

Capitalisn't: The Effects of Advertising on Audience Size

Utsav Gandhi ^{*} Joshua Y. Levy [†]

April 20, 2022

^{*}Utsav Gandhi (utsav.gandhi@chicagobooth.edu), Stigler Center, Booth School of Business, University of Chicago

[†]Joshua Y. Levy (joshua.levy@chicagobooth.edu), Stigler Center, Booth School of Business, University of Chicago

Table 1

Publication	<i>Abstract contains:</i>						<i>JEL Code</i>			
	Anti Trust	Market Power	Anti Competitive	Monopoly	Merger	Cartel	L	K	L4	K21
AER	11	25	6	52	30	15	869	216	43	24
ECA	1	8	1	22	4	3	154	20	1	7
JPE	5	16	1	27	7	5	279	78	12	7
QJE	1	12	1	25	8	0	239	60	4	0
RES	2	9	1	52	5	2	228	39	3	1
RJE	21	37	13	113	48	16	679	87	43	15
TOTAL	41	107	23	291	102	41	2448	500	106	54