

Thursday, 31st January, 2008

Latest Newsletter from AdEx India, a division of TAM Media Research

Subject: Snapshot on Print Advertising in 2007 – Part 1

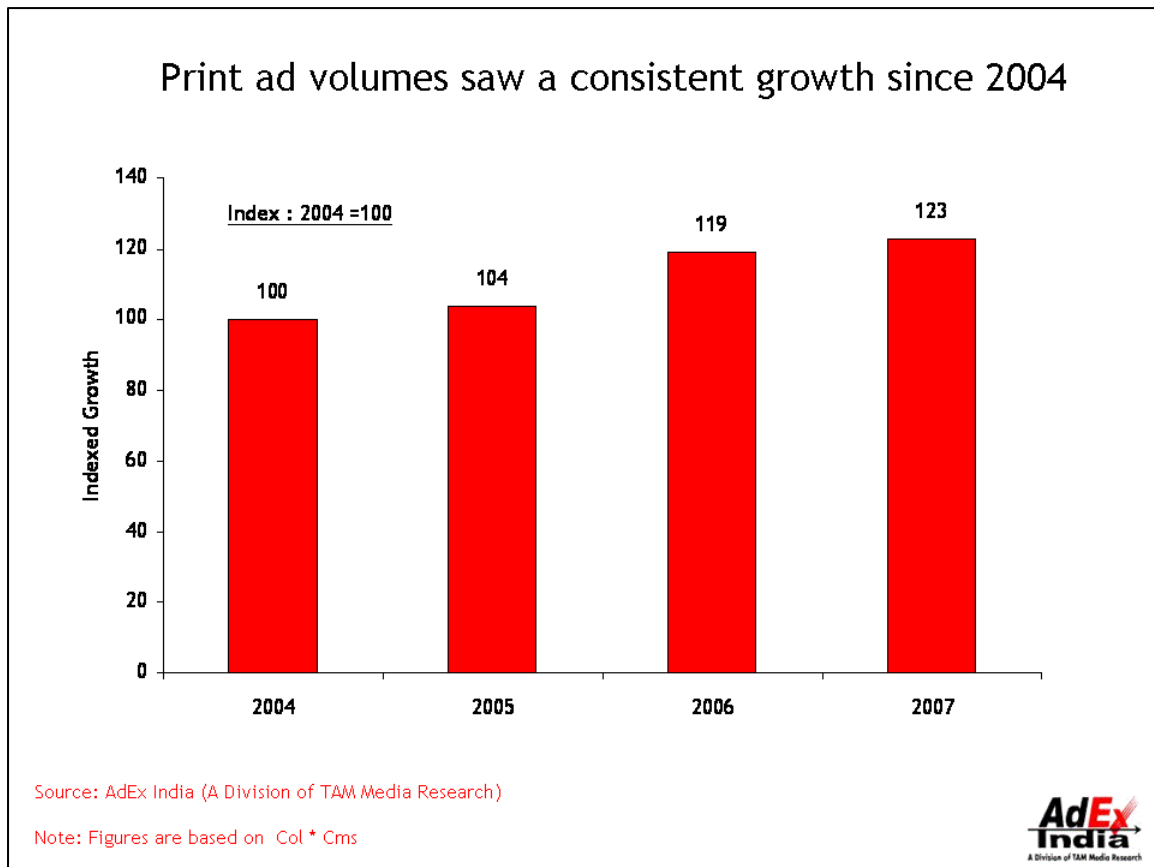
(Note: The entire analysis is based on Col *Cms)

Highlights:



- **3% rise in Print ad volumes during 2007 over 2006.**
- **'Education' sector leads in Print advertising during 2007.**
- **'Maruti Suzuki Ltd' was the number one advertiser in Print during 2007.**
- **High share of Print advertising during the last quarter of 2006 and 2007.**

Growth in Print Ad Volumes



- Print ad volumes have seen a rise of 23% during 2007 compared to 2004.

Share of Sectors in Print Advertising

Top 10 sectors accounted for 67% share of overall
Print ad volumes

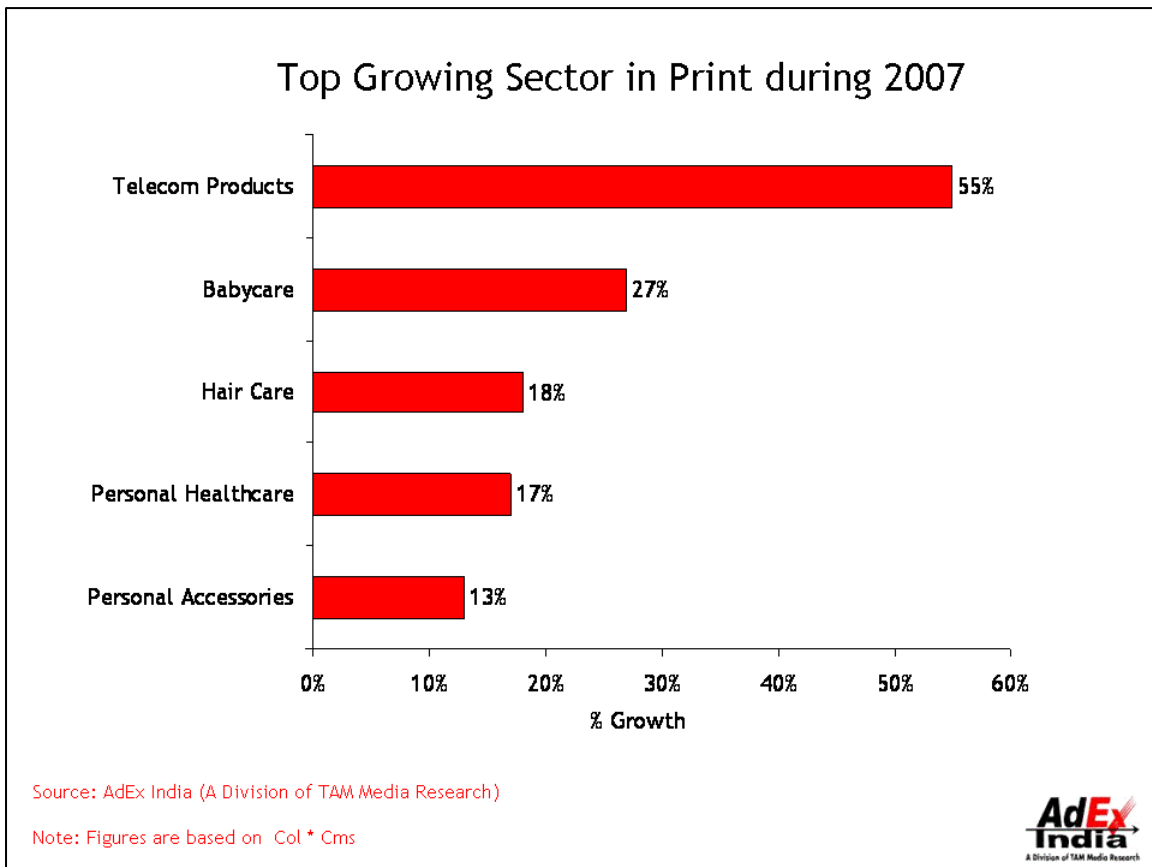
Sector	% Share
Education	13%
Services	12%
Banking/Finance/Investment	10%
Auto	9%
Retail	5%
Durables	5%
Corporate/Brand Image	4%
Personal Accessories	4%
Telecom/Internet Service Providers	3%
Media	2%

Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Col * Cms

- 'Education' sector leads with 13% share in Print , followed 'Services' and 'Banking/Finance/Investment' sector with 12% and 10% share respectively during 2007.

Sectors with maximum advertising growth in Print



- Among all sectors, 'Telecom Products', 'Baby care' and 'Hair Care' were the top 3 sectors with maximum growth in ad volumes in Print during 2007 compared to 2006.

Rank Displacement of Categories in Print

Category Movers in Print

'Educational Institution', 'Properties/Real Estate' and 'Corporate/Brand Image' maintained their rank

Top Category	Rank in 2007	Rank in 2006
Educational Institutions	1	1
Properties /Real Estates	2	2
Corporate/Brand Image	3	3
Independent Retailers	4	5
Cars/Jeeps	5	4
Cellular Phone Service	6	8
Two Wheelers	7	6
Events	8	9
Hospital/Clinics	9	13
Social Advertisements	10	7

Source: AdEx India (A Division of TAM Media Research)

Note: Rank are based on Col * Cms

- 'Hospital /Clinics' moved up from 13th rank in 2006 to 9th rank in 2007.
- 'Independent Retailers' and 'Cars/Jeeps' category switched their respective ranks in 2007 compared to 2006.

Top Advertisers in Print

Top Advertisers in Print during 2007

Rank	Advertiser
1	Maruti Suzuki Ltd
2	LG Electronics India Ltd
3	Tata Motors Ltd
4	Nokia Corporation
5	Bharat Sanchar Nigam Ltd
6	Planman Consultant India Pvt Ltd
7	Reliance Communications Ltd
8	Hewlett Packard India Ltd
9	Bajaj Auto Ltd
10	SBI (State Bank Of India)

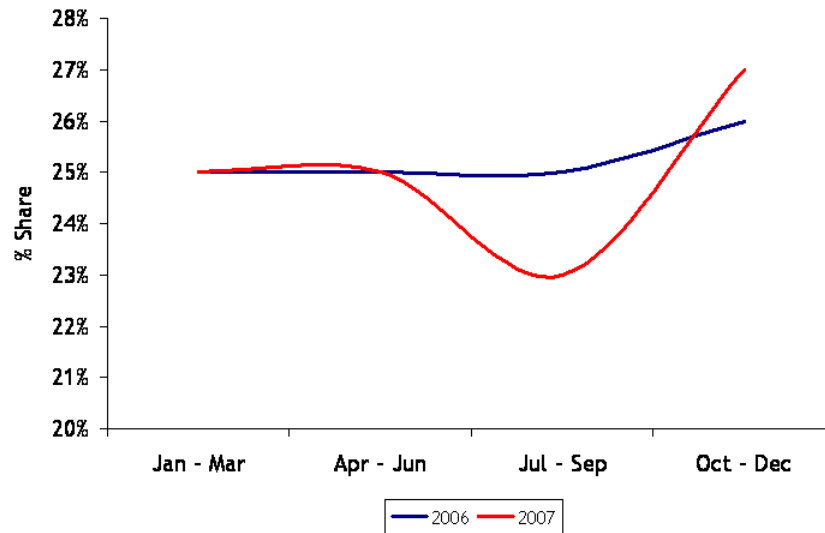
Source: AdEx India (A Division of TAM Media Research)

Note: Rank are based on Col * Cms

- 'Maruti Suzuki Ltd', 'LG Electronics India Ltd' and 'Tata Motors Ltd' were the top 3 advertisers in Print during 2007.

Quarterly Print advertising share

Print advertising was at its peak in Q4 2006 and 2007



Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Col * Cms

- 11% more advertising during the 4th quarter of 2007 compared to the advertising share in the 1st quarter of the same year.
- In 2007, ad volumes saw a sharp dip in the third quarter compared to the other quarters.

Watch out for the sequel of the Newsletter which will show an in-depth analysis of advertising in Print. , Which will include **Share of Publication Genres, TV and Radio Promotion in Print, Top New Brands advertised in Print, Usage of Sales Promotion and more ...**

Happy Reading!

(Analysis from AdEx India-A Division of TAM Media Research)

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