

Schonfeld & Associates, Inc.

2018 Advertising-to-Sales Ratios

Industry Name	SIC Code	Ad as % Sales	Ad as % Margin	Annual ad growth %
ABRASIVE,ASBESTOS,MISC MINRL	3290	16.6	52.3	12.6
ACCIDENT & HEALTH INSURANCE	6321	1.0	4.9	1.1
ACCOUNT,AUDIT,BOOKKEEP SVCS	8721	1.1	2.0	-2.2
ADVERTISING	7310	2.4	4.5	2.5
AGRICULTURAL CHEMICALS	2870	4.9	13.6	-9.9
AGRICULTURE PRODUCTION-CROPS	100	0.4	1.0	-7.3
AIR COURIER SERVICES	4513	0.7	2.2	5.0
AIR TRANSPORT, SCHEDULED	4512	0.7	2.7	4.5
AIR-COND,HEATING,REFRIG EQ	3585	0.8	2.1	-1.0
AMUSEMENT & RECREATION SVCS	7900	4.1	15.9	6.2
AMUSEMENT PARKS	7996	6.2	13.3	1.3
APPAREL & OTHER FINISHED PDS	2300	4.7	9.3	7.3
APPAREL AND ACCESSORY STORES	5600	3.0	7.7	2.3
AUTO AND HOME SUPPLY STORES	5531	1.0	2.0	1.0
AUTO DEALERS, GAS STATIONS	5500	0.7	4.5	6.0
AUTO RENT & LEASE,NO DRIVERS	7510	1.3	3.2	-5.7
BAKERY PRODUCTS	2050	0.8	2.4	0.0
BEVERAGES	2080	3.8	6.6	1.4
BIOLOGICAL PDS,EX DIAGNSTICS	2836	2.2	3.1	12.5
BLANKBOOKS,BINDERS,BOOKBIND	2780	4.5	8.6	-2.5
BLDG MATL,HARDWR,GARDEN-RETL	5200	1.1	3.3	6.7
BOOKS: PUBG, PUBG & PRINTING	2731	20.3	35.2	-5.7
BTLD & CAN SOFT DRINKS,WATER	2086	5.9	11.5	4.8
BUSINESS SERVICES, NEC	7389	0.5	1.4	6.3
CABLE AND OTHER PAY TV SVCS	4841	6.3	14.5	11.3
CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	1.9	5.0	11.3
CAN,FROZN,PRESRV FRUIT & VEG	2030	3.0	7.2	13.1
CARPETS AND RUGS	2273	1.3	3.4	22.0
CATALOG, MAIL-ORDER HOUSES	5961	3.9	11.6	15.2
CEMENT, HYDRAULIC	3241	0.5	1.3	7.8
CIGARETTES	2111	11.9	22.8	10.8
CMP AND CMP SOFTWARE STORES	5734	1.1	3.0	7.0
CMP INTEGRATED SYS DESIGN	7373	0.2	0.7	5.8
CMP PROCESSING,DATA PREP SVC	7374	2.9	6.6	6.0
CMP PROGRAMMING,DATA PROCESS	7370	6.9	11.6	11.3
COML PHYSICAL, BIOLOGCL RESH	8731	0.6	1.6	14.6
COMMUNICATIONS SERVICES, NEC	4899	4.9	9.7	-1.4
COMPUTER & OFFICE EQUIPMENT	3570	0.5	1.6	5.3
COMPUTER COMMUNICATION EQUIP	3576	0.5	0.8	2.8
COMPUTER PERIPHERAL EQ, NEC	3577	1.9	3.5	-4.3
COMPUTER STORAGE DEVICES	3572	0.4	0.9	3.5
COMPUTERS & SOFTWARE-WHSL	5045	0.7	7.0	5.9
CONCRETE,GYPSUM,PLASTER PDS	3270	0.7	2.1	-5.9

CONSTRUCTION MACHINERY & EQ	3531	0.1	0.3	0.7
CONVRT PAPER,PAPERBOARD,EX BOXES	2670	1.0	2.5	2.0
COOKIES AND CRACKERS	2052	2.7	6.5	15.3
CREDIT REPORTING SERVICES	7323	1.2	1.8	10.0
CUTLERY, HANDTOOLS,GEN HRDWR	3420	3.7	7.3	-7.8
DAIRY PRODUCTS	2020	0.6	2.6	6.5
DENTAL EQUIPMENT & SUPPLIES	3843	6.5	9.7	24.5
DEPARTMENT STORES	5311	4.0	11.0	-6.6
DETECT, GUARD, ARMOR CAR SVCS	7381	2.0	3.5	17.6
DISTILLED AND BLENDED LIQUOR	2085	12.3	18.8	-2.0
DIVERSIFIED MULTI-MEDIA	4888	6.6	16.7	1.9
DOLLS AND STUFFED TOYS	3942	11.9	32.1	-6.3
DRUG & PROPRIETARY STORES	5912	0.3	1.7	3.1
DRUGS AND PROPRIETARY-WHSL	5122	0.1	1.3	-5.9
DURABLE GOODS-WHOLESALE	5000	1.6	5.4	-3.8
EATING AND DRINKING PLACES	5810	2.1	8.8	-1.3
EATING PLACES	5812	1.9	7.1	0.0
EDUCATIONAL SERVICES	8200	8.8	18.3	2.5
ELECTR, OTH ELEC EQ, EX CMP	3600	1.9	7.1	-3.9
ELECTRIC HOUSEWARES AND FANS	3634	7.3	15.4	6.1
ELECTRIC LIGHTING, WIRING EQ	3640	0.4	1.1	5.3
ELECTRIC SERVICES	4911	0.6	9.2	3.0
ELECTRICAL INDL APPARATUS	3620	3.5	9.1	0.5
ELECTROMEDICAL APPARATUS	3845	5.8	8.8	3.3
ELECTRONIC COMP, ACCESSORIES	3670	0.7	2.3	9.8
ELECTRONIC COMPONENTS, NEC	3679	0.5	1.3	3.0
ELECTRONIC COMPUTERS	3571	1.4	3.4	12.3
EMPLOYMENT AGENCIES	7361	0.8	2.5	0.6
ENGINEERING SERVICES	8711	0.2	1.3	-0.5
ENGINES AND TURBINES	3510	1.4	5.4	-1.8
EQUIP RENTAL & LEASING, NEC	7359	2.1	2.5	1.0
FAMILY CLOTHING STORES	5651	2.0	5.5	3.4
FARM MACHINERY AND EQUIPMENT	3523	0.7	2.5	1.9
FINANCE LESSORS	6172	1.4	4.0	35.6
FINANCE SERVICES	6199	2.0	4.8	0.3
FIRE, MARINE, CASUALTY INS	6331	1.8	13.5	-4.3
FOOD AND KINDRED PRODUCTS	2000	5.5	11.7	-0.4
FOOD STORES	5400	2.9	9.0	4.2
FOOTWEAR, EXCEPT RUBBER	3140	4.4	9.8	7.1
FUNCTIONS REL TO DEP BKG, NEC	6099	5.0	8.4	8.7
FURNITURE STORES	5712	4.6	10.8	3.4
GAMES, TOYS, CHLD VEH, EX DOLLS	3944	7.9	15.7	-2.4
GENERAL INDUSTRIAL MACH & EQ	3560	0.4	0.9	2.2
GRAIN MILL PRODUCTS	2040	2.6	12.1	-9.2
GROCERIES & RELATED PDS-WHSL	5140	1.1	5.7	7.5
GROCERIES, GENERAL LINE-WHSL	5141	0.2	2.9	-3.4
GROCERY STORES	5411	0.7	2.6	5.1

HAZARDOUS WASTE MANAGEMENT	4955	0.7	1.8	-1.9
HELP SUPPLY SERVICES	7363	0.3	1.5	3.6
HOBBY, TOY, AND GAME SHOPS	5945	2.7	7.2	-6.4
HOME FURNITURE & EQUIP STORE	5700	4.0	11.6	5.9
HOME HEALTH CARE SERVICES	8082	2.4	7.0	-1.9
HOSPITAL & MEDICAL SVC PLANS	6324	0.3	1.3	2.5
HOSPITALS	8060	0.4	1.7	2.0
HOTELS AND MOTELS	7011	1.3	5.2	2.7
HOUSEHOLD APPLIANCES	3630	1.6	6.9	7.8
HOUSEHOLD FURNITURE	2510	7.0	17.9	0.5
IN VITRO,IN VIVO DIAGNOSTICS	2835	1.1	1.7	20.9
INDUSTRIAL ORGANIC CHEMICALS	2860	0.2	0.4	4.6
INS AGENTS,BROKERS & SERVICE	6411	0.2	0.9	2.2
INVESTMENT ADVICE	6282	2.1	5.3	1.2
JEWELRY STORES	5944	6.6	13.3	0.3
LAB ANALYTICAL INSTRUMENTS	3826	0.5	0.8	2.9
LEATHER AND LEATHER PRODUCTS	3100	4.8	7.4	3.5
LOAN BROKERS	6163	25.2	78.4	20.0
LUMBER & OTH BLDG MATL-RETL	5211	1.3	3.8	3.7
LUMBER AND WOOD PDS, EX FURN	2400	0.8	2.1	8.2
MAILING,REPRO,COMML ART SVCS	7330	15.7	30.4	8.4
MALT BEVERAGES	2082	5.4	9.7	8.2
MANAGEMENT CONSULTING SVCS	8742	0.5	1.5	1.6
MEAS & CONTROLLING DEV, NEC	3829	1.3	2.5	5.5
MEAT PACKING PLANTS	2011	0.7	3.1	-17.1
MEDICINAL CHEMS,BOTANICL PDS	2833	3.6	8.7	8.0
MENS,BOYS FRNSH, WORK CLTHNG	2320	4.6	8.4	0.4
METALWORKING MACHINERY & EQ	3540	2.1	5.3	5.8
MILLWORK,VENEER,PLYWOOD	2430	2.5	8.7	2.2
MISC AMUSEMENT & REC SERVICE	7990	1.5	3.4	2.6
MISC CHEMICAL PRODUCTS	2890	1.7	4.1	1.1
MISC ELEC MACHY,EQ,SUPPLIES	3690	2.6	6.7	2.5
MISC EQUIP RENTAL & LEASING	7350	0.7	1.2	-4.6
MISC FOOD PREPS, KINDRED PDS	2090	1.1	2.9	0.1
MISC HEALTH & ALLIED SVC,NEC	8090	0.4	1.2	9.3
MISC MANUFACTURNG INDUSTRIES	3990	3.9	9.7	16.5
MISC PDS OF PETROLEUM & COAL	2990	2.2	9.3	1.4
MISC SHOPPING GOODS STORES	5940	2.8	9.9	-5.9
MISC TRANSPORTATION EQUIP	3790	0.7	3.7	7.8
MISCELLANEOUS RETAIL	5900	0.4	1.9	-5.0
MORTGAGE BANKERS & LOAN CORR	6162	2.4	4.8	15.6
MOTION PIC, VIDEOTAPE PRODTN	7812	8.9	32.0	7.0
MOTION PICTURE THEATERS	7830	1.3	6.2	5.4
MOTOR VEH PARTS, SUPPLY-WHSL	5010	0.3	0.9	12.0
MOTOR VEH SUPPLY,NEW PTS-WHSL	5013	0.4	1.3	-1.2
MOTOR VEHICLE PART,ACCESSORY	3714	0.6	2.5	6.8
MOTOR VEHICLES & CAR BODIES	3711	2.6	10.4	2.8

MOTORCYCLES,BICYCLES & PARTS	3751	2.5	5.5	7.4
MOTORS AND GENERATORS	3621	1.3	4.4	2.1
NEWSPAPER:PUBG, PUBG & PRINT	2711	7.9	17.9	8.1
OIL & GAS FIELD SERVICES,NEC	1389	0.1	0.2	-16.1
OPERATIVE BUILDERS	1531	0.5	2.6	8.9
OPERATORS-NONRES BLDGS	6512	0.2	0.5	21.2
OPHTHALMIC GOODS	3851	6.8	10.3	2.1
ORDNANCE AND ACCESSORIES	3480	2.7	9.0	14.2
ORTHO,PROSTH,SURG APPL,SUPLY	3842	1.8	2.5	8.9
PAINTS, VARNISHES, LACQUERS	2851	5.3	11.7	-1.1
PAPER MILLS	2621	4.2	17.6	9.7
PATENT OWNERS AND LESSORS	6794	6.4	8.8	2.0
PERFUME,COSMETIC,TOILET PREP	2844	21.5	29.9	5.1
PERIODICAL:PUBG,PUBG & PRINT	2721	0.5	0.8	3.0
PERSONAL CREDIT INSTITUTIONS	6141	1.3	3.2	2.5
PERSONAL SERVICES	7200	8.4	23.0	-1.2
PETROLEUM REFINING	2911	0.2	1.4	3.9
PHARMACEUTICAL PREPARATIONS	2834	4.0	5.5	3.9
PHONE COMM EX RADIOTELEPHONE	4813	1.9	4.9	-8.1
PHONO RECRDS,AUDIO TAPE,DISK	3652	2.6	5.8	4.5
PHOTOGRAPHIC EQUIP & SUPPLY	3861	1.0	2.4	-5.4
PLASTC,SYNTH MATLS;EX GLASS	2820	0.2	0.5	-41.6
POULTRY SLAUGHTER & PROCESS	2015	1.0	4.4	9.9
PREPACKAGED SOFTWARE	7372	2.7	3.6	2.2
PUMPS AND PUMPING EQUIPMENT	3561	0.3	0.7	0.5
RADIO BROADCASTING STATIONS	4832	3.9	7.0	9.5
RADIO, TV BROADCAST, COMM EQ	3663	1.8	4.4	16.7
RADIO,TV,CONS ELECTR STORES	5731	2.0	7.4	2.1
RADIOTELEPHONE COMMUNICATION	4812	2.5	5.5	-2.6
REAL ESTATE	6500	0.4	4.3	8.4
REAL ESTATE AGENTS & MGRS	6531	3.9	14.7	0.8
REAL ESTATE INVESTMENT TRUST	6798	3.5	8.1	4.6
RETAIL STORES, NEC	5990	3.9	8.4	8.6
ROLLING & DRAW NONFER METAL	3350	0.3	1.8	6.2
RUBBER AND PLASTICS FOOTWEAR	3021	9.2	20.2	3.0
SECURITY & COMMODITY BROKERS	6200	0.8	6.6	7.2
SECURITY BROKERS & DEALERS	6211	1.6	3.8	3.2
SEMICONDUCTOR,RELATED DEVICE	3674	1.0	1.8	7.0
SHOE STORES	5661	2.9	8.5	7.6
SHORT-TERM BUS CREDIT, EX AG	6153	5.0	7.9	-5.6
SOAP,DETERGENT,TOILET PREPS	2840	12.3	24.1	-2.0
SPEC OUTPATIENT FACILITY,NEC	8093	14.6	24.1	23.8
SPECIAL CLEAN,POLISH PREPS	2842	13.7	26.6	1.9
SPECIAL INDUSTRY MACHY, NEC	3559	1.0	2.1	14.2
SPORTING & ATHLETIC GDS, NEC	3949	9.4	19.1	2.8
SRCH,DET,NAV,GUID,AERO SYS	3812	3.4	11.8	6.7
STEEL WORKS & BLAST FURNACES	3312	0.1	0.4	-35.8

SUBDIVIDE, DEV, EX CEMETERY	6552	2.7	10.0	10.1
SUGAR & CONFECTIONERY PRODS	2060	5.6	14.4	2.1
SURGICAL,MED INSTR,APPARATUS	3841	0.6	1.0	11.2
SVCS TO DWELLINGS, OTH BLDGS	7340	1.8	6.9	1.0
TELE & TELEGRAPH APPARATUS	3661	0.8	1.8	15.2
TELEVISION BROADCAST STATION	4833	6.3	13.6	3.6
TIRES AND INNER TUBES	3011	1.9	7.0	-10.6
TRANSPORTATION SERVICES	4700	33.0	39.9	20.7
TRUCKING, EXCEPT LOCAL	4213	0.3	1.9	0.9
VARIETY STORES	5331	0.9	3.2	4.0
VIDEO TAPE RENTAL	7841	9.0	25.3	15.2
WATCHES, CLOCKS AND PARTS	3873	8.7	17.4	-4.2
WATER TRANSPORTATION	4400	3.2	8.4	5.6
WMNS,MISS,CHLD,INFNT UNDGRMT	2340	4.0	8.1	2.6
WOMEN'S CLOTHING STORES	5621	3.5	7.6	2.0
WOMENS,MISSES,JRS OUTERWEAR	2330	10.6	15.5	8.4

NOTE: Advertising Ratios & Budgets covers over 300 industries. The 200 industries listed here were selected as the industries with the largest dollar volume of advertising based on estimated 2018 spending. SOURCE: Advertising Ratios & Budgets, 42nd edition, published by Schonfeld & Associates, Inc., 1931 Lynn Circle, Libertyville, IL 60048. Phone: 800-205-0030. Price \$395 US for report, report with Excel datafiles \$495 US. For more information, visit www.saiBooks.com