

THE PLAIN DEALER

ADVERTISING TO SALES RATIOS

CONDUCTED BY SCHONFELD & ASSOCIATES, INC

**COMMODITY/
CLASS OF BUSINESS** **AVG AD DOLLARS
AS % OF SALES**

Retail

Apparel & Accessory Stores	6.6
Bldg Matl, Hardware, Garden-Retail .	4.2
Consumer Electronic Stores	3.6
Department Stores	3.6
Family Clothing Stores	2.5
Hobby, Toy, & Game Shops	1.2
Jewelry Stores	4.6
Lumber & Other Bldg Matl-Retail . .	0.5
Miscellaneous Retail	0.6
Shoe Stores	2.6
Variety Stores	1.0
Women's Clothing Stores	3.4
Wireless Communications	3.4

Food & Drug

Sugar & Confectionary Products . . .	15.9
Beverages	10.1
Convenience Stores	1.3
Cookies & Crackers	1.7
Dairy Products	0.9
Distilled & Blended Liquor	15.1
Drug & Proprietary Stores	0.8
Eating & Drinking Places	2.7
Eating Places	3.6
Food Stores	3.8
Grocery Stores	1.2
Soap, Detergent, Toilet Preps	9.7
Wine, Brandy & Brandy Spirits	10.6

Furniture & Home Electronics

Furniture Stores	4.6
Home Furniture	2.6
Household Appliances	2.6
Household Audio & Video Eq	6.6
Household Furniture	6.5
Office Furniture	0.8

**COMMODITY/
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AS % OF SALES**

Automotive & Transportation

Auto & Home Supply Stores	1.0
Auto Dealers, Gas Stations	1.0
Auto Repair, Svcs, Parking	0.5
Motor Vehicles Part, Accessory	0.4
Tires & Inner Tubes	1.7
Transportation Services	7.0
Water Transportation	8.4

Healthcare

Dental Equip & Supplies	2.4
Health Services	9.4
Home Health Care Services	0.4
Hospital & Medical Service Plans . . .	0.4
Hospitals	0.6
Ophthalmic Goods	5.6
Skilled Nursing Care Facilities	0.4

Financial

Finance Services	1.2
Investment Advice	1.5
Mortgage Bankers	1.7
Personal Credit Institutions	1.1
Security Brokers & Dealers	1.3

Real Estate & Recruitment

Employment Agencies	0.2
Real Estate Agents & Managers	5.1
Real Estate Dealers	22.3

Travel & Transportation

Air Transport, Scheduled	1.1
Hotels & Motels	1.8

**COMMODITY/
CLASS OF BUSINESS** **AVG AD DOLLARS
AS % OF SALES**

Entertainment & Media

Amusement & Recreation Svcs	5.1
Amusement Parks	12.0
Books: Pubg & Printing	7.7
Cable & Other Pay TV Svcs	7.5
Catalog, Mail-Order Houses	6.7
Direct Mail Advertising Svcs	7.4
Membership Sport & Rec Clubs	5.8
Motion Pic, Videotape Distributors . .	9.8
Motion Picture Theaters	2.5
Radio Broadcasting Stations	1.0
Television Broadcast Station	6.0
Video Tape Rental	4.0

Services

Air Courier Services	1.2
Educational Services	5.8
Legal Services	10.7
Personal Svcs	4.7
Social Services	0.2

Equipment & Products

Computer & Office Equip	0.8
Construction Machinery & Equip . . .	0.5
Games, Toys, Chld Veh, Ex Dolls. . .	10.5
Greeting Cards	2.4
Hardware, Plumb, Heat Equip.	8.4
Leather & Leather Products	3.8
Metalworking Machinery & Equip . . .	1.9
Paints, Varnishes, Lacquers	0.7
Perfume, Cosmetic, Toilet Prep	8.2
Photographic Eq & Supply	4.4
Sporting & Athletic Goods	5.3

Source: Schonfeld & Associates Inc.
Advertising Ratios & Budgets (June 2002)

**GREAT
RESULTS**

THE PLAIN DEALER

www.plaindealer.com

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