2	2.8	16.5
COMMUNICATIONS SERVICES, NEC	4899	3.2	6.9	6.3
COMPUTER & OFFICE EQUIPMENT	3570	1.4	5.0	10.3
COMPUTER COMMUNICATION EQUIP	3576	2.2	2.4	0.2
COMPUTER PERIPHERAL EQ, NEC	3577	2.9	5.5	5.9
COMPUTER STORAGE DEVICES	3572	0.3	0.9	-11.0
CONGLOMERATE	9997	0.4	1.3	-17.0
CONSTRUCTION MACHINERY & EQ	3531	0.3	1.1	-1.5
CONVENIENCE STORES	5412	0.4	1.8	7.8
CONVRT PAPR,PAPRBRD,EX BOXES	2670	1.1	2.7	-11.7
CUTLERY, HANDTOOLS,GEN HRDWR	3420	6.5	11.8	-18.0
DAIRY PRODUCTS	2020	1.1	5.0	12.2
DEPARTMENT STORES	5311	3.5	10.4	-0.8
DISTILLED AND BLENDED LIQUOR	2085	15.8	43.8	10.5
DOLLS AND STUFFED TOYS	3942	11.2	21.3	-0.4
DRUG & PROPRIETARY STORES	5912	0.7	3.8	8.1
DRUGS AND PROPRIETARY-WHSL	5122	0.0	0.7	16.0
DURABLE GOODS-WHOLESALE	5000	0.1	1.6	15.4
EATING PLACES	5812	3.2	14.3	5.2
EDUCATIONAL SERVICES	8200	6.8	13.4	9.2
ELECTR, OTH ELEC EQ, EX CMP	3600	2.6	7.6	3.3
ELECTRIC & OTHER SERV COMB	4931	0.5	1.8	14.3
ELECTRIC HOUSEWARES AND FANS	3634	5.7	15.5	4.7
ELECTRIC LIGHTING, WIRING EQ	3640	0.8	2.3	-4.3
ELECTRICAL INDL APPARATUS	3620	4.6	13.1	-1.2
ELECTROMEDICAL APPARATUS	3845	1.5	2.3	17.1
ELECTRONIC COMPUTERS	3571	1.2	5.0	-3.9
ELECTRONIC PARTS,EQ-WHSL,NEC	5065	0.2	1.2	-6.6
EMPLOYMENT AGENCIES	7361	2.2	6.1	-7.7
ENGINES AND TURBINES	3510	1.1	4.7	-1.1
ENGR,ACC,RESH,MGMT,REL SVCS	8700	0.4	1.6	3.1
EQUIP RENTAL & LEASING, NEC	7359	2.9	4.7	0.1
FABRICATED PLATE WORK	3443	2.9	8.7	12.1
FAMILY CLOTHING STORES	5651	2.3	6.3	5.1
FARM MACHINERY AND EQUIPMENT	3523	0.8	3.3	3.7
FINANCE LESSORS	6172	1.5	1.8	9.9

FOOD AND KINDRED PRODUCTS	2000	11.1	21.1	8.3
FOOTWEAR, EXCEPT RUBBER	3140	4.1	9.6	2.2
FUNCTIONS REL TO DEP BKG,NEC	6099	1.3	5.9	4.5
FURNITURE STORES	5712	5.9	14.6	8.1
GAMES,TOYS,CHLD VEH,EX DOLLS	3944	8.8	18.4	5.2
GENERAL INDL MACH & EQ, NEC	3569	2.2	4.4	0.4
GENERAL INDUSTRIAL MACH & EQ	3560	0.8	1.6	11.5
GRAIN MILL PRODUCTS	2040	4.3	20.3	6.4
GROCERIES & RELATED PDS-WHSL	5140	4.2	20.0	7.7
GROCERY STORES	5411	1.0	3.8	3.0
HEALTH SERVICES	8000	4.9	13.1	10.6
HELP SUPPLY SERVICES	7363	0.4	2.3	0.5
HOBBY, TOY, AND GAME SHOPS	5945	3.8	11.2	14.4
HOME FURNITURE & EQUIP STORE	5700	2.6	6.2	10.2
HOSPITAL & MEDICAL SVC PLANS	6324	0.4	1.5	10.7
HOTELS AND MOTELS	7011	2.2	7.9	-3.7
HOUSEHOLD APPLIANCES	3630	1.4	5.7	-1.4
HOUSEHOLD FURNITURE	2510	4.1	14.1	1.6
IN VITRO,IN VIVO DIAGNOSTICS	2835	5.6	9.3	14.7
INDL COML FANS,BLOWRS,OTH EQ	3564	3.4	10.1	2.7
INDL INORGANIC CHEMICALS	2810	0.1	0.3	2.8
INDUSTRIAL MEASUREMENT INSTR	3823	0.7	1.7	7.7
INDUSTRIAL ORGANIC CHEMICALS	2860	1.4	5.4	1.8
INS AGENTS,BROKERS & SERVICE	6411	1.7	2.6	22.3
INVESTMENT ADVICE	6282	1.7	3.1	1.4
JEWELRY STORES	5944	4.6	10.9	5.4
KNIT OUTERWEAR MILLS	2253	3.5	9.1	1.2
LAB ANALYTICAL INSTRUMENTS	3826	0.8	1.5	4.9
LEATHER AND LEATHER PRODUCTS	3100	2.5	3.7	3.6
LIFE INSURANCE	6311	0.6	7.4	9.7
LUMBER & OTH BLDG MATL-RETL	5211	1.1	3.3	10.9
MACHINERY AND EQUIPMENT-WHSL	5080	7.1	26.8	-0.1
MALT BEVERAGES	2082	8.7	17.9	8.5
MANAGEMENT CONSULTING SVCS	8742	0.7	2.6	8.4
MANIFOLD BUSINESS FORMS	2761	7.6	21.8	9.4
MEAT PACKING PLANTS	2011	1.2	12.7	4.7
MED, DENTAL, HOSP EQ-WHSL	5047	0.6	2.4	2.3
MENS,BOYS FRNSH, WORK CLTHNG	2320	3.3	7.4	0.7
METALWORKING MACHINERY & EQ	3540	2.2	5.8	-6.3
MISC AMUSEMENT & REC SERVICE	7990	2.1	5.4	5.7
MISC BUSINESS SERVICES	7380	1.2	2.3	0.6
MISC CHEMICAL PRODUCTS	2890	1.6	4.9	-3.7
MISC ELEC MACHY,EQ,SUPPLIES	3690	4.2	12.1	4.2
MISC EQUIP RENTAL & LEASING	7350	0.9	2.1	15.4
MISC FABRICATED METAL PRODS	3490	5.0	15.0	3.5
MISC FOOD PREPS, KINDRED PDS	2090	4.9	10.0	2.1
MISC MANUFACTURNG INDUSTRIES	3990	1.5	2.9	2.6
MISC NONDURABLE GOODS-WHSL	5190	1.4	5.9	0.0
MISC SHOPPING GOODS STORES	5940	3.6	10.6	10.7

MISC TRANSPORTATION EQUIP	3790	2.9	13.9	13.0
MORTGAGE BANKERS & LOAN CORR	6162	1.4	2.5	10.4
MOTION PIC, VIDEOTAPE PRODTN	7812	12.5	23.8	9.6
MOTION PICTURE THEATERS	7830	1.0	4.3	9.6
MOTOR VEHICLE PART,ACCESSORY	3714	0.4	2.4	3.6
MOTOR VEHICLES & CAR BODIES	3711	2.4	9.5	6.1
MOTORCYCLES,BICYCLES & PARTS	3751	0.9	2.1	-11.5
NEWSPAPER:PUBG, PUBG & PRINT	2711	7.7	16.1	5.5
OFFICES OF MEDICAL DOCTORS	8011	12.0	64.5	11.3
OIL & GAS FIELD MACHY, EQUIP	3533	0.2	0.6	-11.2
OPERATIVE BUILDERS	1531	0.8	3.2	10.8
OPHTHALMIC GOODS	3851	4.6	6.6	7.4
ORTHO,PROSTH,SURG APPL,SUPLY	3842	2.2	3.5	9.7
PAINTS, VARNISHES, LACQUERS	2851	1.4	3.5	5.2
PAPER & PAPER PRODUCTS-WHSL	5110	0.7	4.1	11.0
PAPER AND ALLIED PRODUCTS	2600	1.2	6.3	-1.4
PAPER MILLS	2621	4.7	24.1	8.8
PATENT OWNERS AND LESSORS	6794	6.1	12.4	18.5
PERFUME,COSMETIC,TOILET PREP	2844	7.2	16.1	4.1
PERIODICAL:PUBG,PUBG & PRINT	2721	6.0	19.0	-11.6
PERSONAL CREDIT INSTITUTIONS	6141	0.2	0.4	4.4
PERSONAL SERVICES	7200	3.8	11.6	5.8
PETROLEUM REFINING	2911	0.2	0.9	19.8
PHARMACEUTICAL PREPARATIONS	2834	4.7	6.2	7.0
PHONE COMM EX RADIOTELEPHONE	4813	2.3	4.3	2.0
PHOTOGRAPHIC EQUIP & SUPPLY	3861	2.6	6.0	2.5
PLASTC,SYNTH MATLS;EX GLASS	2820	0.2	1.0	-7.3
PLASTICS PRODUCTS, NEC	3089	0.9	3.4	4.3
PLASTICS,RESINS,ELASTOMERS	2821	0.4	2.2	5.6
POTTERY AND RELATED PRODUCTS	3260	3.0	6.3	-3.6
POULTRY SLAUGHTER & PROCESS	2015	2.3	5.3	-12.8
PREPACKAGED SOFTWARE	7372	2.7	3.5	5.9
PROF & COML EQ & SUPPLY-WHSL	5040	0.5	1.1	13.7
RACING,INCL TRACK OPERATIONS	7948	2.3	6.9	1.6
RADIO BROADCASTING STATIONS	4832	2.1	5.9	16.1
RADIO, TV BROADCAST, COMM EQ	3663	1.0	2.6	8.1
RADIO,TV,CONS ELECTR STORES	5731	2.8	10.6	0.0
RADIOTELEPHONE COMMUNICATION	4812	2.6	4.5	7.7
REAL ESTATE AGENTS & MGRS	6531	14.0	56.3	12.4
REAL ESTATE INVESTMENT TRUST	6798	3.2	8.2	1.0
RECORD AND TAPE STORES	5735	2.0	4.8	4.9
REFUSE SYSTEMS	4953	0.4	0.8	24.9
RETAIL STORES, NEC	5990	4.2	9.4	3.6
RUBBER AND PLASTICS FOOTWEAR	3021	9.3	21.1	3.8
SECURITY & COMMODITY BROKERS	6200	1.4	3.1	-7.7
SECURITY BROKERS & DEALERS	6211	1.6	4.8	-4.8
SEMICONDUCTOR,RELATED DEVICE	3674	2.3	4.0	9.0
SHIP & BOAT BLDG & REPAIRING	3730	1.5	5.5	9.2
SHOE STORES	5661	2.4	7.3	1.0

SOAP,DETERGENT,TOILET PREPS	2840	11.6	22.0	4.3
SPEC OUTPATIENT FACILITY,NEC	8093	2.2	3.5	39.8
SPECIAL CLEAN,POLISH PREPS	2842	10.9	20.6	13.9
SPECIAL INDUSTRY MACHY, NEC	3559	0.5	1.4	-9.7
SPORTING & ATHLETIC GDS, NEC	3949	7.5	17.6	5.3
SRCH,DET,NAV,GUID,AERO SYS	3812	1.2	6.4	10.7
STEEL WORKS & BLAST FURNACES	3312	0.2	0.7	18.8
SUBDIVIDE, DEV, EX CEMETERY	6552	0.6	0.8	31.9
SUGAR & CONFECTIONERY PRODS	2060	6.1	14.9	3.7
SURGICAL,MED INSTR,APPARATUS	3841	2.2	3.7	9.6
TELE & TELEGRAPH APPARATUS	3661	1.3	2.7	-10.2
TELEVISION BROADCAST STATION	4833	11.2	38.3	7.4
TEXTILE MILL PRODUCTS	2200	4.0	16.2	0.9
TIRES AND INNER TUBES	3011	2.1	8.6	7.4
TOBACCO PRODUCTS	2100	4.3	5.3	1.8
TRANSPORTATION SERVICES	4700	11.7	23.8	11.2
TRUCKING, EXCEPT LOCAL	4213	0.5	3.8	9.5
TRUCKING,COURIER SVC,EX AIR	4210	0.3	2.0	2.0
VARIETY STORES	5331	1.0	3.8	6.4
VIDEO TAPE RENTAL	7841	2.3	3.8	5.7
WATCHES, CLOCKS AND PARTS	3873	9.7	17.4	3.8
WATER TRANSPORTATION	4400	8.1	23.4	8.3
WINE,BRANDY & BRANDY SPIRITS	2084	2.2	7.2	-18.0
WMNS,MISS,CHLD,INFNT UNDRMT	2340	4.8	12.1	4.9
WOMEN'S CLOTHING STORES	5621	2.7	6.6	3.3
WOMENS,MISSES,JRS OUTERWEAR	2330	3.1	5.7	6.5
WOOD HSHLD FURN, EX UPHOLSRD	2511	5.1	14.3	-4.6

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 Ad Growth Rate % = Average Annual Compound Growth Rate in Ad Spending SOURCE: Advertising Ratios & Budgets, 28th Edition, 210 pages. Published by Schonfeld & Associates, Inc., 2830 Blackthorn Road, Riverwoods, IL 60015. Phone 800-205-0030. Price \$ 395 US for book, book with database \$ 495 US. For more information, visit www.saiBooks.com.

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