

ADVERTISING SPEND: APRIL TOP 20

COMPANY	INTERNET	PRESS	RADIO	TV	TOTAL
Tesco	£82,875	£2.8m	-	£5m	£8m
DFS	-	£2.2m	-	£3.8m	£6m
Asda	£3	£2.6m	-	£1.6m	£4.3m
John Lewis Partnership	£3,595	£81,222	-	£3m	£3.1m
Sainsbury's	£754	£1m	£61,732	£1.7m	£2.7m
Homebase	-	£244,782	£45,143	£2.3m	£2.6m
B&Q	£19,004	£864,445	-	£1.6m	£2.5m
Morrisons	-	£1.2m	-	£1.1m	£2.3m
Marks & Spencer	£14,673	£400,246	£18,095	£1.8m	£2.3m
Woolworths	£1,084	£421,686	-	£1.4m	£1.8m
Boots	£11,337	£719,353	-	£691,117	£1.4m
Currys	£37	£1.3m	-	-	£1.3m
Somerfield	-	£13,759	£30,373	£1.3m	£1.3m
JD Williams	£512	£721,655	-	£567,401	£1.3m
Aldi	-	£526,150	-	£745,336	£1.3m
KFC	£25,088	£37,920	-	£1.1m	£1.2m
MFI	£1	£589,607	-	£547,026	£1.1m
Dial-a-Phone	-	£1.1m	-	-	£1.1m
Littlewoods Plc	£14,222	£265,952	-	£767,246	£1.1m
Comet	£1,877	£131,646	-	£882,962	£1m
TOTAL (Top 20)	£175,061	£17.3m	£155,342	£29.9m	£47.6m

Source: Data © Thomson Intermedia Plc 2008

