

COMPETITIVE EXPENDITURES

Jan.-Aug.

(\$000)

COMPANY	MAGS.	NEWSP.	NEWSP. INSERTS	SUPPS.	OUTDOOR	TOTAL	%
PM	\$ 94,722.4	\$23,042.8	\$ -	\$ 7,960.0	\$ 50,196.2	\$175,921.4	34.5
R.J.R.	87,009.9	9,494.3	4,454.9	26,139.3	75,259.7	202,358.1	39.7
B&W	13,616.1	6,795.6	783.1	8,757.4	15,689.4	45,641.6	9.0
LOR	21,108.2	309.2	442.0	3,891.9	21,775.5	47,526.8	9.3
AMER	15,755.2	818.1	442.0	-	6,345.2	23,360.5	4.6
L&M	8,354.7	189.7	644.0	3,176.4	2,345.0	14,709.8	2.9
TOTAL	\$240,566.5	\$40,649.7	\$6,766.0	\$49,925.0	\$171,611.0	\$509,518.2	100.0

August

(\$000)

COMPANY	MAGS.	NEWSP.	NEWSP. INSERTS	SUPPS.	OUTDOOR	TOTAL	%
PM	\$13,275.2	\$ 5,026.5	\$ -	\$1,494.8	\$ 6,694.9	\$26,491.4	36.1
R.J.R.	12,480.0	2,592.7	692.0	2,642.7	9,352.9	27,760.3	37.8
B&W	1,249.4	2,383.8	-	1,635.7	2,710.0	7,978.9	10.9
LOR	4,003.2	162.0	-	131.5	2,567.6	6,864.3	9.4
AMER	2,931.9	102.7	442.0	-	798.1	4,274.7	5.8
L&M	-	0.4	-	-	7.2	7.6	0.01
TOTAL	\$33,939.7	\$10,268.1	\$1,134.0	\$5,904.7	\$22,130.7	\$73,377.2	100.0

Sources: Leo Burnett - Outdoor, Sunday Metro, independent supplements
 Lynch - Magazines, daily newspapers ("A"), inserts,
 Syndicated supplements
 USSPI - Suburban press newspapers

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