

MEDIA RELEASE

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ASA releases 2017 Media Turnover

The Advertising Standards Authority (ASA) today reported that advertising revenue across all main media was 2.561 billion dollars for the 12 months ended 31 December 2017. The 2016 total was 2.572 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, Communications Council 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, Sky Network Television, Radio Broadcasters' Association (Inc) and ThinkTV.

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