

ADVERTISING SPEND: JANUARY TOP 20

RETAILER	INTERNET	PRESS	RADIO	TV	TOTAL
DFS	£34,380	£3.3m	£594,314	£3.8m	£7.7m
Tesco	£123,185	£2.6m	£2,425	£2.1m	£4.8m
Asda	£3,088	£2.2m	-	£1.4m	£3.5m
Morrisons	-	£1.8m	£2,633	£1.6m	£3.5m
Sainsbury's	£694	£1.3m	£46,067	£1.5m	£2.9m
Land of Leather	-	£661,602	£177,260	£2m	£2.8m
ScS	-	£400,029	-	£2.3m	£2.7m
B&Q	£13	£1.4m	-	£1.2m	£2.7m
Homebase	-	£425,884	£113,483	£1.9m	£2.5m
MFI	£1	£926,014	£3,656	£1.2m	£2.1m
Harveys	£3,374	£533,198	-	£1.5m	£2.1m
Argos	£2,048	£739,781	-	£1.2m	£1.9m
Dreams	-	£247,869	-	£1.3m	£1.5m
Currys	£74,630	£1.4m	-	-	£1.5m
Boots	£750	£604,526	-	£748,977	£1.4m
Marks & Spencer	£6,962	£69,549	-	£1.2m	£1.3m
Carphone Warehouse	£3,730	£487,934	-	£768,589	£1.3m
Somerfield	-	£75,460	£8,245	£1.1m	£1.2m
Furniture Village	-	£507,725	-	£684,378	£1.2m
Park Group	-	£21,894	-	£1.1m	£1.1m
TOTAL (Top 20)	£252,853	£19.6m	£948,083	£28.6m	£49.5m

Source: Data © Thomson Intermedia Plc 2008

