

Table of Contents

Executive Summary.....	1
U.S. Local Advertising Forecast and the Share for Automotive	2
Ad Spend of Automotive’s Detailed Verticals	2
Auto Dealers	2
Other Motor Vehicle Dealers	3
Auto Parts & Accessory Stores.....	4
Tire Dealers	4
Gas Stations	5
Automotive Ad Spend - Traditional Advertising	5
Automotive Ad Spend - Digital/Online.....	6
Market Size & Future Growth	8
Automotive Advertising Market.....	8
Shares by Media	8
Understanding the Automotive.....	11
Consumer	11
Geographic Concentration and the Top 10 Markets	13
Conclusion.....	14
Key Take-Aways	14
Appendix I – Automotive Vertical Estimates	15
Appendix II - Auto Spend Per Population Top 50.....	15
About BIA/Kelsey	17

Figures

Figure 1 - Online Auto Parts Shoppers.....	4
Figure 2 - Total Automotive Local Advertising: 2016-2021.....	8
Figure 3 - 2017 Distribution of Automotive Spending by Media	9
Figure 4 - 2021 Automotive Advertising Spending by Local Media	10
Figure 5 - Distribution of Online Spending by Type in 2017	11

Tables

Table 1 - Total Automotive Advertising by Media, 2016.....	3
Table 2 - 2016 Top Tire Brands.....	5
Table 3 - 2016 Per Capita Automotive Advertising Spending in the Top 10 Markets.....	13