



ADVERTISING STANDARDS AUTHORITY

MEDIA RELEASE

Wednesday, 18 March 2015

Advertising Revenue up 4.2% in 2014

The Advertising Standards Authority (ASA) today reported that advertising revenue across all main media was 2.386 billion dollars for the 12 months ended 31 December 2014. The 2013 total was 2.289 billion dollars.

The turnover includes data from television, newspapers, interactive media, radio, magazines, outdoor, addressed mail, unaddressed mail, and cinema.

The advertising industry annual turnover statistics are made available through the Advertising Standards Authority.

The members of the ASA are:

Association of New Zealand Advertisers, Communication Agencies Association of New Zealand, Interactive Advertising Bureau, Letterbox Media, Magazine Publishers' Association (Inc), Newspaper Publishers' Association of New Zealand (Inc), Cinema, Community Newspapers, New Zealand Marketing Association (Inc), New Zealand Post, Outdoor Media Association of New Zealand, Pay TV Group, Radio Broadcasters' Association (Inc) and ThinkTV.

Please note: The report is available at www.asa.co.nz. For media comment on the data contained in the report please contact the media sectors that contributed the information.