Update : 13/12/2013

TOP 10 BRANDS GROUP ESTIMATED ADSPEND
NOV 13 VS 12
000'BAHT

	BRANDS	NOV 2013	NOV 2012
1	TOYOTA PASSENGER CARS	114,744	97,704
2	KASIKORN BANK	102,234	41,641
3	COKE SOFT DRINK	90,716	82,600
4	LINE SOFTWARE	79,185	
5	TOYOTA PICKUPS	72,022	29,234
6	CHEVROLET PASSENGER CAR	71,067	27,055
7	VASELINE BODY SKINCARE PRODUCT	68,902	42,917
8	MAZDA SUV CAR	68,071	
9	GOVERNMENT SAVINGS BANK	66,346	11,602
10	CHEVRON TH.EXPLORATION&PRODUCTION CO.LTD	66,303	486

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM
NOV 13 VS 12
BAHT MILLIONS

MEDIA	NOV 13	SOV%	NOV 12	SOV%	DIFF	% Change
TV	5,946	59.55	5,833	58.66	113	1.94
RADIO	570	5.71	564	5.67	6	1.06
NEWSPAPERS	1,475	14.77	1,418	14.26	57	4.02
MAGAZINES	431	4.32	535	5.38	-(104)	-(19.44)
CINEMA	654	6.55	687	6.91	-(33)	-(4.80)
OUTDOOR	356	3.57	377	3.79	-(21)	-(5.57)
TRANSIT	309	3.09	281	2.83	28	9.96
IN STORE	165	1.65	197	1.98	-(32)	-(16.24)
INTERNET	78	0.78	50	0.50	28	56.00
TOTAL	9,985	100.0	9,943	100.0	42	0.42

TOP 10 BRANDS GROUP ESTIMATED ADSPEND
YTD NOV 2013 VS YTD NOV 2012
000'BAHT

	BRANDS	2013	2012
1	COKE SOFT DRINK	1,093,825	808,359
2	TOYOTA PASSENGER CARS	1,054,660	969,965
3	TOYOTA PICKUPS	699,214	364,070
4	ISUZU PICKUPS	649,680	815,053
5	PTT GROUP	646,003	725,440
6	A I A LIFE INSURANCE	642,751	474,776
7	SAMSUNG MOBILE PHONE UNIT	636,158	295,248
8	HONDA PASSENGER CARS	616,824	233,482
9	AIS ISP.	604,691	316,162
10	GOVERNMENT SAVINGS BANK	592,353	197,463

Top Brands - Exclude Section : Classified, Cd's/Vdo &Musical Product, Government & Community Announce, Leisure, House ad.

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM
YTD NOV 2013 VS YTD NOV 2012
BAHT MILLIONS

MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	64,028	60.53	62,525	59.98	1,503	2.40
RADIO	5,772	5.46	5,802	5.57	-(30)	-(0.52)
NEWSPAPERS	13,874	13.12	13,787	13.22	87	0.63
MAGAZINES	5,037	4.76	5,097	4.89	-(60)	-(1.18)
CINEMA	6,847	6.47	7,074	6.79	-(227)	-(3.21)
OUTDOOR	3,800	3.59	4,191	4.02	-(391)	-(9.33)
TRANSIT	3,203	3.03	2,695	2.59	508	18.85
IN STORE	2,404	2.27	2,555	2.45	-(151)	-(5.91)
INTERNET	810	0.77	525	0.50	285	54.29
TOTAL	105,775	100.0	104,250	100.0	1,525	1.46

Total Industry - Exclude Section : Classified, House ads.

This Year 30 Website-First Page and Inner page

TOP 10 ADVERTISERS ESTIMATED ADSPEND
NOV 13 VS NOV 12
000'BAHT

	ADVERTISER	NOV 2013	NOV 2012
1	UNILEVER (THAI) HOLDINGS	600,324	510,944
2	TOYOTA MOTOR THAILAND CO.,LTD.	277,351	186,285
3	PROCTER & GAMBLE (THAILAND)	193,700	164,380
4	TOTAL ACCESS COMMUNICATIONS	153,096	129,325
5	HONDA AUTOMOBILE(THAILAND)LTD.	143,375	57,032
6	BEIERSDORF (THAILAND) CO.,LTD.	139,889	172,275
7	TRI PETCH ISUZU SALES CO.,LTD.	138,481	129,997
8	ADVANCE INFO SERVICE PCL.	135,055	83,533
9	OFFICE OF THE PRIME MINISTER	133,530	116,263
10	COCA-COLA (THAILAND)	121,420	134,325

TOP 10 ADVERTISERS ESTIMATED ADSPEND
YTD NOV 2013 VS YTD NOV 2012
000'BAHT

ADVERTISER	2013	2012
UNILEVER (THAI) HOLDINGS	6,227,405	6,160,600
TOYOTA MOTOR THAILAND CO.,LTD.	2,326,424	1,946,472
BEIERSDORF (THAILAND) CO.,LTD.	1,854,075	1,724,107
PROCTER & GAMBLE (THAILAND)	1,781,970	2,095,892
COCA-COLA (THAILAND)	1,551,569	1,380,226
TOTAL ACCESS COMMUNICATIONS	1,488,473	1,325,095
L'OREAL (THAILAND) LTD.	1,422,779	1,646,866
ADVANCE INFO SERVICE PCL.	1,400,429	1,064,978
REAL MOVE CO.,LTD.	1,291,226	910,546
OFFICE OF THE PRIME MINISTER	1,199,175	899,173

Top Advertiser - Exclude Section : Classified and House ads.

Radio : Random Survey FM. 36 Station in Bangkok (24 Hours)
Outdoor : Bill Board, City Vision, Panoramic, Drinking, Flyover Mupi, Lollipop , Street vision, BTSCity Vision
Instore : Super Market (Big C, Tops, Tang Hua Seng)
Multi Media (Siam Paragon, Emporium, The Mall-Home Fresh Mart)
Personal Store (Watsons)
Hyper Market: (BiG C, Lotus, Carrefour)
Brand Spot Light, Message Board
Digital dynamic Display (Paragon, Emporium, MBK, Suvarnnabhumi)- Start Jan11

Cinema : Bangkok and Up-Country (Major, EGV, SF)
Transit : BTS, Bus body, Bus back Bus side, BTS plasma & LCD, Airport Media, U Media, MRT, GripLight, BRT (Start Nov 10)
Internet : 30 Website-First page and inner page
Television : Channel 3, 5, 7, 9, NBT,

Note:
Please note that cinema rate card has been revised as from Jan 2013 with back data to Jan 2012
Please also noted that internet measurement has been extended to inner page from top 30 website

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Source : The Nielsen company (Thailand)-Estimated figures only based on industry standard rate card

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