

BIG BUCKS IN ADVERTISING



A Print Advertising Analysis Prepared By:

**Analysis
Forecasts
Implications
Strategies**



**CARIBBEAN
DEVELOPMENT STRATEGIES**

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Big Bucks in Advertising

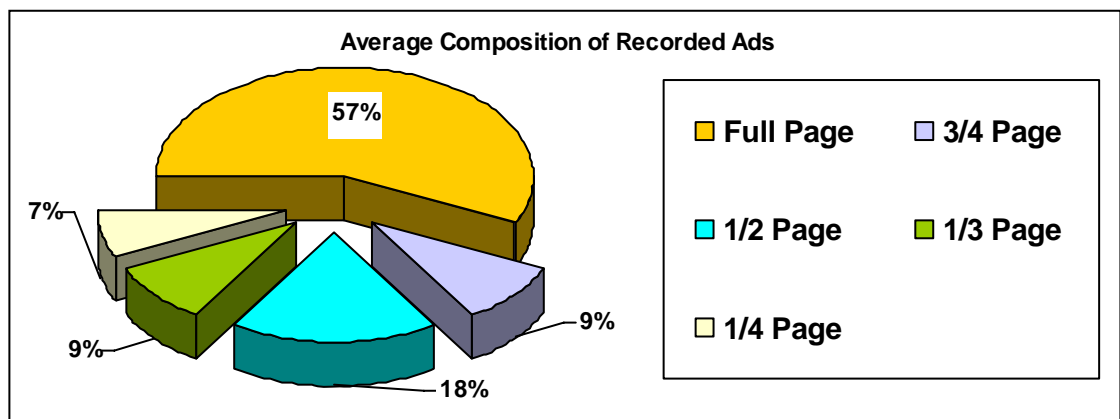
As part of its ongoing media research, Caribbean Development Strategies Limited (cds) did an analysis of print advertisement placement in the three daily newspapers – Express, Newsday and Guardian. The research was conducted over the periods Sunday, October 8, 2006 to Saturday, October 14, 2006 (Week 1) and Sunday, November 5, 2006 to Saturday, November 11, 2006 (Week 2).

For each of the newspapers, the number of full, three-quarter, half, one-third and quarter page ads appearing were recorded. The various advertisers were recorded and were grouped by sector to facilitate analysis. Cds media research confirmed that the majority of print advertising patterns correlate with consumer demands that are influenced by national events such as Christmas.

There were marked changes with regard to the advertising patterns from Week 1 to Week 2 especially in terms of full-page advertising. For all three newspapers, there were 357 full page ads appearing at the end of Week 1. There was a significant increase of almost 40 percent to 498 ads for the Week 2 period. If each full page ad for Week 2 was lined up end to end it would equate to approximately 171 metres or 560 feet of advertising. This would be the same distance as about 37 maxi taxis lined up bumper to bumper and represents quite a remarkable quantity of advertising.

This is almost invariably linked to the start of the Christmas period demonstrated by an increased advertising presence by furniture and furnishing, hardware and home improvement, food and beverage, automotive and other direct consumer companies. These companies are expanding their market presence in order to capitalise on what has become a traditional period for increased consumer spending globally. Advertising trends follow the patterns of consumer spending which are influenced seasonally by major occurrences such as Carnival, Divali, Eid-ul-Fitr and, as is demonstrated here, by Christmas.

Our research has shows that on average, the percentages of the various ad sizes were 57 percent full page, 9 percent three-quarter page, 18 percent half page, 9 percent one-third page and 7 percent quarter page ads appearing in all three dailies cumulatively. A significant 57 percent of the total ads recorded were full page ads. The average data is represented below.



Advertising by Sector

The advertisers recorded were grouped by sector in order to afford comparative analysis. The eleven sectors used were Telecom, Financial, Furniture & Furnishings, Hardware & Home Improvement, Automotive, Government, Wholesalers / Supermarkets / Food & Beverage, Energy, Haberdashery / Jewellery, Media and Various. The 'Various' category was used to group unique advertisers who each accounted for less than 1 percent of total full page advertising over the period.

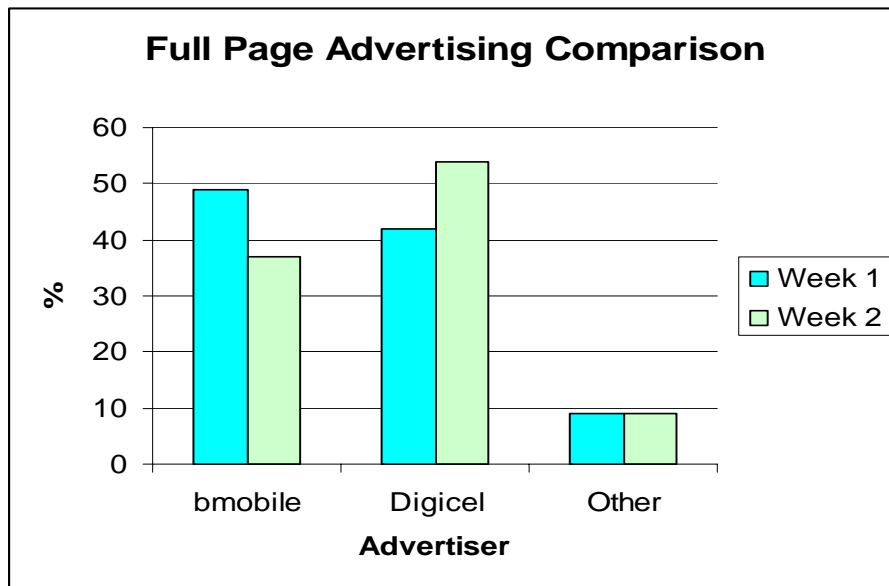
Full Page Advertising by Sector		
Sector	Week 1 Percentages	Week 2 Percentages
Telecom	41.7	32.9
Financial	17.9	11.4
Furniture & Furnishings	3.9	8.4
Automotive	4.5	7.0
Government	22.4	8.0
Wholesalers / Supermarkets / Food & Beverage	2.5	9.0
Hardware / Home Improvement	2.0	6.0
Energy	4.8	3.2
Haberdashery / Jewellery	0.3	3.2
Media	0.0	4.6
Various	0.0	6.0
Total	100	100

From the table, the second week of this analysis saw an increase in the number of full page ads geared towards the Christmas season.

Telecom Advertising

From the data collected, the telecom sector dominated print advertising over the recorded period. This sector accounted for 42 percent of full page advertising in Week 1 and 33 percent in Week 2. It must be noted that the drop was not due to a reduced number of full page ads, with 149 and 164 in Week 1 and 2 respectively, but rather, was as a result of increased advertising in other sectors.

To anyone who reads a newspaper it comes as no surprise that the ads within the telecom sector were almost entirely shared between bmobile and Digicel. In terms of full page telecom ads, in Week 1 bmobile had 49 percent overall and this dropped by 12 percent to 37 percent in Week 2. The converse is true for Digicel who demonstrated a 12 percent increase with 42 percent in Week 1 going to 54 percent overall in Week 2.



After a TT\$ 1 billion dollar GSM upgrade and an intense marketing campaign, bmobile recently declared that it had achieved its stated target of one million customers in T&T. In a recent article, Digicel declared that it has invested TT\$1.9 billion thus far. The use of print advertising in both these campaigns is justified by the 2006 cds Media Trace Report findings where 81 percent of the respondents indicated that they read a newspaper at least four days a week.

This kind of intense and substantial advertising war has never been demonstrated in the local print media before. These trends are demonstrative of the large advertising campaigns waged by both companies in their attempts to corner the mobile market. The demonstrated step-up and step-down by Digicel and bmobile respectively over the two measured periods may be indicative of how successful each of the companies has been coming to the end of the year. As the Christmas season unfolds it is expected that both companies will engage in innovative print advertising campaigns apart from regular newspaper advertising.

The Christmas Season

With November marking the start of the Christmas season, the various advertisers have stepped up their print presence in an effort to capture the consumers' 'Christmas dollar'. This is validated by the fact that the largest increases from Week 1 to Week 2 were demonstrated by the Furniture & Furnishings, Hardware & Home Improvement, Wholesalers / Supermarkets / Food & Beverage and Haberdashery / Jewellery advertisers.

The Local Media Market

There was an interesting increase in terms of advertising in the media sector. The absence of this sector in the first recorded week was offset by a significant presence in the second week. This was mostly driven by the marketing campaign launched by the newest media body on the local market – the Caribbean New Media Group (CNMG). Having officially launched its television station at the end of September, the state-run media group has actively commenced its marketing campaign.

With the net worth of all print and electronic advertising locally last year standing at an estimated TT\$ 448.6 million, local media houses have stepped up to compete for percentages of this revenue. CNMG accounted for 66 percent of Week 2 media ads with advertising messages highlighting their television station CNMG-TV and their recently launched – Radio 91.1FM Talk City. CNMG is campaigning aggressively to establish a media presence. In so doing, they have declared their intention to capture a significant part of the local media market.

CNMG's marketing focus on its talk radio facet in 91.1FM Talk City is in itself a significant occurrence. At the time of the 2006 cds Media Trace Report, 91.1FM was not yet in operation. However, their entrance into the talk radio market is supported by the 2006 cds Media Trace Report that shows 37% of the respondents indicating that they prefer talk radio.

Financial Advertising

Financial companies accounted for 18 percent of full page advertising in Week 1 and 11 percent in Week 2. In terms of the banks, First Citizen's Bank maintained the biggest sustained presence over both weeks with 19 and 12 percent of financial advertising in Week 1 and Week 2 respectively. Cds' research saw the Unit Trust Corporation increase their overall ad presence four-fold from Week 1 to Week 2. CLICO was the only company that recorded a significant drop due to an intense campaign recorded over Week 1 that included 19 full page ads, which was reduced considerably to 4 full page ads in Week 2.

Government Advertising

Comparatively there was only one significant decrease in advertising and this was demonstrated within the Government sector. There were 80 full page ads in Week 1 which dropped to 40 by Week 2. This was largely due to a number of ads appearing in Week 1 for the Ministry of Science, Technology and Tertiary Education (STTE) which were not repeated in the second week of recording. The research noted that the National Lotteries Control Board (NLCB) ads decreased from 13 full page ads in Week 1 to 8 full page ads in Week 2.

The Worth of an Ad

In general, the rates paid for print advertising vary by a number of factors including the newspaper advertised with, the frequency of appearance and a choice between specifications such as weekday or weekend appearance and black and white or full colour ads. Also, readers must note that corporate advertisers usually purchase blocks of advertising space resulting in reduced rates.

In an effort to quantify the findings, Cds calculated the average rate for the one-time appearance of a full colour, full page ad (regardless of the other pricing factors) to be approximately \$ 8,750. This implies that for Week 2 when advertising increased, the total full page advertising had an estimated market value of more than \$ 4.3 million. Projected over a year this represents potential advertising revenues in excess of \$ 226 million. It is no surprise therefore that, in general, newspapers aim at a 7:3 ratio in terms of advertising to editorial space.

This analysis of the advertising trends present in the print media is demonstrative of the marketing strategies employed by the various companies. Caribbean Development Strategies has shown the effect of the 'mobile wars' waged between the two major competitors on the quantum of print advertising purchased. We have also verified the fact that consumer demands are influenced by national events such as Christmas.

The advertising trends discussed in this article can better be appreciated with use of the 2006 cds Media Trace Report. The report gives a detailed behavioural and attitudinal analysis of the media sector. If you are interested in this or any other information please feel free to contact us at info@cdsonline.biz or call (868) 665 9984. To find out more visit www.cdsonline.biz

PRINT MEDIA

ANALYSIS

RAW DATA

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

#	Company Name	Total Ads	%	1	2	3	4	5
1	2001 Carpet House	1	0.10				1	
2	ABC Distributors	6	0.58		1	1	3	1
3	Abel	6	0.58	1	1	4		
4	AC Delco	1	0.10	1				
5	Advertising Impact	1	0.10	1				
6	Agostini Interiors	5	0.49	1	1	2	1	
7	ALCOA	7	0.68			6	1	
8	Algico	3	0.29		1	2		
9	Always	3	0.29	3				
10	AMCO	5	0.49		1	2	1	1
11	American Airlines	1	0.10					1
12	American Stores	4	0.39	4				
13	AMZ Shorite	1	0.10	1				
14	Angostura	2	0.19	1		1		
15	Ansa Mcal	12	1.17	2	1	4	4	1
16	APSCO	1	0.10			1		
17	Atlantic LNG	1	0.10		1			
18	Auto	3	0.29			3		
19	Barbados Tourism	2	0.19	2				
20	Berger Paints	2	0.19			1	1	
21	BG	1	0.10		1			
22	Bhagwansinghs	6	0.58	2			3	1
23	bhp Billiton	2	0.19		2			
24	Bill Express	1	0.10		1			
25	Blue Band	2	0.19	2				
26	Blue Waters	1	0.10					1
27	bmobile	72	6.99	61	2	1	8	
28	BMW	2	0.19				1	1
29	Bootleggers	1	0.10			1		
30	bpTT	11	1.07	7				4
31	Brand Source	19	1.84	4	1	9	5	
32	British Gas	2	0.19	2				
33	Buyers Mart	3	0.29	3				
34	Caltrate	3	0.29	3				
35	Cara Suites Hotel	1	0.10			1		
36	Carib Brewery	11	1.07	1		7	3	
37	Caribbean Jewellers	1	0.10				1	
38	Caribbean Star	1	0.10			1		
39	Catwalk	4	0.39	4				
40	Ceramic Trinidad Limited	6	0.58				3	3
41	CIL Home Furnishings	2	0.19					2
42	Circuit Zone	1	0.10	1				
43	Citizens Computer Services & Supplies	1	0.10					1
44	City Motors	1	0.10	1				
45	Classic Motors	3	0.29			3		
46	Cleopatra	1	0.10				1	
47	CLICO	7	0.68	4	1	1		1
48	Climate Control	4	0.39				3	1
49	CMMB	3	0.29	2	1			
50	CNMG TV	25	2.43	8	5	2	10	
51	Cold Air Supply Limited	1	0.10			1		
52	Colfire	5	0.49	3	2			

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

#	Company Name	Total Ads	%	1	2	3	4	5
53	Collier Morrison Belgrave	2	0.19	1	1			
54	Comfort Engineering	1	0.10				1	
55	Comfort Zone	5	0.49		3		1	1
56	Complan	1	0.10	1				
57	Complan Foods Limited	1	0.10	1				
58	COTT	3	0.29	1	2			
59	Courts	26	2.52	19	1	2	4	
60	Crews Inn Hotel	2	0.19				1	1
61	CSME	6	0.58	2	1	1	2	
62	CTC Electronics Limited	2	0.19				1	1
63	CW Interiors	5	0.49			4	1	
64	D Rite Stuff	2	0.19				1	1
65	Dell	2	0.19			1		1
66	Delta Airlines	2	0.19	1		1		
67	Detour	10	0.97		1	4	5	
68	Diamond Motors	2	0.19		2			
69	Diamondtex	2	0.19					2
70	Digicel	136	13.20	88		40	4	4
71	Direct TV	2	0.19			2		
72	Dollar Worth	6	0.58	4			2	
73	DS Maharaj	4	0.39			2		2
74	e City	2	0.19	2				
75	Edinburgh General Hardware	4	0.39	4				
76	Express Newspaper	3	0.29	2			1	
77	Fabric Land	1	0.10					1
78	FCB	13	1.26	7	3	2	1	
79	Ferreira Optical	1	0.10					1
80	First Caribbean International Banking	1	0.10			1		
81	Flavorite-Cannings	6	0.58	6				
82	FLOW	8	0.78	3	2	1	1	1
83	Fresh Express	6	0.58	4	2			
84	Furniture Plus	8	0.78		3		3	2
85	G4S Security	3	0.29	2	1			
86	Golden Key Real Estate	1	0.10	1				
87	Grace Kennedy	1	0.10			1		
88	Grand Bazaar	1	0.10				1	
89	Green Dot Limited	1	0.10	1				
90	Grenada Tourism	1	0.10			1		
91	Guardian Asset Management	2	0.19	2				
92	Guardian Life	6	0.58	4	1	1		
93	Guardian Newspaper	8	0.78	7				1
94	HCL	2	0.19	1			1	
95	HDC	1	0.10				1	
96	Health Net	1	0.10	1				
97	Hilo	7	0.68	1		3	2	1
98	Hilton Hotel	3	0.29				3	
99	Home & Garden Showplace	1	0.10				1	
100	Home Express	3	0.29			1	2	
101	Home Mart	2	0.19	1			1	
102	Home Mortgage Bank	1	0.10	1				
103	Hoseins	4	0.39					4
104	House of Marketing	1	0.10					1

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

#	Company Name	Total Ads	%	1	2	3	4	5
105	Husqvarna	1	0.10					1
106	ICC Cricket World Cup	2	0.19	1		1		
107	Infinity Wholesale	3	0.29				3	
108	International Entertainment Group	1	0.10			1		
109	Island Finance	2	0.19	1	1			
110	Jamieson Laboratories	1	0.10		1			
111	John Dickinson	2	0.19		1		1	
112	Kapok Hotel	1	0.10					1
113	Kids World	2	0.19	1	1			
114	Kiss Bakery	3	0.29	1	2			
115	Laughlin & De Gannes Service Centre	1	0.10			1		
116	LB's Supermarket	1	0.10	1				
117	Lewis' Appliances	4	0.39		4			
118	Lifestyle Motors	12	1.17	9	1	1	1	
119	Luxsam Industries Limited	2	0.19		1			1
120	M&D Marketing	1	0.10			1		
121	Marabella Hardware & Paint Centre	2	0.19		1	1		
122	Maraj & Sons Jewellers	3	0.29	1				2
123	Marios Pizza	4	0.39	1		2	1	
124	Maritime Financial Group	2	0.19	1	1			
125	MBM	3	0.29			1	2	
126	McEneaney Motors	2	0.19		2			
127	Mega Traders Limited	1	0.10					1
128	MET Wholesale Limited	1	0.10				1	
129	Micles	3	0.29	3				
130	Micon	3	0.29	1			1	1
131	Microfin	1	0.10			1		
132	Ministry of Community Development	1	0.10	1				
133	Ministry of Health	1	0.10	1				
134	Ministry of National Security	6	0.58	6				
135	Ministry of Social Development	1	0.10	1				
136	Ministry of Tourism	3	0.29	3				
137	Modern Caribbean Enterprises Limited	2	0.19	1				1
138	Movie (Casino Royale)	2	0.19					2
139	Nabisco	1	0.10		1			
140	National Aids Coordinating Committee	8	0.78	7	1			
141	Neal & Massy	11	1.07	9	1	1		
142	NEDCO	5	0.49		2	3		
143	Nestle	2	0.19	1		1		
144	Net Talk	2	0.19	1		1		
145	Newsday Newspaper	2	0.19	2				
146	Next Technology	1	0.10					1
147	NFM	3	0.29	3				
148	NGC	1	0.10					1
149	Nigel R Khan	6	0.58			2		4
150	NLCB	12	1.17	8	1	1	2	
151	np	6	0.58	1		4	1	
152	Nutone	1	0.10					1
153	Oasis Water	5	0.49	5				
154	Office Star Products	1	0.10				1	
155	Optometrists Today	3	0.29		1	2		
156	Paint Plus	2	0.19		1	1		

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

#	Company Name	Total Ads	%	1	2	3	4	5
157	Pariagh's Hardware	1	0.10					1
158	Payless	3	0.29		1	2		
159	PCS Nitrogen	1	0.10			1		
160	Peake	2	0.19				1	1
161	Pedrollo	3	0.29	2		1		
162	Penta	7	0.68	7				
163	Petrotrin	4	0.39	4				
164	Plant Doctor	2	0.19					2
165	Prestige Holdings (KFC)	4	0.39	4				
166	Radio 90.5FM	3	0.29			2	1	
167	Radio 91.1FM (Talk City)	6	0.58	4	2			
168	Radio Shack	7	0.68	3	1		2	1
169	Ramsingh	1	0.10	1				
170	Rascona Teens	1	0.10	1				
171	RBTT	12	1.17	8		2	1	1
172	Repsol YPF	3	0.29	2	1			
173	Republic Bank	12	1.17	7	2	3		
174	Rescona Teens	1	0.10	1				
175	Restonic	1	0.10				1	
176	RIK Bookstore	3	0.29	1		1		1
177	Roopnarine's	9	0.87		2	2	1	4
178	Rotoplastics	2	0.19	1				1
179	Russel Rampersad Hardware	1	0.10			1		
180	Sagicor	2	0.19				1	1
181	Scotiabank	2	0.19	2				
182	Second Crossing Hardware	3	0.29			1	2	
183	Shoe Locker	6	0.58	6				
184	Signature Selections	3	0.29			1	2	
185	Singer	4	0.39	4				
186	Sissons Paint	10	0.97	1	1	5	3	
187	Southern Sales & Service Company	2	0.19	1	1			
188	Southern Wholesale Stores	1	0.10				1	
189	Specialist Hardware	1	0.10					1
190	St. Lucia Tourism	1	0.10	1				
191	Standards	3	0.29	3				
192	Stephensons	7	0.68	3			1	3
193	Sterling Services	5	0.49	1	1		3	
194	Stihl	1	0.10					1
195	Subway	6	0.58	3			1	2
196	Sunshine Snacks	5	0.49	1	3		1	
197	T&T Cancer Society	1	0.10		1			
198	T&T Crime Stoppers	5	0.49	5				
199	T&Z Home Improvement	6	0.58			1	5	
200	TATIL	1	0.10				1	
201	TDC	10	0.97	5			3	2
202	Team McLaren Mercedes	1	0.10			1		
203	Teaser Ad (Perfect Trip)	2	0.19	2				
204	Teaser Ad (Unknown)	3	0.29	3				
205	Teck	1	0.10		1			
206	Telecom Security Services	3	0.29			1	1	1
207	THI Interior Design Solutions	2	0.19	1		1		
208	Tony Roma's	2	0.19					2

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

#	Company Name	Total Ads	%	1	2	3	4	5
209	Toyota	11	1.07	11				
210	Tracmac	2	0.19			1		1
211	Tradewinds Hotel	1	0.10	1				
212	Trinidad Automobiles	6	0.58	2		4		
213	Trinidad Tissues Limited	1	0.10	1				
214	Trinre	2	0.19	2				
215	Trintrac	1	0.10					1
216	TSL Group	2	0.19			2		
217	TSTT	8	0.78	7	1			
218	TTMF	3	0.29		3			
219	TTPB	4	0.39	3	1			
220	Tucker Real Estate	1	0.10			1		
221	Ultra Pharm	2	0.19	2				
222	Universal Foods Limited	1	0.10			1		
223	UTC	16	1.55	4	4	5	1	2
224	UTT	11	1.07		1	9	1	
225	UWI	1	0.10	1				
226	Value Optical	1	0.10	1				
227	VIBE	1	0.10			1		
228	Vigourade	1	0.10	1				
229	VISA	8	0.78	8				
230	Welthecon Investment Managers	2	0.19	1	1			
231	Western Union	1	0.10		1			
232	Westport	1	0.10	1				
233	Whirlpool	2	0.19			2		
234	Wood You	2	0.19			1	1	
235	Zippers	2	0.19					2
	TOTAL	1030	100.00	498	99	201	140	92
	%			48.35	9.61	19.51	13.59	8.93

OVERALL TOTALS

Newspaper	Total Ads	FULL	3/4	1/2	1/3	1/4
EXPRESS	389	218	23	75	45	28
NEWSDAY	336	187	20	70	48	11
GUARDIAN	305	93	56	56	47	53
TOTAL	1030	498	99	201	140	92
%		48.35	9.61	19.51	13.59	8.93

Please Note: For each of the newspapers, the number of full, three-quarter, half, one-third and quarter page ads appearing were recorded. Size definition was done based on visual estimation and standards with regard columns by centimetres was not utilised.

Express Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
ABC Distributors	3	0.77			1	1	1
Abel	2	0.51			2		
AC Delco	1	0.26	1				
Agostini Interiors	3	0.77	1		2		
ALCOA	2	0.51			2		
Algico	2	0.51		1	1		
Always	3	0.77	3				
AMCO	1	0.26				1	
American Airlines	1	0.26					1
American Stores	2	0.51	2				
AMZ Shorite	1	0.26	1				
Angostura	2	0.51	1		1		
Ansa Mcal	1	0.26	1				
Bhagwansinghs	3	0.77	1			2	
bhp Billiton	1	0.26		1			
Blue Band	1	0.26	1				
Blue Waters	1	0.26					1
bmobile	24	6.17	21		1	2	
BMW	1	0.26				1	
Bootleggers	1	0.26			1		
bpTT	4	1.03	3				1
Brand Source	6	1.54	2		2	2	
British Gas	2	0.51	2				
Buyers Mart	1	0.26	1				
Buyer's Mart	1	0.26	1				
Caltrate	1	0.26	1				
Carib Brewery	3	0.77	1		2		
Caribbean Star	1	0.26			1		
Catwalk	1	0.26	1				
Ceramic Trinidad Limited	3	0.77				1	2
Circuit Zone	1	0.26	1				
Citizens Computer Services & Supplies	1	0.26					1
Cleopatra	1	0.26				1	
CLICO	2	0.51	2				
Climate Control	2	0.51				2	
CMMB	2	0.51	2				
CNMG TV	9	2.31	5		1	3	

Express Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Cold Air Supply Limited	1	0.26			1		
Colfire	2	0.51	2				
Collier Morrison Belgrave	1	0.26	1				
Comfort Zone	2	0.51		2			
Complan Foods Limited	1	0.26	1				
COTT	1	0.26	1				
Courts	15	3.86	10	1	2	2	
Crews Inn Hotel	1	0.26					1
CSME	3	0.77	2			1	
Dell	2	0.51			1		1
Delta Airlines	2	0.51	1		1		
Detour	4	1.03			3	1	
Digicel	45	11.57	31		13	1	
Direct TV	1	0.26			1		
Dollar Worth	3	0.77	2			1	
DS Maharaj	3	0.77			2		1
e City	1	0.26	1				
Edinburgh General Hardware	1	0.26	1				
Express Newspaper	3	0.77	2			1	
Fabric Land	1	0.26					1
FCB	5	1.29	4		1		
Ferreira Optical	1	0.26					1
First Caribbean International Banking	1	0.26			1		
Flavorite-Cannings	3	0.77	3				
FLOW	1	0.26			1		
Fresh Express	2	0.51	2				
Furniture Plus	2	0.51		1		1	
G4S Security	1	0.26	1				
Grace Kennedy	1	0.26			1		
Green Dot Limited	1	0.26	1				
Guardian Life	4	1.03	3		1		
HCL	1	0.26				1	
HDC	1	0.26				1	
Hilo	4	1.03	1		2		1
Hilton Hotel	1	0.26				1	
Home & Garden Showplace	1	0.26				1	
Home Mart	2	0.51	1			1	

Express Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Husqvarna	1	0.26					1
Infinity Wholesale	1	0.26				1	
International Entertainment Group	1	0.26			1		
John Dickinson	1	0.26		1			
Lewis' Appliances	2	0.51		2			
Lifestyle Motors	6	1.54	4		1	1	
M&D Marketing	1	0.26			1		
Maraj & Sons Jewellers	1	0.26	1				
Marios Pizza	1	0.26			1		
Micles	1	0.26	1				
Micon	1	0.26				1	
Microfin	1	0.26			1		
Ministry of National Security	3	0.77	3				
Ministry of Tourism	2	0.51	2				
Modern Caribbean Enterprises Limited	1	0.26	1				
Movie (Casino Royale)	1	0.26					1
Nabisco	1	0.26		1			
NACC	1	0.26	1				
National Aids Coordinating Committee	1	0.26	1				
Neal & Massy	5	1.29	5				
NEDCO	2	0.51		1	1		
Nestle	1	0.26	1				
Net Talk	1	0.26	1				
Next Technology	1	0.26					1
NFM	1	0.26	1				
Nigel R Khan	2	0.51			1		1
NLCB	4	1.03	3			1	
np	3	0.77	1		2		
Oasis Water	1	0.26	1				
Optometrists Today	2	0.51		1	1		
Pariagh's Hardware	1	0.26					1
Payless	2	0.51			2		
Penta	3	0.77	3				
Petrotrin	2	0.51	2				
Prestige Holdings (KFC)	2	0.51	2				
Radio 90.5FM	1	0.26			1		
Radio 91.1FM (Talk City)	3	0.77	3				

Express Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Radio Shack	3	0.77	1			2	
RBTT	4	1.03	3		1		
Repsol YPF	1	0.26	1				
Republic Bank	5	1.29	4		1		
Rescona Teens	1	0.26	1				
RIK Bookstore	1	0.26	1				
Roopnarine Commercial Centre	1	0.26		1			
Roopnarine Home Centre	1	0.26		1			
Roopnarine Linen Closet	1	0.26			1		
Roopnarine Tile Mart	2	0.51				1	1
Rotoplastics	2	0.51	1				1
Russel Rampersad Hardware	1	0.26			1		
Sagicor	1	0.26				1	
Scotiabank	2	0.51	2				
Shoe Locker	3	0.77	3				
Signature Selections	1	0.26				1	
Singer	2	0.51	2				
Sissons Paint	2	0.51	1	1			
Southern Wholesale Stores	1	0.26				1	
Specialist Hardware	1	0.26					1
St. Lucia Tourism	1	0.26	1				
Stephensons	3	0.77	3				
Sterling Services	2	0.51	1	1			
Subway	3	0.77	2				1
Sunshine Snacks	2	0.51		2			
T&T Crime Stoppers	3	0.77	3				
T&T Home Improvement	1	0.26				1	
T&Z Home Improvement Centre	1	0.26				1	
T&Z Tiles	1	0.26				1	
TDC	5	1.29	2			2	1
Teaser Ad (Unknown)	1	0.26	1				
Telecom Security Services	1	0.26					1
Tony Roma's	2	0.51					2
Toyota	3	0.77	3				
Tracmac	1	0.26			1		
Trinidad Automobiles	4	1.03	2		2		
Trinre	2	0.51	2				

Express Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
TSTT	4	1.03	3	1			
TTMF	1	0.26		1			
TTPB	4	1.03	3	1			
Ultra Pharm	1	0.26	1				
UTC	7	1.80	2	2	1	1	1
UTT	4	1.03			4		
UWI	1	0.26	1				
Vigourade	1	0.26	1				
VISA	3	0.77	3				
Welthecon Investment Managers	1	0.26	1				
Whirlpool	1	0.26			1		
Wood You	1	0.26			1		
Zippers	1	0.26					1
TOTAL	389	100	218	23	75	45	28
%			56.04	5.91	19.28	11.57	7.20

Guardian Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
ABC Distributors	2	0.66		1		1	
Abel	2	0.66			2		
Agostini Interiors	1	0.33				1	
ALCOA	3	0.98			2	1	
AMCO	3	0.98		1	1		1
Ansa Mcal	11	3.61	1	1	4	4	1
Atlantic LNG	1	0.33		1			
Barbados Tourism	2	0.66	2				
Berger Paints	1	0.33			1		
BG	1	0.33		1			
Bhagwansinghs	1	0.33					1
bmobile	22	7.21	17	2		3	
BMW	1	0.33					1
bpTT	5	1.64	2				3
Brand Source	6	1.97		1	4	1	
Cara Suites Hotel	1	0.33			1		
Carib Brewery	3	0.98			1	2	
Ceramic Trinidad Limited	3	0.98				2	1
CIL Home Furnishings	2	0.66					2
Classic Motors	3	0.98			3		
CLICO	3	0.98		1	1		1
Climate Control	2	0.66				1	1
CMMB	1	0.33		1			
CNMG TV	9	2.95		5		4	
Colfire	2	0.66		2			
Collier Morrison Belgrave	1	0.33		1			
Comfort Zone	2	0.66		1		1	
COTT	1	0.33		1			
Courts	2	0.66	2				
CSME	2	0.66		1		1	
CTC Electronics Limited	1	0.33					1
CW Interiors	3	0.98			2	1	
D Rite Stuff	2	0.66				1	1
Detour	2	0.66		1		1	
Diamond Motors	2	0.66		2			
Diamondtex	1	0.33					1

Guardian Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Digicel	42	13.77	25		11	2	4
DS Maharaj	1	0.33					1
FCB	4	1.31	1	1	1	1	
FLOW	3	0.98		2			1
Fresh Express	2	0.66		2			
Furniture Plus	3	0.98		1			2
G4S Security	1	0.33		1			
Grand Bazaar	1	0.33				1	
Grenada Tourism	1	0.33			1		
Guardian Asset Management	1	0.33	1				
Guardian Life	1	0.33		1			
Guardian Newspaper	8	2.62	7				1
HCL	1	0.33	1				
Hilton Hotel	1	0.33				1	
Home Express	2	0.66				2	
Hoseins	1	0.33					1
Hosein's	2	0.66					2
ICC Cricket World Cup	1	0.33			1		
Infinity Wholesale	1	0.33				1	
Island Finance	1	0.33		1			
Jamieson Laboratories	1	0.33		1			
John Dickinson	1	0.33				1	
Kapok Hotel	1	0.33					1
Kid's World	1	0.33		1			
Kiss Bakery	2	0.66		2			
Laughlin & De Gannes Service Centre	1	0.33			1		
Lewis' Appliances	1	0.33		1			
Lifestyle Motors	2	0.66	1	1			
Luxsam Industries Limited	1	0.33					1
Maraj & Sons Jewellers	1	0.33					1
Marios Pizza	1	0.33				1	
Maritime Financial Group	1	0.33		1			
MBM	1	0.33			1		
MBM Security Services	1	0.33				1	
McEneaney Motors	2	0.66		2			
Mega Traders Limited	1	0.33					1

Guardian Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Micles	1	0.33	1				
Micon	2	0.66	1				1
Modern Caribbean Enterprises Limited	1	0.33					1
Movie (Casino Royale)	1	0.33					1
NACC	2	0.66	1	1			
National Aids Coordinating Committee	1	0.33	1				
Neal & Massy	2	0.66		1	1		
NEDCO	1	0.33			1		
Net Talk	1	0.33			1		
NFM	1	0.33	1				
NGC	1	0.33					1
Nigel R Khan	3	0.98					3
NLCB	1	0.33		1			
np	1	0.33				1	
Nutone	1	0.33					1
Oasis Water	1	0.33	1				
Office Star Products	1	0.33				1	
Optometrists Today	1	0.33			1		
Paint Plus	1	0.33			1		
PCS Nitrogen	1	0.33			1		
Peake	1	0.33					1
Penta	2	0.66	2				
Petrotrin	1	0.33	1				
Plant Doctor	2	0.66					2
Radio 91.1FM (Talk City)	2	0.66		2			
Radio Shack	1	0.33		1			
RBTT	3	0.98	2				1
Repsol YPF	1	0.33		1			
Republic Bank	4	1.31	1	2	1		
RIK Bookstore	1	0.33					1
Roopnarine Linen Closet	1	0.33			1		
Roopnarine Tile Mart	1	0.33					1
Sagikor	1	0.33					1
Signature Selections	1	0.33			1		
Sissons Paint	3	0.98			1	2	
Southern Sales & Service Company	1	0.33		1			

Guardian Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Standards	2	0.66	2				
Sterling Services	3	0.98				3	
Stihl	1	0.33					1
Subway	1	0.33					1
Sunshine Snacks	2	0.66		1		1	
T&T Cancer Society	1	0.33		1			
T&T Crime Stoppers	1	0.33	1				
TATIL	1	0.33				1	
TDC	2	0.66	1				1
Teaser Ad (Perfect Trip)	1	0.33	1				
Teaser Ad (Unknown)	1	0.33	1				
Toyota	5	1.64	5				
Tracmac	1	0.33					1
Tradewinds Hotel	1	0.33	1				
Trintrac	1	0.33					1
TSL Group	1	0.33			1		
TSTT	4	1.31	4				
TTMF	1	0.33		1			
Tucker Real Estate	1	0.33			1		
UTC	5	1.64	1		3		1
UTT	3	0.98			2	1	
Value Optical	1	0.33	1				
VIBE	1	0.33			1		
VISA	3	0.98	3				
Welthecon Investment Managers	1	0.33		1			
Wood You	1	0.33				1	
Zippers	1	0.33					1
TOTAL	305	100	93	56	56	47	53
%			30.49	18.36	18.36	15.41	17.38

Newsday Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
2001 Carpet House	1	0.30				1	
ABC Distributors	1	0.30				1	
Abel	2	0.60	1	1			
Advertising Impact	1	0.30	1				
Agostini Interiors	1	0.30		1			
ALCOA	2	0.60			2		
Algico	1	0.30			1		
AMCO	1	0.30			1		
American Stores	2	0.60	2				
APSCO	1	0.30			1		
Auto	3	0.89			3		
Berger Paints	1	0.30				1	
Bhagwansinghs	2	0.60	1			1	
bhp Billiton	1	0.30		1			
Bill Express	1	0.30		1			
Blue Band	1	0.30	1				
bmobile	26	7.74	23			3	
bpTT	2	0.60	2				
Brand Source	7	2.08	2		3	2	
Buyers Mart	1	0.30	1				
Caltrate	2	0.60	2				
Carib Brewery	5	1.49			4	1	
Caribbean Jewellers	1	0.30				1	
Catwalk	3	0.89	3				
City Motors	1	0.30	1				
CLICO	2	0.60	2				
CNMG TV	7	2.08	3		1	3	
Colfire	1	0.30	1				
Comfort Engineering	1	0.30				1	
Comfort Zone	1	0.30					1
Complan	1	0.30	1				
COTT	1	0.30		1			
Courts	9	2.68	7			2	
Crews Inn Hotel	1	0.30				1	
CSME	1	0.30			1		
CTC Electronics	1	0.30				1	
CW Interiors	2	0.60			2		

Newsday Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Detour	4	1.19			1	3	
Diamondtex	1	0.30					1
Digicel	49	14.58	32		16	1	
Direct TV	1	0.30			1		
Dollar Worth	3	0.89	2			1	
e City	1	0.30	1				
Edinburgh General Hardware	3	0.89	3				
FCB	4	1.19	2	2			
Flavorite-Cannings	3	0.89	3				
FLOW	4	1.19	3			1	
Fresh Express	2	0.60	2				
Furniture Plus	3	0.89		1		2	
G4S Security	1	0.30	1				
Golden Key Real Estate	1	0.30	1				
Guardian Asset Management	1	0.30	1				
Guardian Life	1	0.30	1				
Health Net	1	0.30	1				
Hilo	3	0.89			1	2	
Hilton Hotel	1	0.30				1	
Home Express	1	0.30			1		
Home Mortgage Bank	1	0.30	1				
Hoseins	1	0.30					1
House of Marketing	1	0.30					1
ICC Cricket World Cup	1	0.30	1				
Infinity Wholesale	1	0.30				1	
Island Finance	1	0.30	1				
Kids World	1	0.30	1				
Kiss Bakery	1	0.30	1				
LB's Supermarket	1	0.30	1				
Lewis' Appliances	1	0.30		1			
Lifestyle Motors	4	1.19	4				
Luxsam Industries Limited	1	0.30		1			
Marabella Hardware & Paint Centre	2	0.60		1	1		
Maraj & Sons	1	0.30					1
Marios Pizza	2	0.60	1		1		
Maritime Financial Group	1	0.30	1				
MBM	1	0.30				1	

Newsday Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
MET Wholesale Limited	1	0.30				1	
Micles	1	0.30	1				
Ministry of Community Development	1	0.30	1				
Ministry of Health	1	0.30	1				
Ministry of National Security	3	0.89	3				
Ministry of Social Development	1	0.30	1				
Ministry of Tourism	1	0.30	1				
NACC	2	0.60	2				
National Aids Coordinating Committee	1	0.30	1				
Neal & Massy	4	1.19	4				
NEDCO	2	0.60		1	1		
Nestle Caribbean	1	0.30			1		
Newsday Newspaper	2	0.60	2				
NFM	1	0.30	1				
Nigel R Khan	1	0.30			1		
NLCB	7	2.08	5		1	1	
np	2	0.60			2		
Oasis	2	0.60	2				
Oasis Water	1	0.30	1				
Paint Plus	1	0.30		1			
Payless	1	0.30		1			
Peakes	1	0.30				1	
Pedrollo	3	0.89	2		1		
Penta	2	0.60	2				
Petrotrin	1	0.30	1				
Prestige Holdings (KFC)	2	0.60	2				
Radio 90.5FM	2	0.60			1	1	
Radio 91.1FM (Talk City)	1	0.30	1				
Radio Shack	3	0.89	2				1
Ramsingh	1	0.30	1				
Rascona Teens	1	0.30	1				
RBTT	5	1.49	3		1	1	
Repsol YPF	1	0.30	1				
Republic Bank	3	0.89	2		1		
Restonic	1	0.30				1	
RIK Bookstore	1	0.30			1		
Roopnarine Tile Mart	2	0.60					2

Newsday Newspaper

Week 2 - Print Ads Recorded from 05/11/2006 to 11/11/2006

Company Name	Total Ads	%	FULL	3/4	1/2	1/3	1/4
Second Crossing Hardware	3	0.89			1	2	
Shoe Locker	3	0.89	3				
Signature Selections	1	0.30				1	
Singer	2	0.60	2				
Sissons Paint	5	1.49			4	1	
Southern Sales & Service Company	1	0.30	1				
Standards	1	0.30	1				
Stephensons	4	1.19				1	3
Subway	2	0.60	1			1	
Sunshine Snacks	1	0.30	1				
T&T Crime Stoppers	1	0.30	1				
T&Z Home Improvement	1	0.30				1	
T&Z Tiles	2	0.60			1	1	
TDC	3	0.89	2			1	
Team McLaren Mercedes	1	0.30			1		
Teaser Ad (Perfect Trip)	1	0.30	1				
Teaser Ad (Unknown)	1	0.30	1				
Teck	1	0.30		1			
Telecom Security Services	2	0.60			1	1	
THI Interior Design Solutions	2	0.60	1		1		
Toyota	3	0.89	3				
Trinidad Automobiles	2	0.60			2		
Trinidad Tissues Limited	1	0.30	1				
TSL Group	1	0.30			1		
TTMF	1	0.30		1			
Ultra Pharm	1	0.30	1				
Universal Foods Limited	1	0.30			1		
UTC	4	1.19	1	2	1		
UTT	4	1.19		1	3		
VISA	2	0.60	2				
Western Union	1	0.30		1			
Westport	1	0.30	1				
Whirlpool	1	0.30			1		
TOTAL	336	100	187	20	70	48	11
%			55.65	5.95	20.83	14.29	3.27