

Marketing Spending to Rise in 2014

Winterberry Group predicts slow growth in spending across marketing channels.

Spending on “direct and digital” marketing will increase about 5.5% in 2014, according to Winterberry Group’s report “2014 Annual Outlook: What to Expect in Direct and Digital Marketing.” Additionally, the management consulting firm expects U.S. digital ad spending to reach \$50.6 billion in 2014, up 14% over 2013. “About 20 to 23 percent of marketing spending overall is digital spend,” says Bruce Biegel, senior managing partner. “It’s still lagging, but we’re starting to see marketers put money where the media is being consumed.” Winterberry’s data put 2013 U.S. digital advertising spending at \$44.4 billion.

So what’s in store for 2014? Winterberry projects:

Overall measured media Overall “direct and digital” Overall U.S. digital ad spend

↑ .9% to \$124.6B

↑ 5.5% in 2014 to \$140.7B

↑ 14% in 2014 to \$50.6B

Spending on...



TV
↑ 3.2% to \$68.5B



Radio
↑ 2.6% to \$16.1B



Outdoor
↑ 2.9% to \$7.2B



Magazines
↔ 0.0% at \$15.1B



Cinema
↔ 0.0% at \$0.6B



Newspapers
↓ 8.6% to \$17.1B

Social Tech/Services
↑ 20.8% to \$2.9B



Display
↑ 17.1% to \$20.6B



Search
↑ 12.4% to \$22.6B



Lead Gen
↑ 10.5% to \$2.1B



Direct Mail
↑ 11.1% to \$44.5B



Teleservices
↑ 1.0% to \$41.5B



Email
↔ 0.0% at \$2B



Insert Media
↔ 0.0% at \$0.8B

