



Media & Verticals Covered in BIA ADVantage Local Market Intelligence

BIA ADVantage examines ad spend across top media and 95 business verticals as follows:

1. Cable TV
2. Direct Mail
3. Directories (Print & Internet)
4. Email
5. Magazines (Print & Online)
6. Mobile
7. Newspaper (Print & Online)
8. Online
9. Out-of-Home
10. Over-the-Top (OTT) (New)
11. Radio (OTA & Online)
12. Television (OTA & Online)

Automotive

Automotive Repair Services
Gas Stations & Petroleum
Other Motor Vehicle Dealers
Tier 1 – Auto Manufacturers
Tier 2 – Auto Dealers Automobile
Tier 3 – New Car Dealers
Tier 3 – Used Car Dealers
Tires, Automotive Parts, and Accessories

Education

Business and Trade Education (New)
Colleges & Universities (New)
Educational Support Services
Other Schools and Instruction

Financial/Insurance

Auto & Direct Property Insurance
Commercial Banking
Consumer Lending & Mortgages
Credit Cards
Direct Health and Medical Insurance Carriers
Direct Life Insurance Carriers
Insurance Agencies and Brokerages
Investment & Retirement Advice

Saving/Credit Institutions and Other Loan Services

General Services

Accounting, Tax Preparation, Bookkeeping, and Payroll Services
Architectural, Engineering, Related Services
Computer Systems Design and Related Services
Employment Services
Funeral Homes & Services
Legal Services
Maintenance Services
Management, Scientific, Technical Consulting Services
Other Home Building Services
Plumbers and HVAC
Utilities

Government/Political/Religion

Government, Unions & Other Organizations
Political
Religious & Charitable

Health Care

Health and Personal Care Stores
Hospitals
Nursing and Residential Care Facilities
Offices of Optometrists
Offices of Physicians/Dentists/Chiropractors
Personal Care Services
Pharmaceutical and Medicine Mnftrs
Veterinary Services

Leisure/Recreation

Airport, Cruises and Other Travel
Amusement Parks and Arcades
Fitness and Recreational Sports Centers
Gambling and Lotteries
Motion Picture and Video Exhibition
Museums, Historical Sites and Other Venues
Other Amusement and Recreation Industries
Performing Arts Companies
Spectator Sports
Tourism and Travel Services
Traveler Accommodation: Hotels-Motels

Media

Cable and Other Subscription Programming
Internet Publishers
Newspaper & Print Publishers
Radio Stations and Networks
Television Broadcasting and Networks



Real Estate

Real Estate Development
Realtors

Restaurants/Food Services

Beer and Wine, and Liquor Stores
Convenience Stores
Full-Service Restaurants and Bars
Quick Service Restaurants/Fast Foods
Special Restaurants, Food & Beverage Stores
Supermarkets and Other Grocery Stores

Retail

All Other General Merchandise Stores
Book Stores
Clothing Stores
Department Stores
Discount Department Stores
Electronic Stores
Floor Covering Stores
Furniture Stores
Gift, Novelty and Souvenir Stores
Hardware Stores
Hobby, Toy and Game Stores
Home Centers
Household Appliance Stores
Jewelry, Luggage, and Leather Goods Stores
Lawn and Garden Equipment and Supplies Stores
Mattress and Sleep Centers
Office Supplies and Stationary Stores
Other Home Furnishings Stores
Paint and Wallpaper Stores

Technology

Cable and Satellite Delivery
Internet Service Providers
Other Telecommunications
Wired/Bundled Services
Wireless Telecommunications Carriers (except Satellite)