

# State of Advertising: Niche Markets

Super Niche LIVE  
September 15, 2021



# Introducing MediaRadar

**Todd Krizelman**

Founder and CEO, MediaRadar





# Today's Focus

## ADVERTISING OVERVIEW

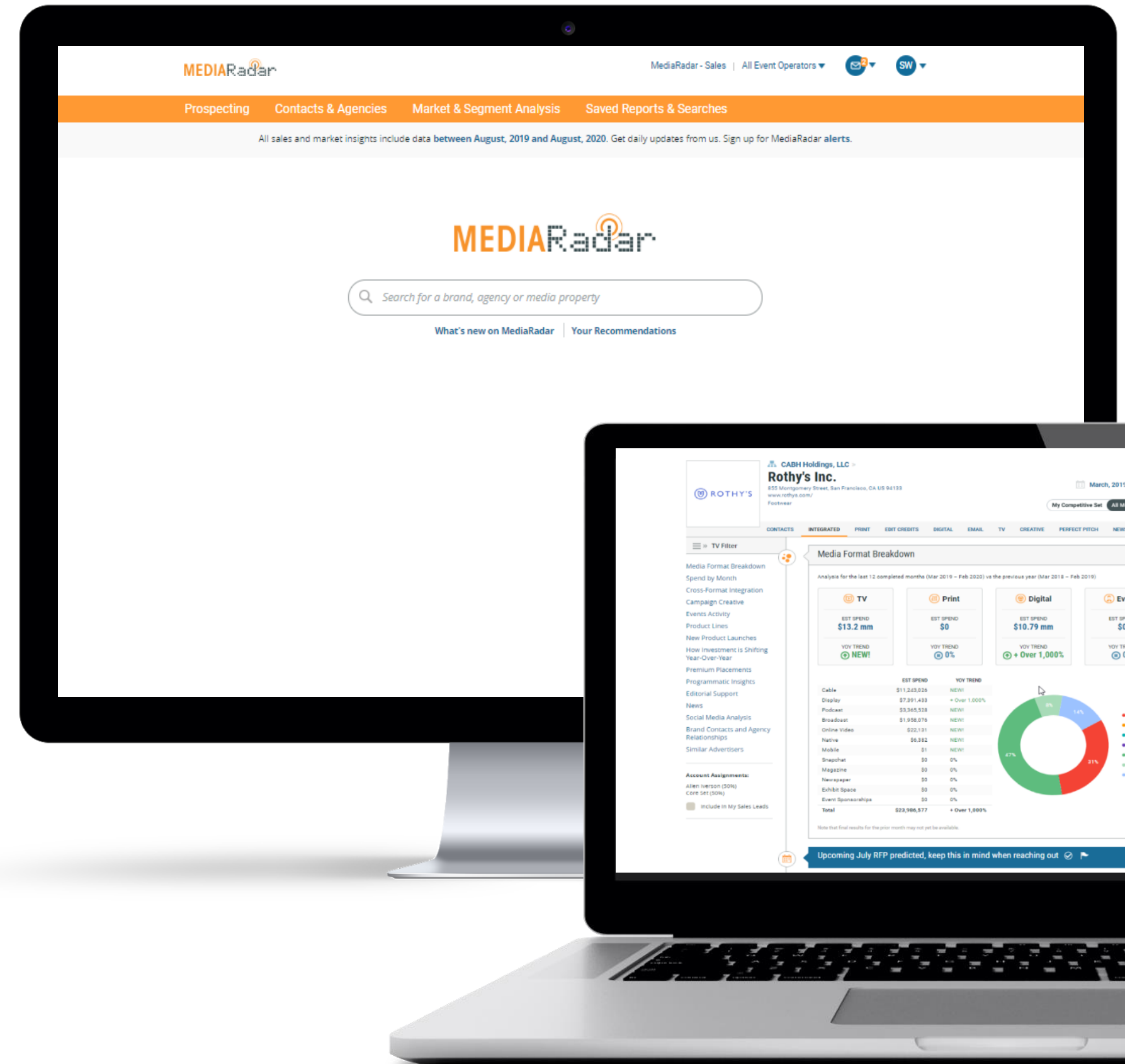
Pandemic Impact on US Advertising Market

## NICHE INDUSTRY DEEP DIVES

Review Trade, Regional, and Enthusiast Markets

## NEXT STEPS

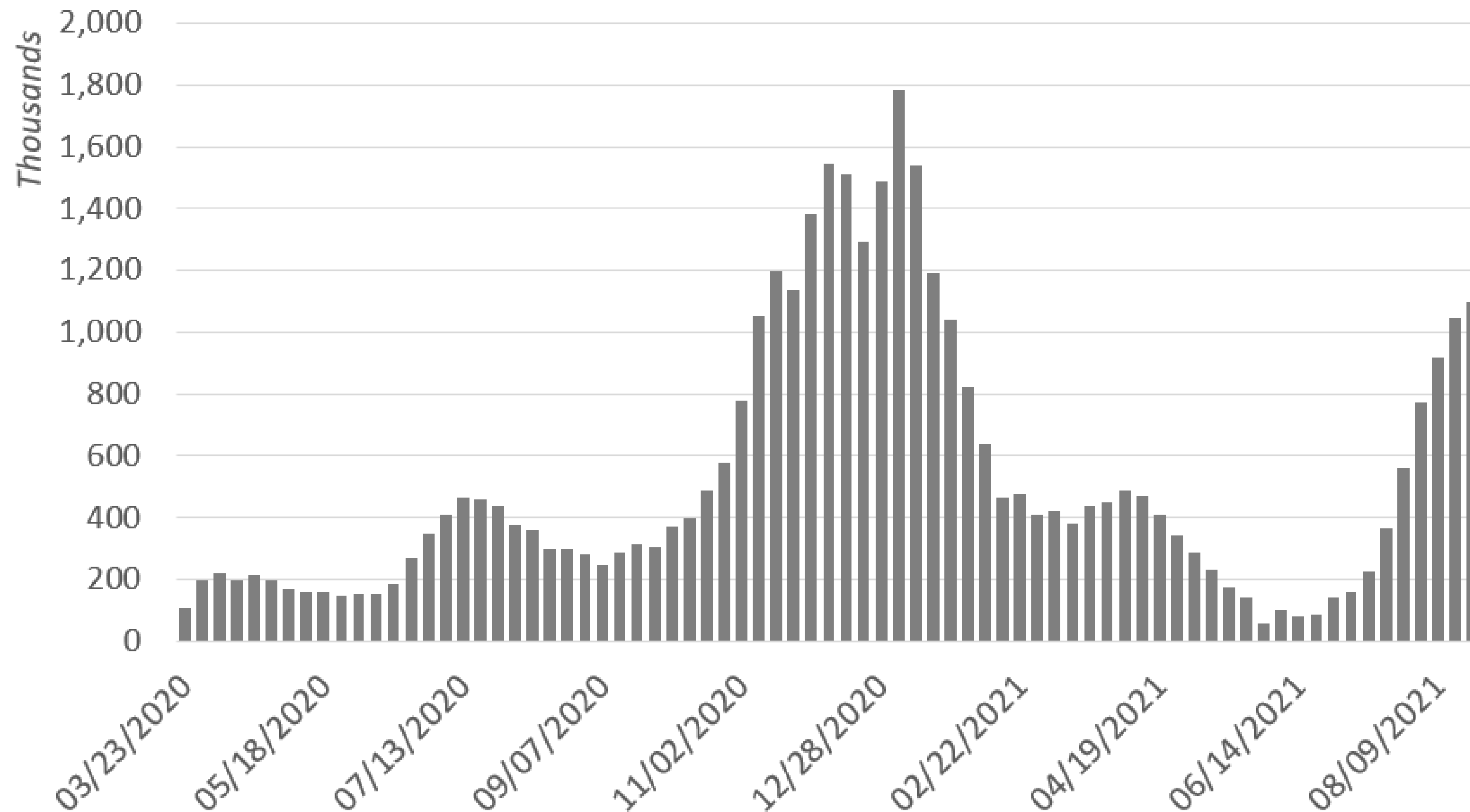
Key Takeaways for your business





# Setting the Stage: Pandemic Impact

## Newly Reported Covid-19 Cases by Week in the US



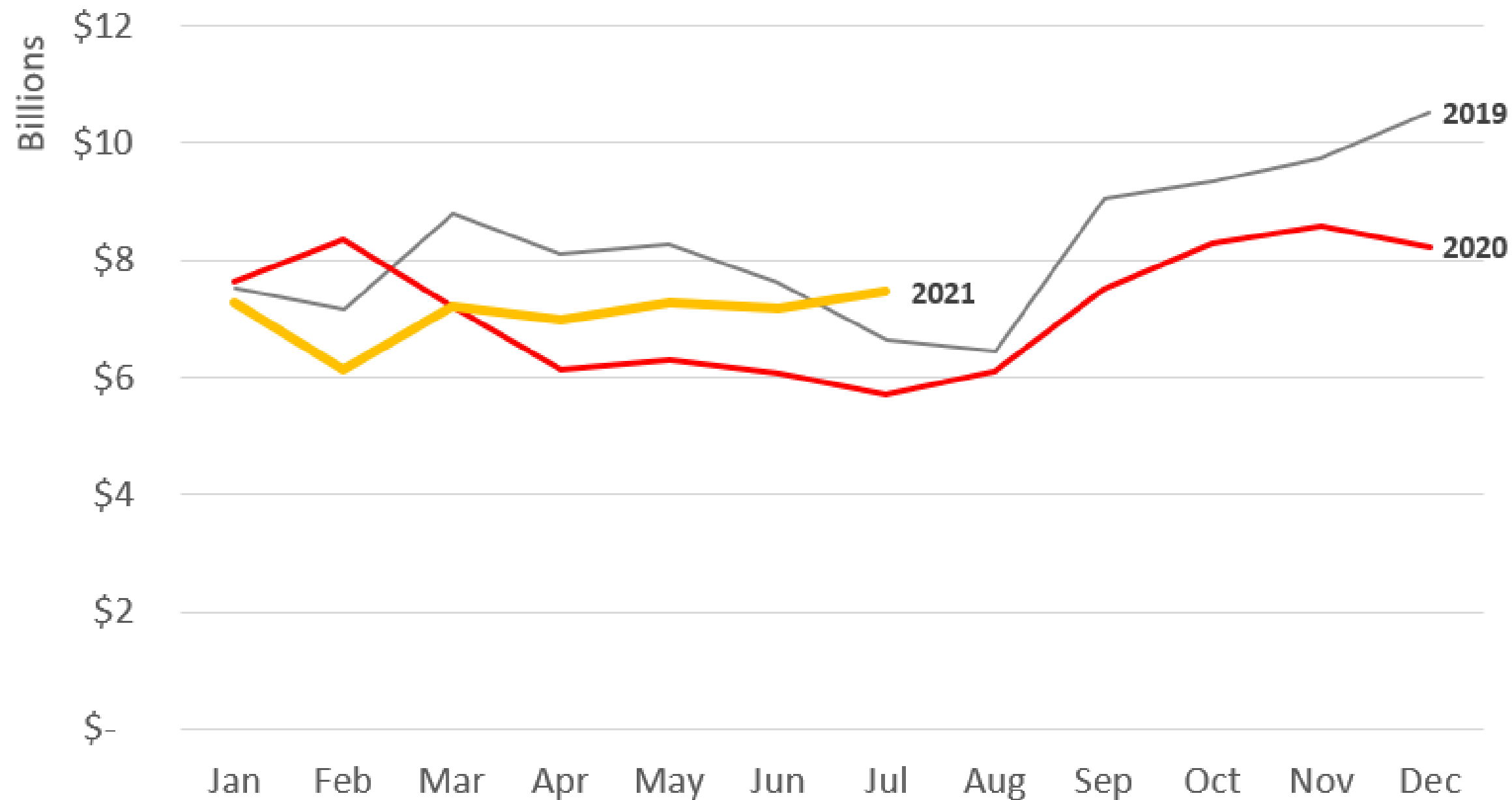
Source: The New York Times



# Overall Ad Industry

## Ad Spend by Month, Total Market

Jan 2019 - Jul 2021



### Mixed Advertising Results Across Print and Digital Media.

- Mar-Jul 2021: Ad spend is up 15% YoY
- Mar-Jul of 2021 to 2019: Ad Spend is down 8%

**Turning the Corner?**  
Jul 2021 outperformed 2019



# Myth Busting

- There are not enough advertisers in my market
- Google & Facebook own 90% of ad dollars in the US.
- I can't compete with big media companies
- The Pandemic has been bad for everyone



# Regional Advertising







# Regional Media





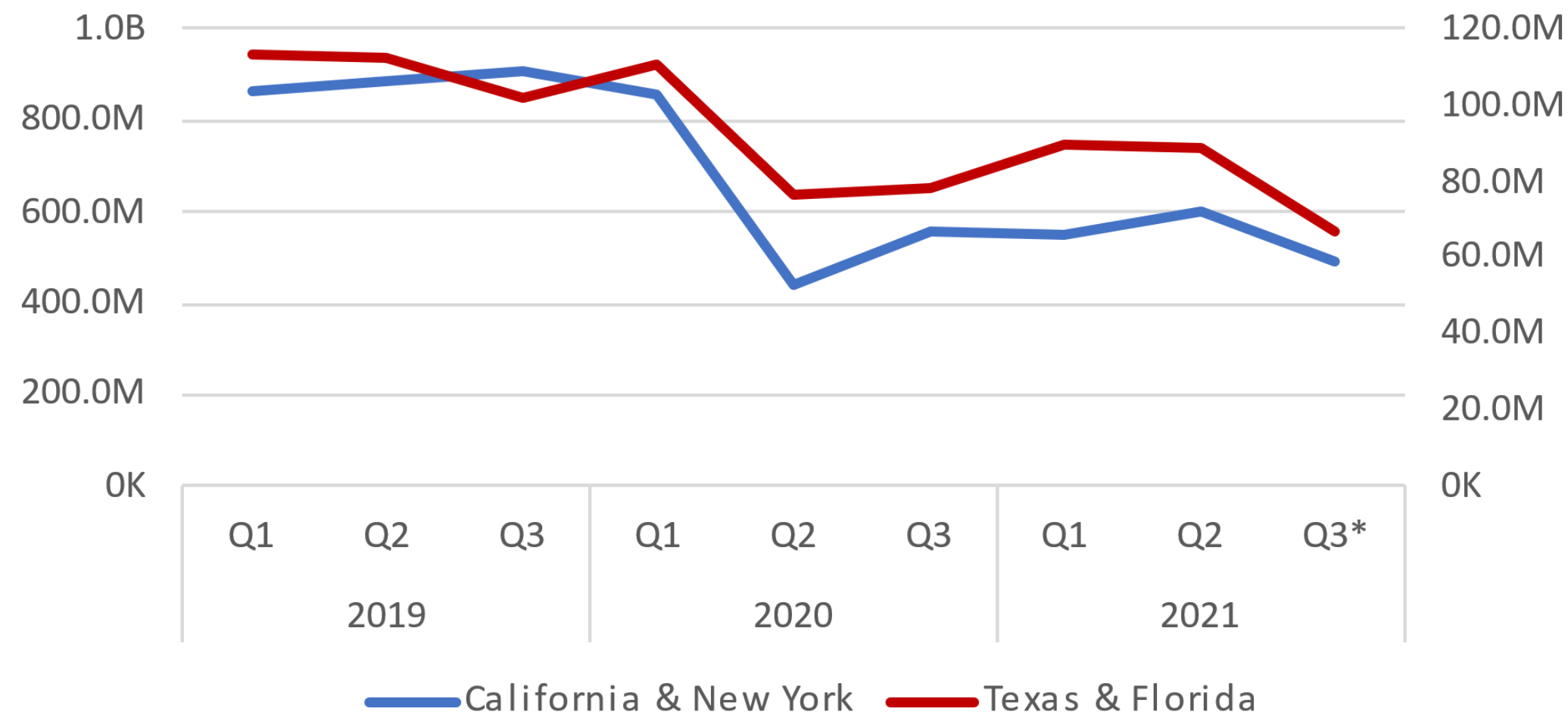
OPEN *for*  
BUSINESS





# Big Red vs. Blue State Differences

## NY & California vs. Texas & Florida



**The Q2 2020 spend dip was consistent across states.**

- NY & CA down 49% in Q2 2020
- TX & FL Down 31% in Q2 2020





# Regional Ad Category Breakdown

## YR 2021 Changes in Ad Spend in Regional

### Thriving

Category	YoY
Entertainment	9%
Industry	27%
Colleges and Universities	12%
Athletics	30%
Hobbies	91%
Animal Pharma	71%

### In Recovery

Category	YoY
Retail	-24%
Professional Services	5%
Home Goods	-15%
Beauty	-48%
Food	-58%

Source: MediaRadar 2019 – July 2021. Analysis across print and digital formats within Regional Media



# Jim Coleman Honda

## 2021 Honda HRV



Over 600 New & Pre-Owned Vehicles to Choose From!

12441 Auto Drive  
Clarksville, MD 21029

[SHOP NOW](#)

Auto Dealership Ad (Jim Coleman) on Redland Facts



# FEEL ALIVE®

## 2021 MAZDA CX-5



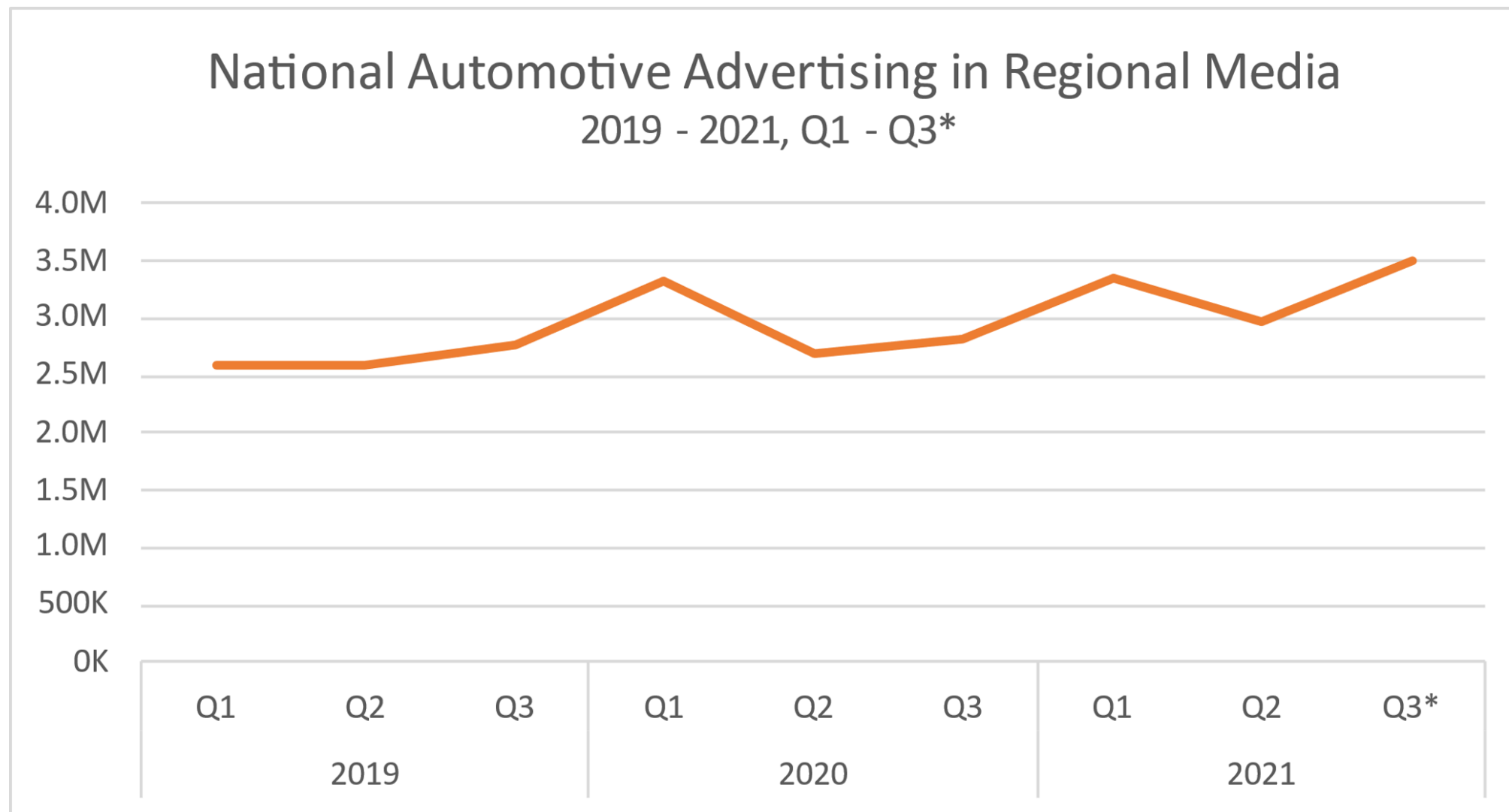
SWIPE FOR REVIEWS

[DISCOVER MORE](#)

Mazda ad on SI Live



# National Auto is Up, but Local Dealer Investment is Down



**Spend by Auto brands in regional media is up 48% in 2021 YTD vs 2020.**

**Auto dealership spend is down 31% Jan – Jul 2021 vs 2020.**

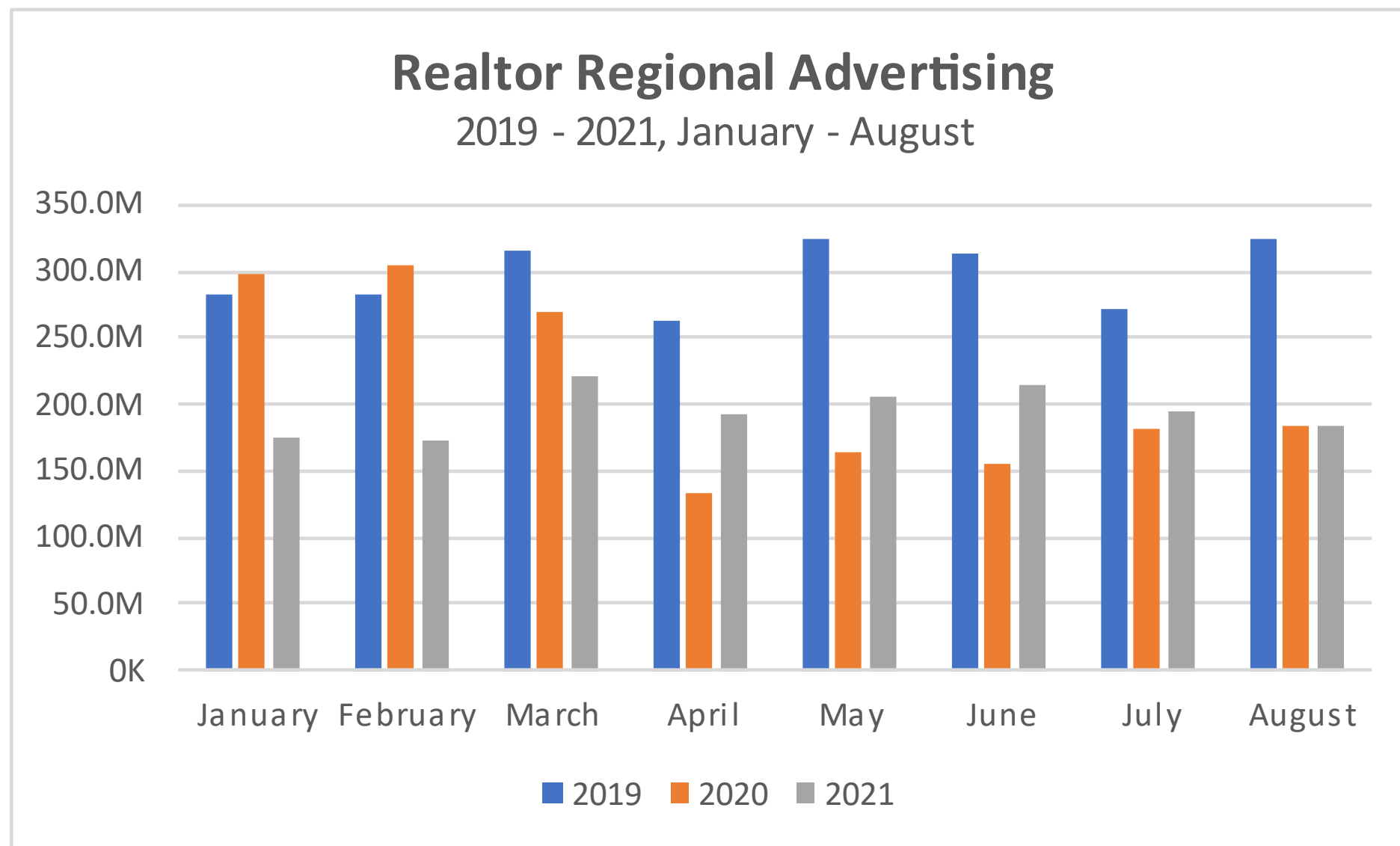
*Note: In Chart Automotive spend includes national auto brands and Q3 2021 is projected*

*Source: MediaRadar 2019 – August 2021. Analysis across print and digital formats advertising with regional media*





# Real Estate



- **Realtor advertising decreased 6% YoY, 2021 vs. 2020, Jan-Jul.**
- **There are more realtors than homes to sell.**
- **U.S residential inventory is 38% below pre-pandemic levels\***

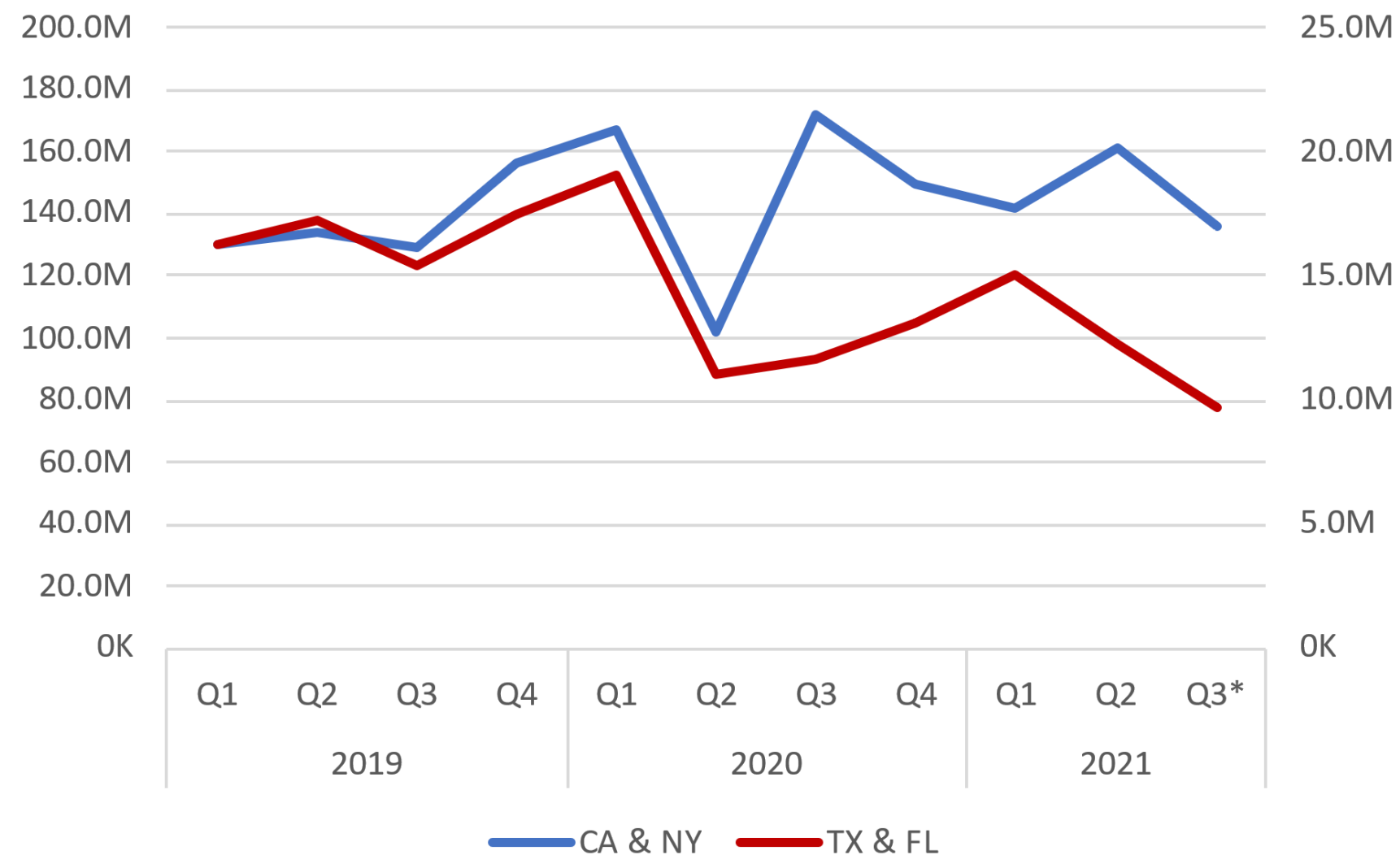
\*Source: Yahoo Finance: [September 12, 2021](#)

Source: MediaRadar 2019 – July 2021. Analysis across print and digital formats within the regional media market. Print and Digital Media in NY, TX, CA, and FL were reviewed



# Real Estate – CA & NY vs FL & TX

CA & NY vs FL & TX - Real Estate Advertising  
Q1 2019 - Q3 2021



\*Q3 2021 Ad Spend is projected through September

**Realtor advertising in CA & NY recovered immediately from the 39% drop between Q1 and Q2 2020**

*Advertising spend in Q3 2020 reached its high in CA & NY when people were looking to move out of large cities.*

**TX and FL dropped 42% from Q1 – Q2 2020, but their recovery has been more gradual. It took 3 quarters to improve 28%**

*In July, Texas major metro areas reported less than a two-month supply of houses for sale\**

\*Home Buying Institute: [August 31, 2021](#)

Source: MediaRadar 2019 – August 2021. Analysis across print and digital formats advertising with regional media



# How The Pandemic Impacted Publishing

## *Bars Open for Business!*

October 8, 2020

July 6, 2021

Texas, Thursday, October 8, 2020

DallasNews.com

TEXAS

# It's reopening time for bars, Abbott says

Dallas among counties that say they are going to keep them closed

By ALEX BRISEÑO  
Austin Bureau  
alex.briseno@dallasnews.com

AUSTIN — For the first time since late June, bars will be allowed to reopen at 50% ca-

capacity starting Oct. 14, Gov. Greg Abbott announced Wednesday.

"Until now, only two types of businesses have not been open," Abbott said in a Facebook video. "One is river tubing operations and the other is bars. It is time to open them up."

In order to ensure the bars

are opened safely, openings will be made in conjunction with county officials, Abbott said. This gives county officials across the state the opportunity to "opt in" with the Texas Alcoholic Beverage Commission (TABC) to allow bars to reopen. Dallas County Judge Clay Jen-

See **ABBOTT** Page 12A

New York buzzed with activity during the holiday weekend. Jonny O'Leary still wore a mask in Washi

## Over a Long Weekend, a City Rediscovered Itself

By JOHN LELAND

This Fourth of July, Iyabo Boyd did two things that she said would have been unthinkable a year ago. She went to a barbecue in a stranger's yard, and she met new people.

Reading on a blanket in Franz Sigel Park in the South Bronx on Monday, Ms. Boyd, 36, said she had kept mostly to her pod during the pandemic. Finally, over the weekend, that changed. "Getting to know people again was really lovely," Ms. Boyd said. "It was like, 'Hey, maybe we can be friends.'"

In Times Square, Ryan Bowen, 28, was making his second pandemic-era visit from Tampa. Last October, he said, he and his girlfriend found little to do because everything was shut down. Now there were restaurants, fireworks, the tram to Roosevelt Island— not exactly a return to old times, but a distinct step in that direction.

### New Yorkers Celebrate and Wonder: What Comes Next?

"It feels great to be out," he said. It was once possible to envisage the city coming back entirely. Now, whatever lies next for New York feels more like a game collective improvisation, a city taking shape on the fly. The holiday weekend was a time to rediscover what New York was, and glimpse what it might become.

For many, the three-day weekend came as an occasion to do things they had not done for more than a year. Tourists arrived, while New Yorkers themselves crammed into airports, highways and sought-after getaway spots. Some parks were empty and street parking was plentiful. But

for those who stayed and gathered, nothing beat the sheer cathartic joy of being able to hug friends or elders again.

For some, the holiday was an opportunity to leave home. Close to 50 million Americans were expected to travel in the first five days of July, the second-highest Fourth of July volume on record, according to AAA Northeast. Air travel has climbed back to 90 percent of prepandemic levels.

The city, once the epicenter of the pandemic, with thousands of new cases daily, last week saw a daily average of 193 new cases and only three deaths per day. The Delta variant, which has spread through much of the country, accounted for 17 percent of the new cases.

But the city is not the same. The pandemic killed 33,000 New Yorkers, and some question whether the city could ever truly recover.

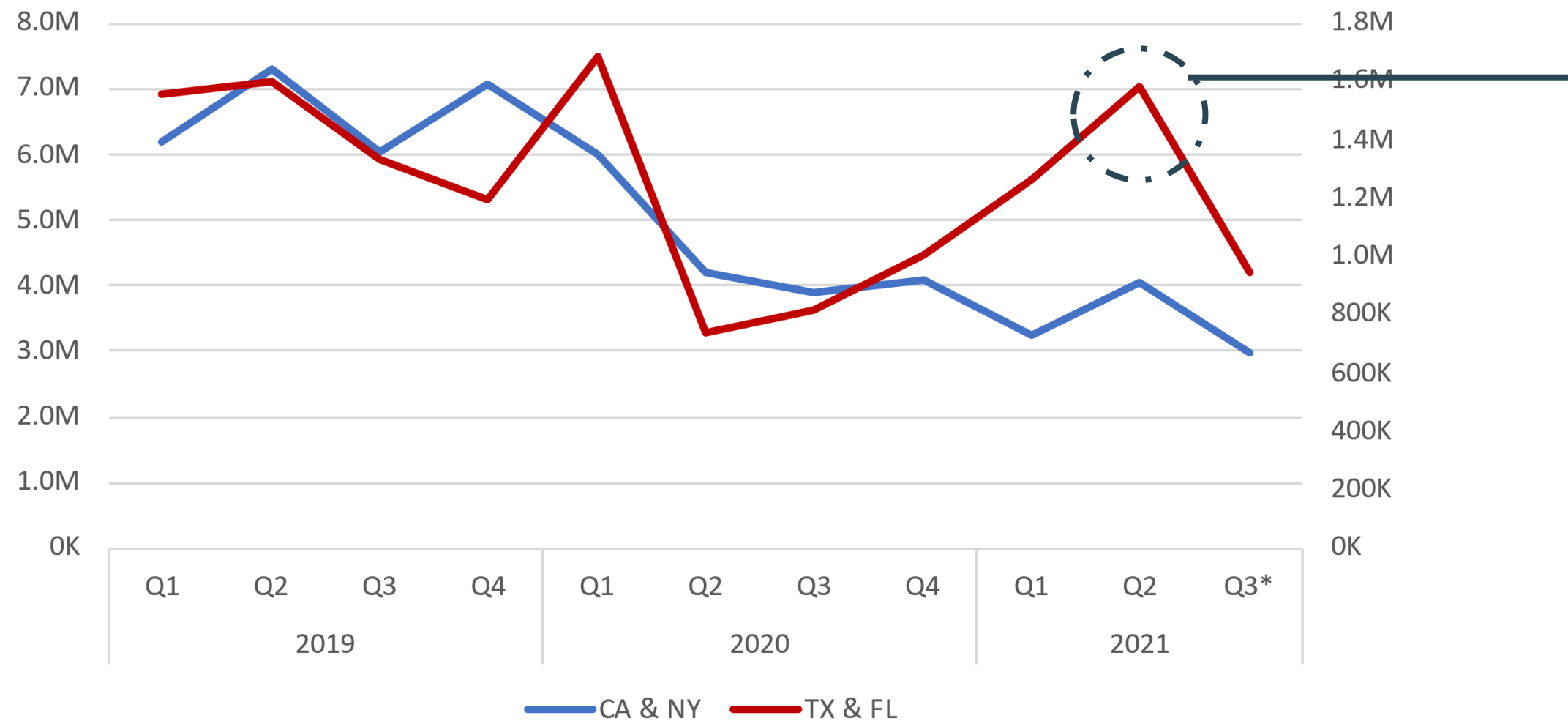
Continued on Page A11





# Restaurants & Bars

CA & NY vs FL & TX - Restaurant & Bars  
Q1 2019 - Q3\* 2021



\*Q3 2021 Ad Spend is projected through September

**TX & FL were of the first lift restrictions. Ad spend immediately returned.**

**NY and CA are still down almost 50% from pre-pandemic levels, despite re-opening.**

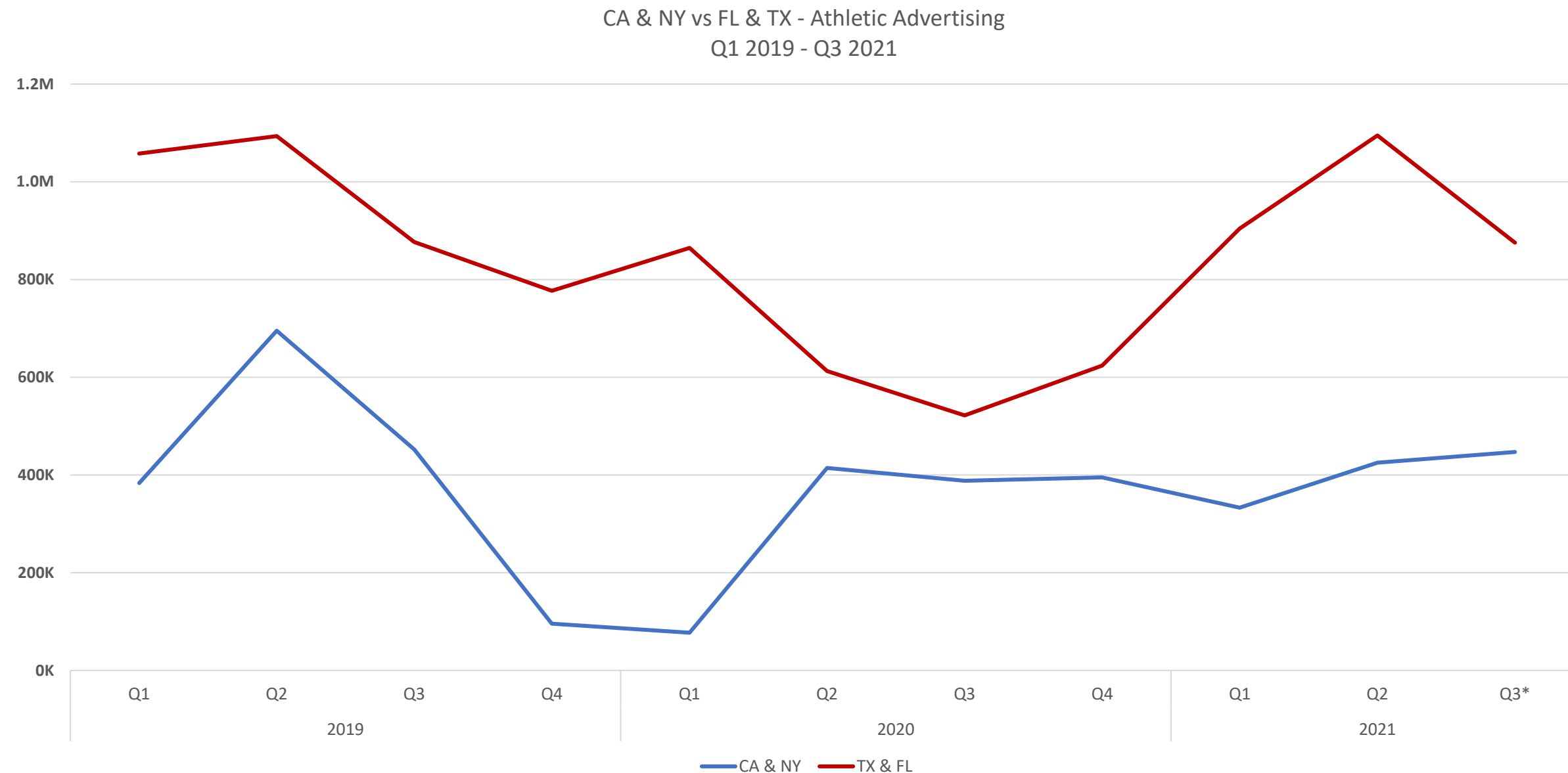








# Hunting, Fishing, Boating, Cycling



**Where FL & TX recovered to peak 2019 spend levels in Q2 2021, CA & NY are still below 2019 levels.**

*\*Q3 2021 Ad Spend is projected through September*

*Source: MediaRadar 2019 – August 2021. Analysis across print and digital formats advertising with regional media*






# Big Plans for Clean Energy Across the US

## CPR News

**Pueblo's Comanche Coal Plant Is Closing Earlier Than Expected. Is Its Future With Nuclear, Or Renewables?**

 By Miguel Otárola | September 13, 2021

## The Dallas Morning News

**Renewable energy capacity on the Texas grid set to soar — will we have the infrastructure to use it?**

Hurdles on the horizon include a lack of transmission infrastructure and political opposition to expanding renewable power generation.

BY MORGAN O'HANLON · Sep 1, 2021 · [MEMBER EXCLUSIVE](#)

## **courier** journal

**Louisville wants to move to 100% clean energy in the next 20 years. How you can help**

**Paul Wesslund** Opinion contributor

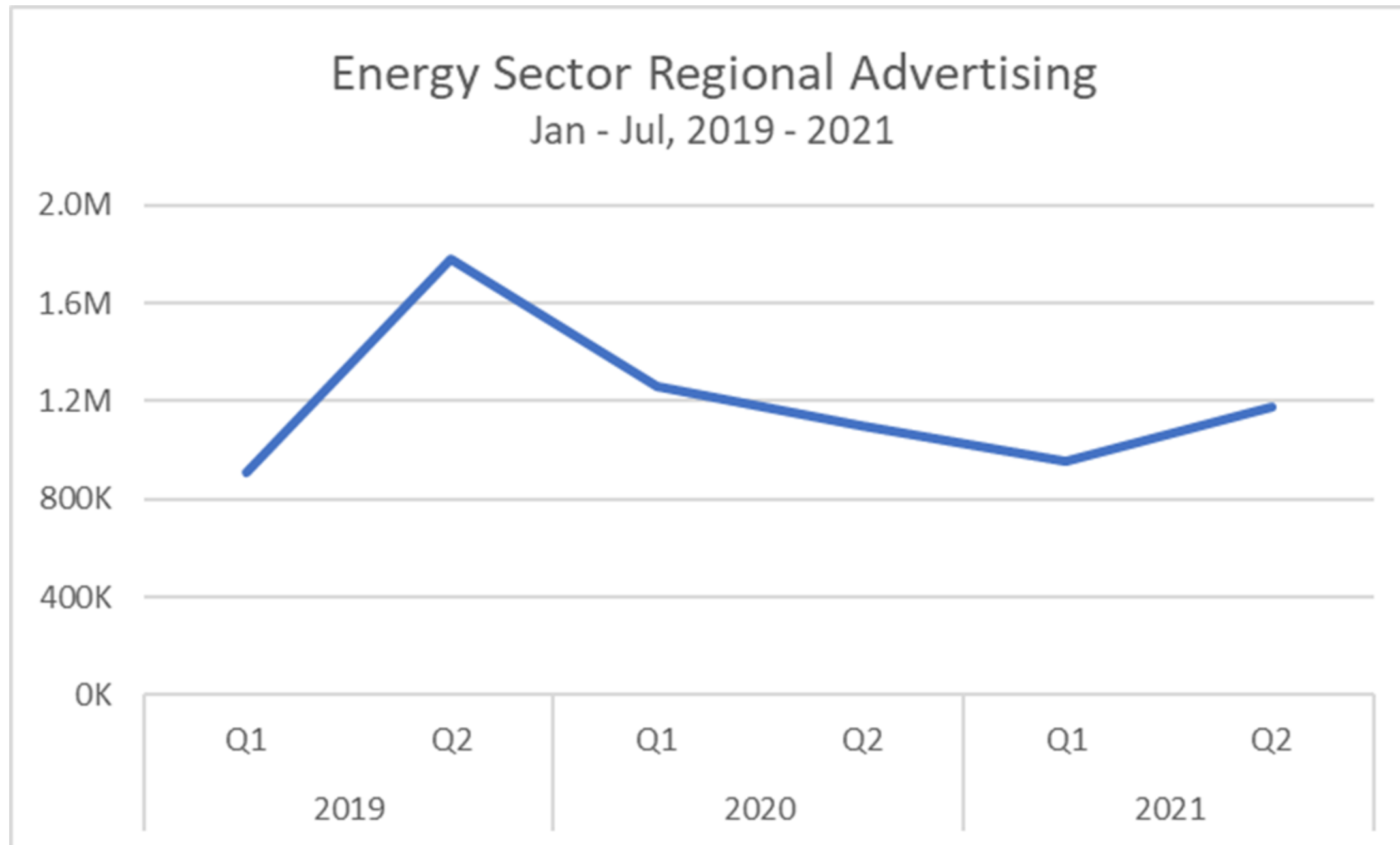
Published 5:18 a.m. ET Sep. 13, 2021

## *Daily Pilot*

California National Guard plans 99-acre solar farm in Los Alamitos



# Local Energy Advertising Remains Dim

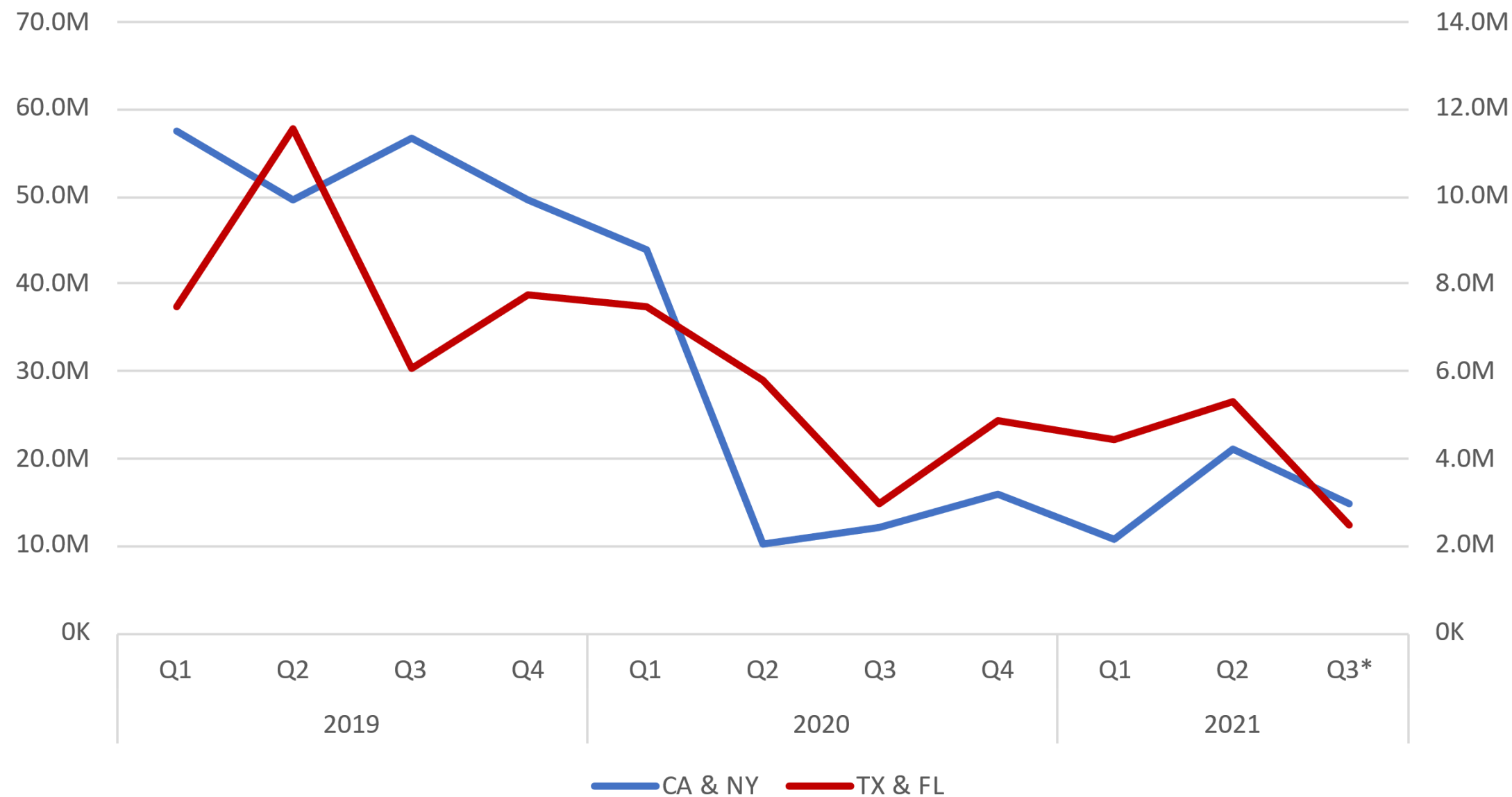


- Local Energy advertising is driven by Renewable energy, 66% of total category spend.
- Advertiser spend peaked in 2019 at \$1.8mm, however, it has since fallen 52%.
- YoY, the category is down 10% (January – June, 2021 vs 2020). Nationally, the category is flat YoY.
- Spend is improving, with 23% improvement over Q1 in 2021. On a national level, energy advertising between Q1 and Q2 2021 rose 102%.



# Travel Advertising – Still in a Slowdown

CA & NY vs FL & TX - Travel Advertising  
Q1 2019 - Q3\* 2021



\*Q3 2021 Ad Spend is projected through September

**YTD 2021 travel advertising in local media is down 30% in CA & NY and 24% FL & TX compared to 2020.**

*More than 33% of travelers nationwide are postponing travel due to the Delta variant\**

\*The Daily Sun: [August 22, 2021](#)

Source: MediaRadar 2019 – August 2021. Analysis across print and digital formats advertising with regional media



# B2B Advertising







# B2B Media



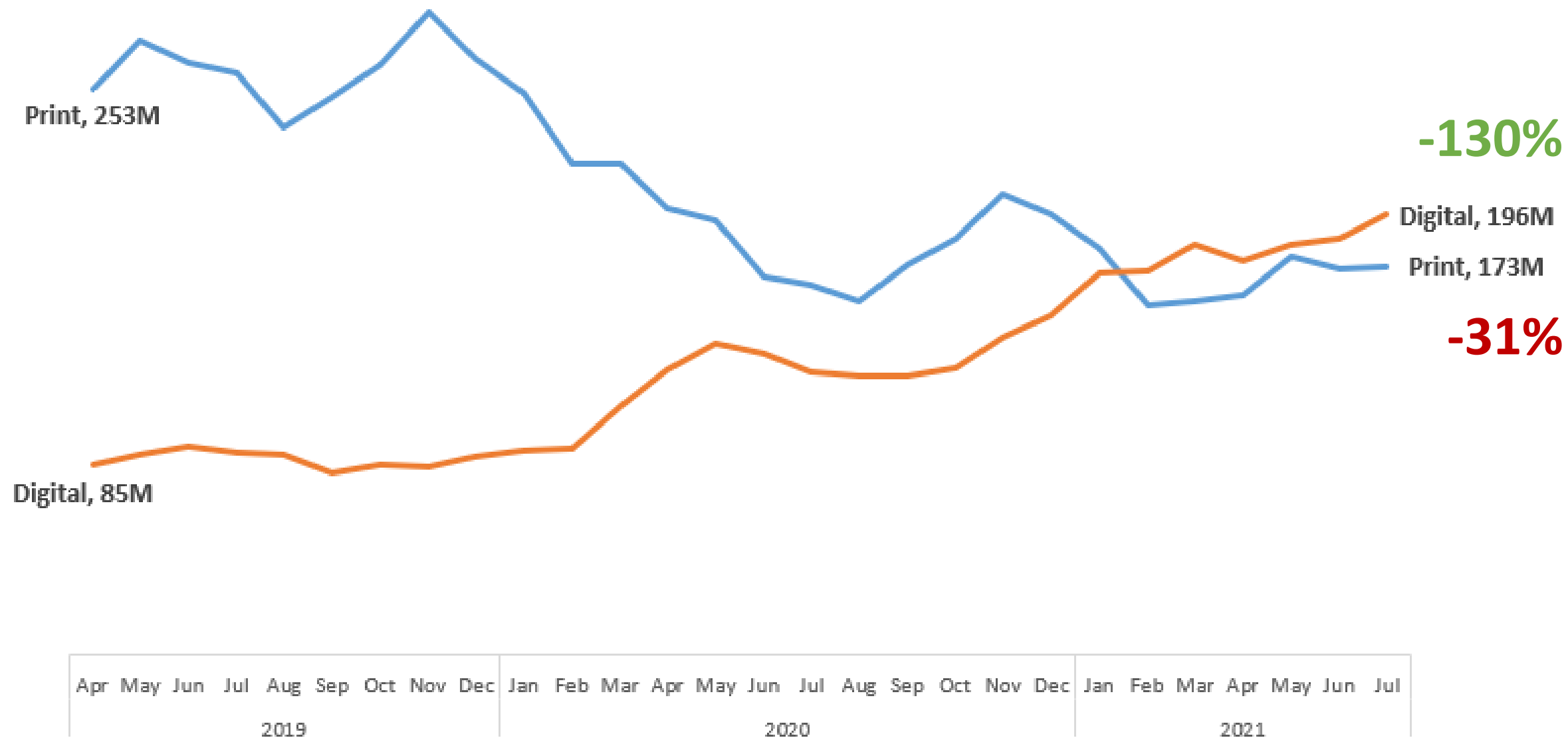




# Digital vs. Print, Pandemic Impact

## B2B Ad Spend by Format

Apr 2019 - Jul 2021, 3 Month Moving Avg.



- **Pandemic accelerated shift of ad dollars from Print to Digital**
- **B2B Events:** *We see investment is recovering, but is not close to pre-pandemic levels yet.*



# Display and Video Lead the Charge



Accenture ad on Barron's

## Display

Spend, Jan-Jul 2021 YoY



Cisco Video ad on CSOnline.com

## Video

Spend, Jan-Jul2021 YoY

**Digital Display and Video are up YoY**

*We also see some B2B advertisers, like Monday.com, investing in Podcasts too*





# B2B Advertisers Find Value in Facebook

12% of the Top 20k Digital B2B Advertisers Run on Facebook

ASME (American Society of Mechanical Engineers)  
Sponsored ·

Become an ASME Member to Gain Access to Exclusive Career-Enhancing Benefits.

## Join ASME

The world's premier engineering society at a **special rate!**

Click Here to Learn More and Join

Use code **PROMO25**

ASME.ORG [Learn More](#)  
ASME Membership Special Offer

ForeFlight  
Sponsored ·

A flight planning supercomputer in the palm of your hand

[HTTPS://WWW.FOREFLIGHT.COM/](https://www.foreflight.com/)  
New features added monthly.  
ForeFlight mobile EFB

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ExxonMobil  
Sponsored ·

We invest in the people that power our world. Hear their stories with the Energy Factor newsletter.

FORM ON FACEBOOK  
**Keep moving forward**  
Subscribe today

[Subscribe](#)

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**You bring leadership. Amazon will bring the rest.** [Learn More](#)  
Amazon is expanding its network of delivery providers and w...

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# B2B Media, by Industry







# Corporate Travel Down 61% Since 2019



	1H 2019	1H 2021	% Chg
Travel advertisers in B2B Media	3,905	2,929	-25%
Advertising spent in B2B Travel Media	\$811.7M	\$320.2M	-61%



# Commercial Real Estate Deflates



TECH

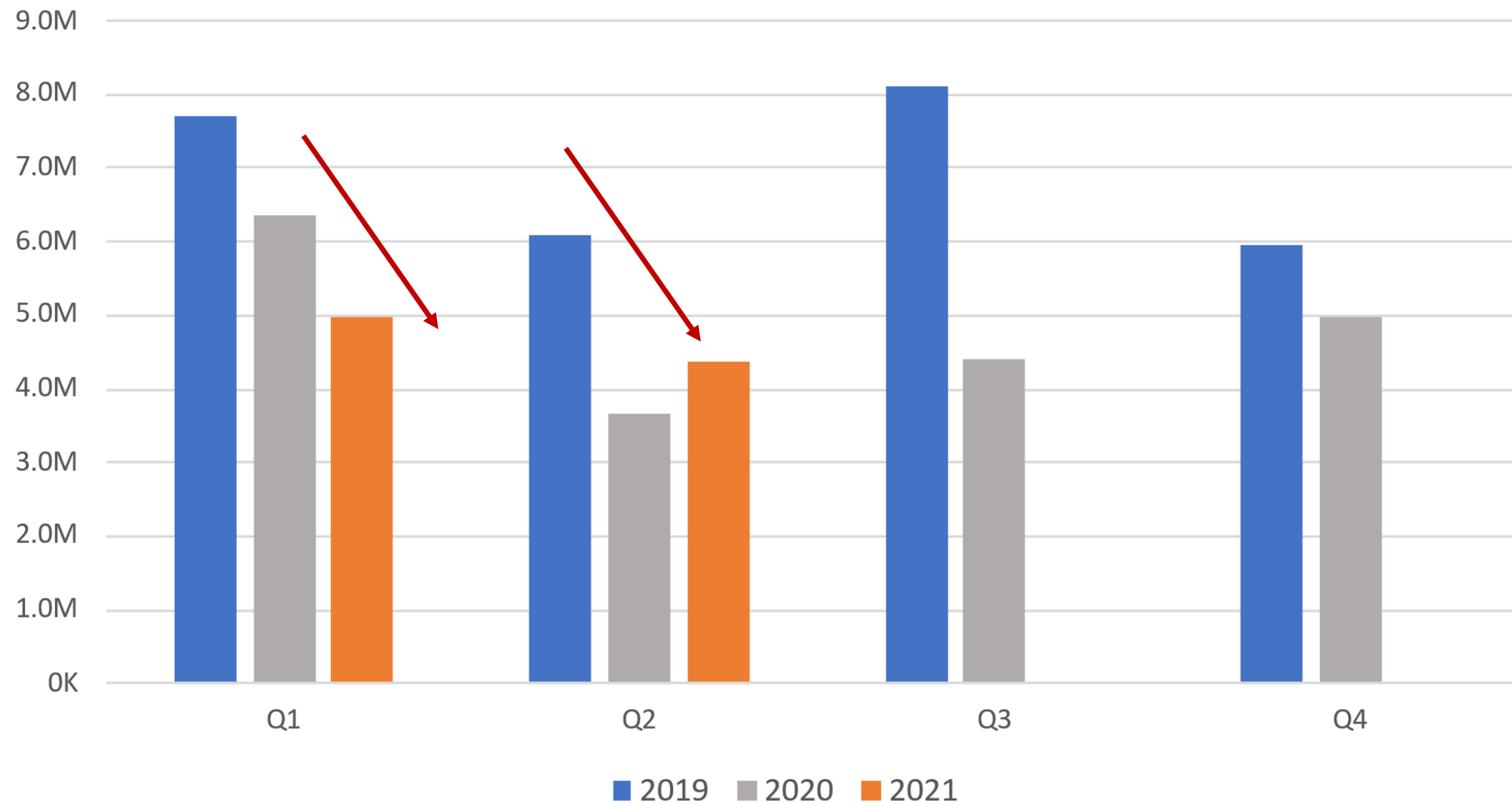
**Tech companies are ending leases and consolidating offices as remote work is here to stay**

PUBLISHED MON, JUL 13 2020•6:03 PM EDT | UPDATED MON, JUL 13 2020•7:23 PM EDT



# Commercial Real Estate

B2B Ad Spend, Corporate Real Estate  
Q1 2019 - Q2 2021



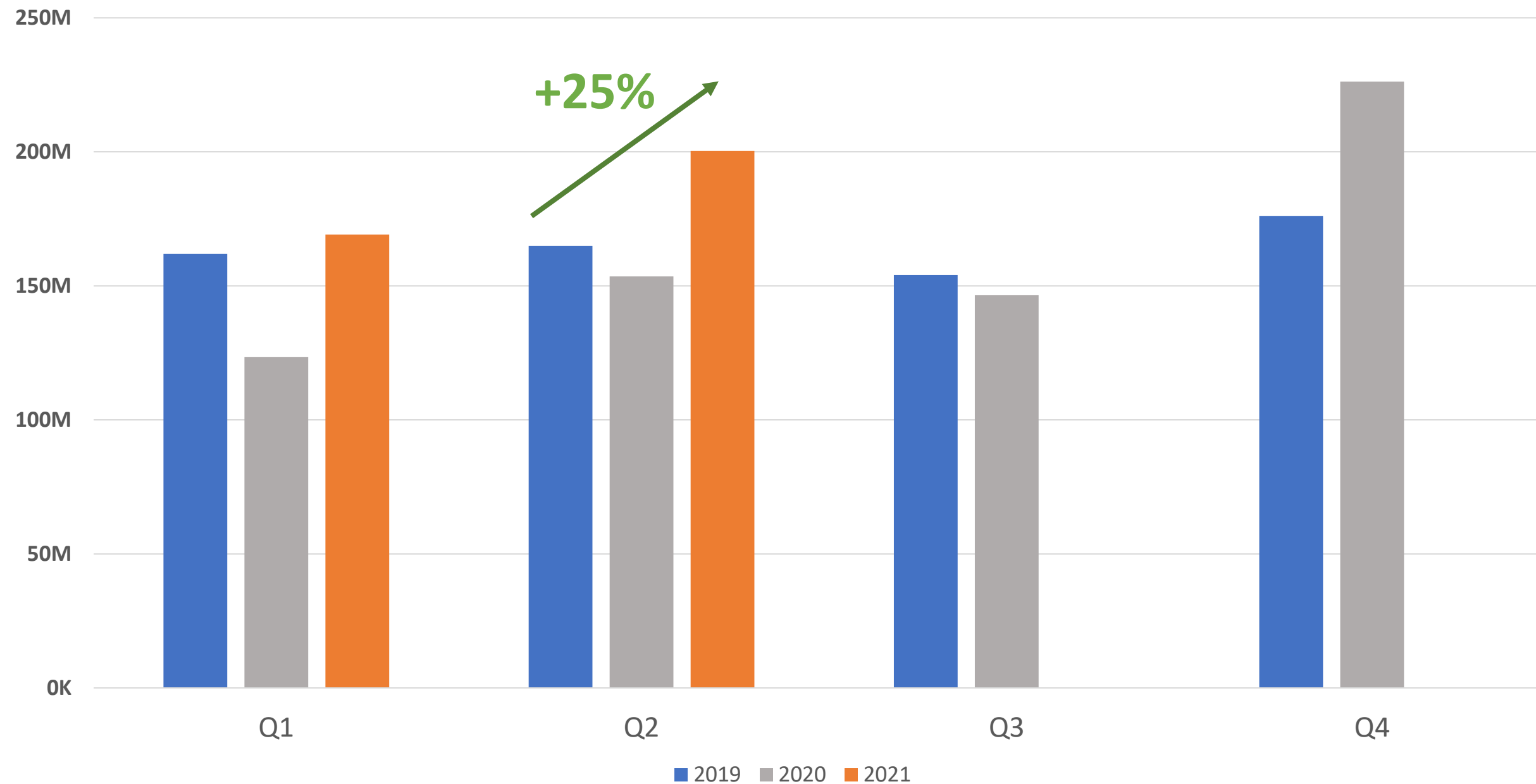
**Ad spend for commercial real estate in B2B media is down 32% in Q2 from YR 2019.**





# Pharma Advertising is Up

B2B Ad Spend, Medical/Pharma  
Q1 2019 - Q2 2021



**This category is driven by Pharmaceutical Companies' Advertising.**

Sub-categories driving increase in spend

- Dental Products: +74%
- Pharma Companies: +31%
- Medical Devices: +27%



# Therapeutic Category Breakdown

Categories spending over \$1mm on advertising in Q2 2021 Ranked by YoY Growth

## Thriving: Prescription Drugs

Category	Q2 YoY
Cholesterol	1367%
Immunotherapy	1349%
Bipolar Disorder	1349%
Central Nervous System	976%
Multiple Sclerosis	559%
Dry Eye Disease	510%
Pain Management *	410%
Lymphoma	283%
Allergy	184%
Skin Cancer	118%

\*OTC Pain Management – i.e. Tylenol, Advil, etc.

## In Recovery

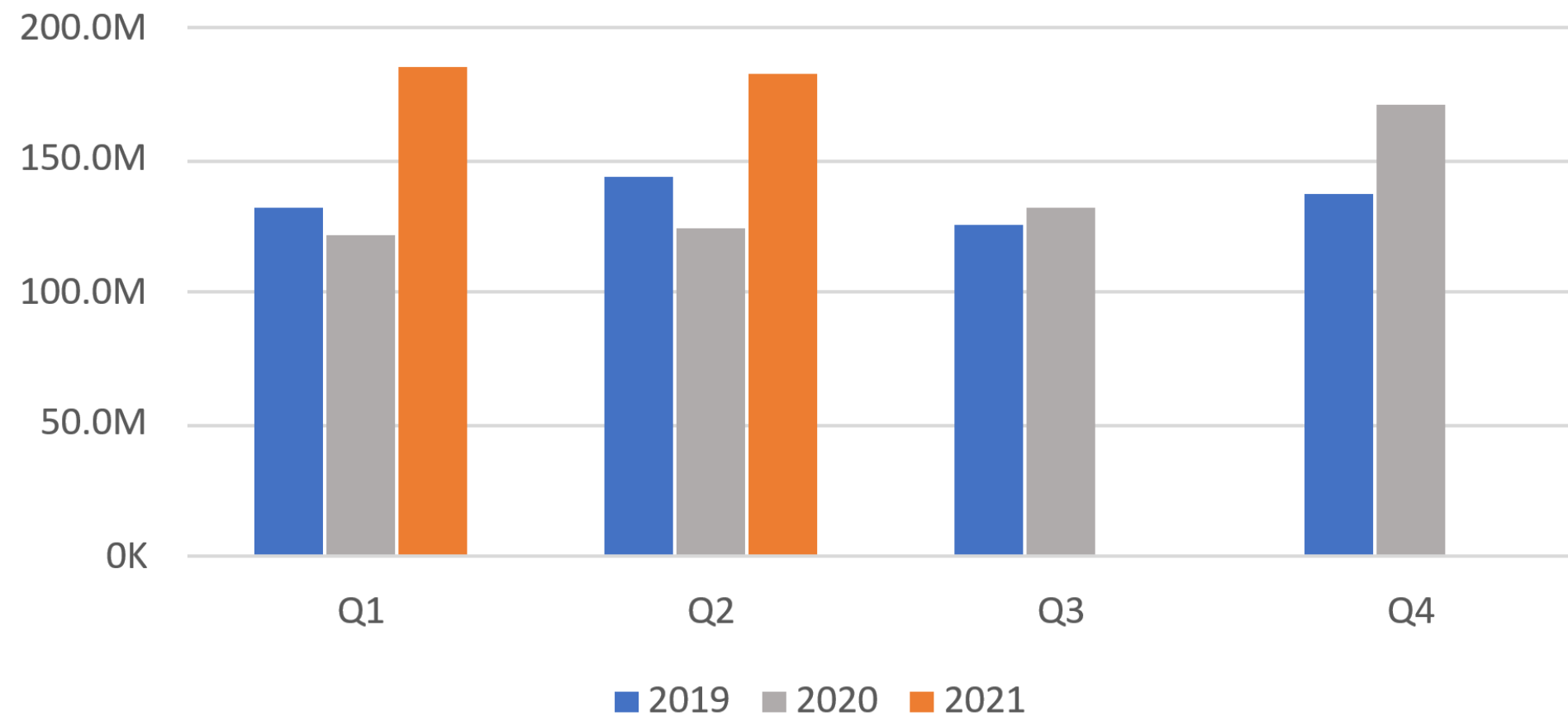
Category	Q2 YoY
Skin	-88%
Sleep Disorder	-37%
ADD/ADHD	-36%
COPD	-31%
Migraine	-15%

\*General corporate campaigns from pharmaceutical companies



# Financial Services Is Up

B2B Ad Spend, Financial Services  
Q1 2019 - Q2 2021



**Financial Services is up 33% from 1H 2019 and 49% from 1H 2020.**

YoY Growth is driven by:

- Investment Firms: +13%
- Stockbrokers: +70%
- Trading Platforms: +246%
- ETF: +132%





# Auto Advertising in B2B Media is Up

**HIGH PRIDE OF OWNERSHIP  
STARTS WITH LOW  
COST OF OWNERSHIP**

**COOPER  
TIRES**

**COMMERCIAL SERIES  
PRO WORK SEVERE**

**LEARN MORE**

**GOING THE EXTRA MILE FOR YOUR FLEET**

General Motors Fleet takes the time to understand your business so we can provide support from every angle. We're here to help you with innovative features, telematic solutions and the next generation of hard-working vehicles.

- NEARLY 250 FLEET ADVISORS**  
To support all your fleet needs.
- AVAILABLE WI-FI HOTSPOT<sup>2</sup>**  
Wi-Fi Hotspot connects up to seven devices to help boost your fleet's productivity.
- FLEET CONNECTIVITY<sup>1</sup>**  
OnStar Business Solutions™ gives you a variety of ways to connect, protect and get the most out of your fleet.

**TO LEARN MORE, VISIT  
gmfleet.com**

**GENERAL MOTORS FLEET**

<sup>1</sup>Shown with equipment from independent suppliers which is not covered by the GM New Vehicle Limited Warranty. GM is not responsible for the safety or quality of independent supplier alterations. Service varies with conditions and location. Register and/or activate service post and paid. 2021 data only. See promotions for details and restrictions. <sup>2</sup>Connected vehicle services vary by vehicle model and require active service plan, working electrical system, cell reception and GPS signal. OnStar links to emergency services. See OnStar.com/OnStarSolutions for details and limitations.

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# + 32%

YoY Q2 2021

**In Q2 2021, Auto brands spent \$39M on B2B Advertising: *Most since Q4 2019***

# Enthusiast Advertising







# Enthusiast Media

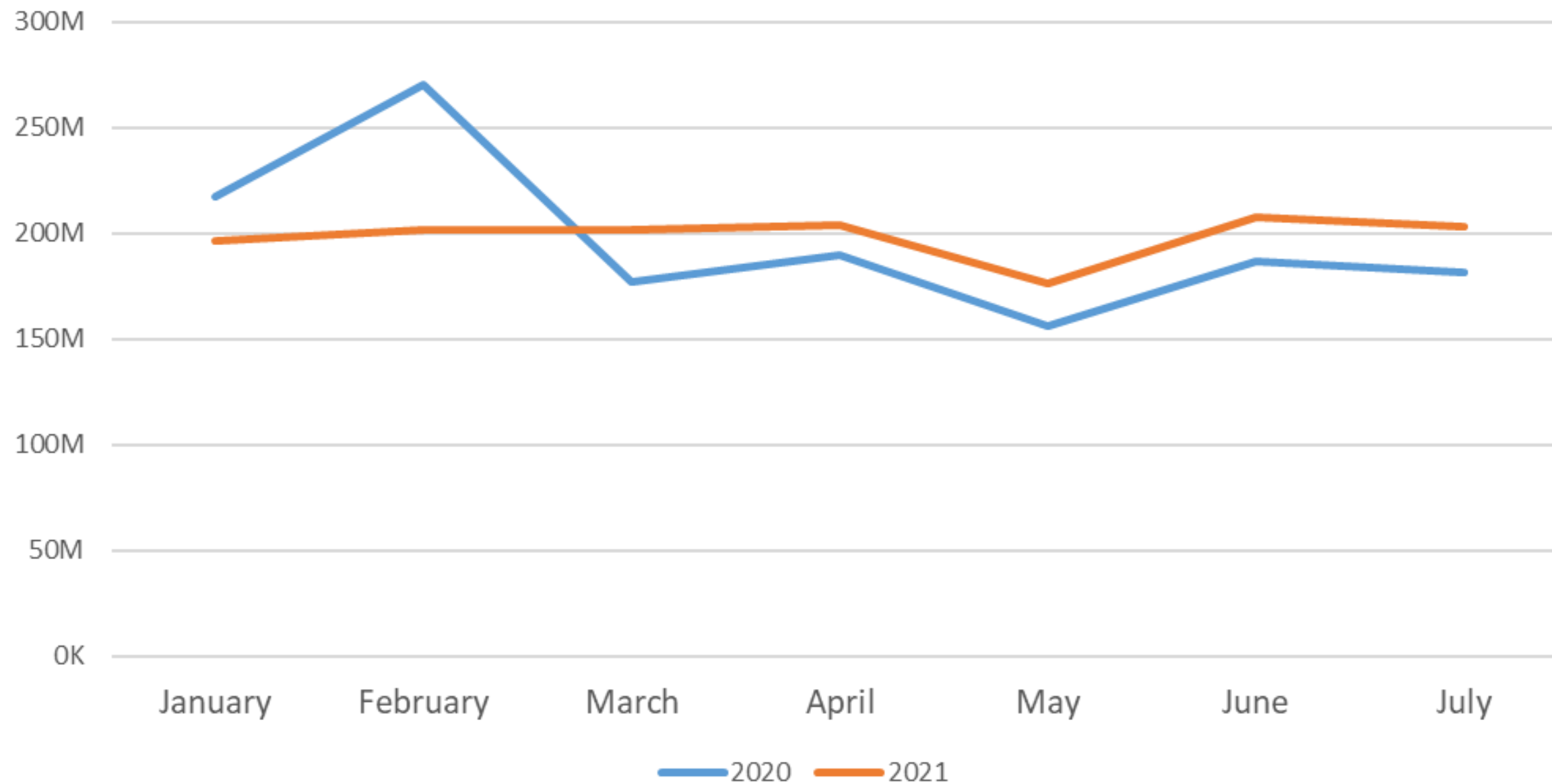






# Enthusiast Advertising Overview

Ad Spend in Enthusiast Publications  
Jan - July, 2020 vs 2021



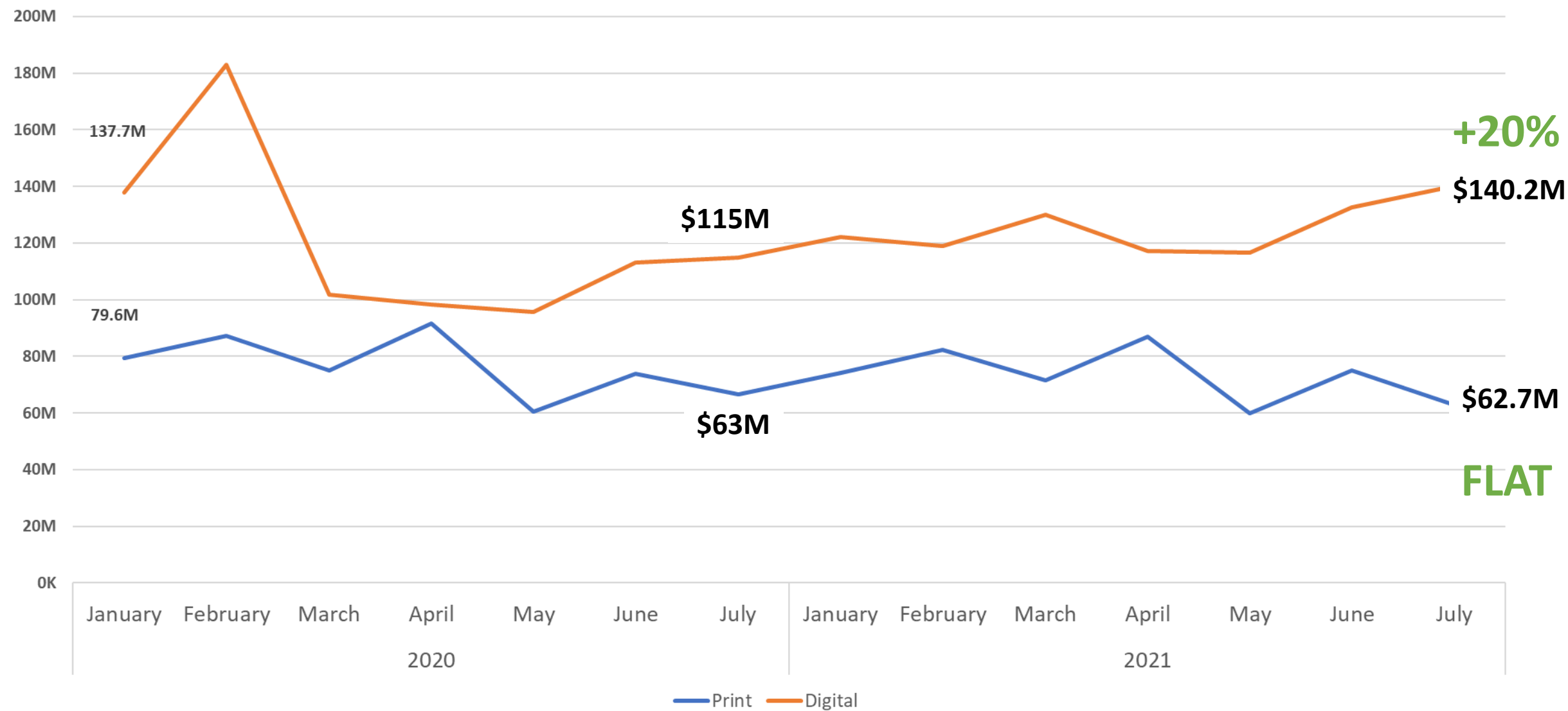
- Print and Digital Enthusiast Media is up 3% YoY
- While it's not back to pre-pandemic spend levels, we see new positive YoY spending patterns in Q2 and the start of Q3 2021.



# Print vs Digital Performance in Enthusiast Media

Print vs Digital in Enthusiast Publications

Jan - Jul, 2021 vs 2020



Digital ad spend in enthusiast media has been steadily increasing. July 2021 is 20% up.

Print spend is flat, July 2021 vs. July 2020





# The Wedding Business Is Booming

Aug 13, 2021

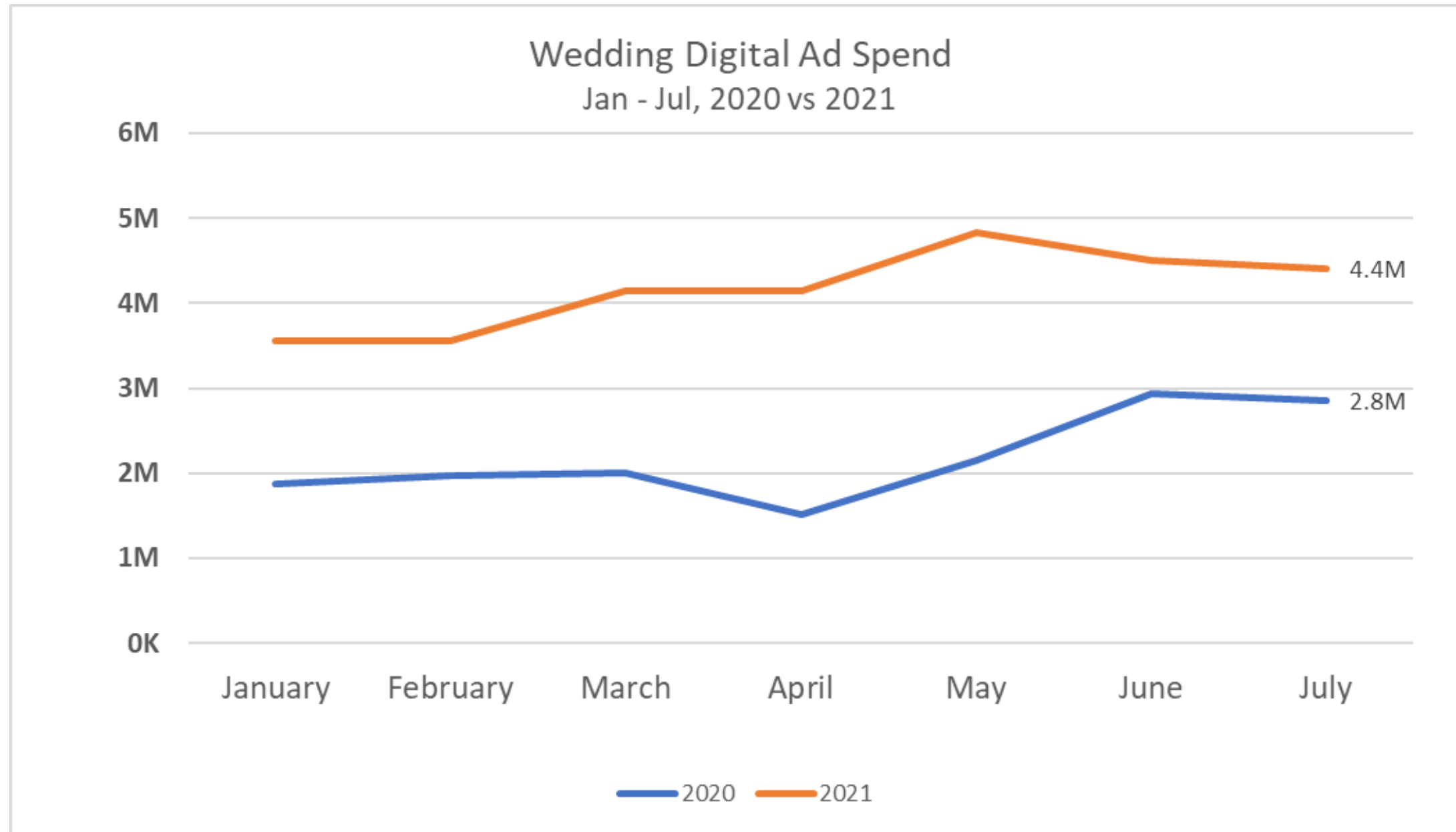
*The New York Times*







# Bridal Media Has Much to Celebrate



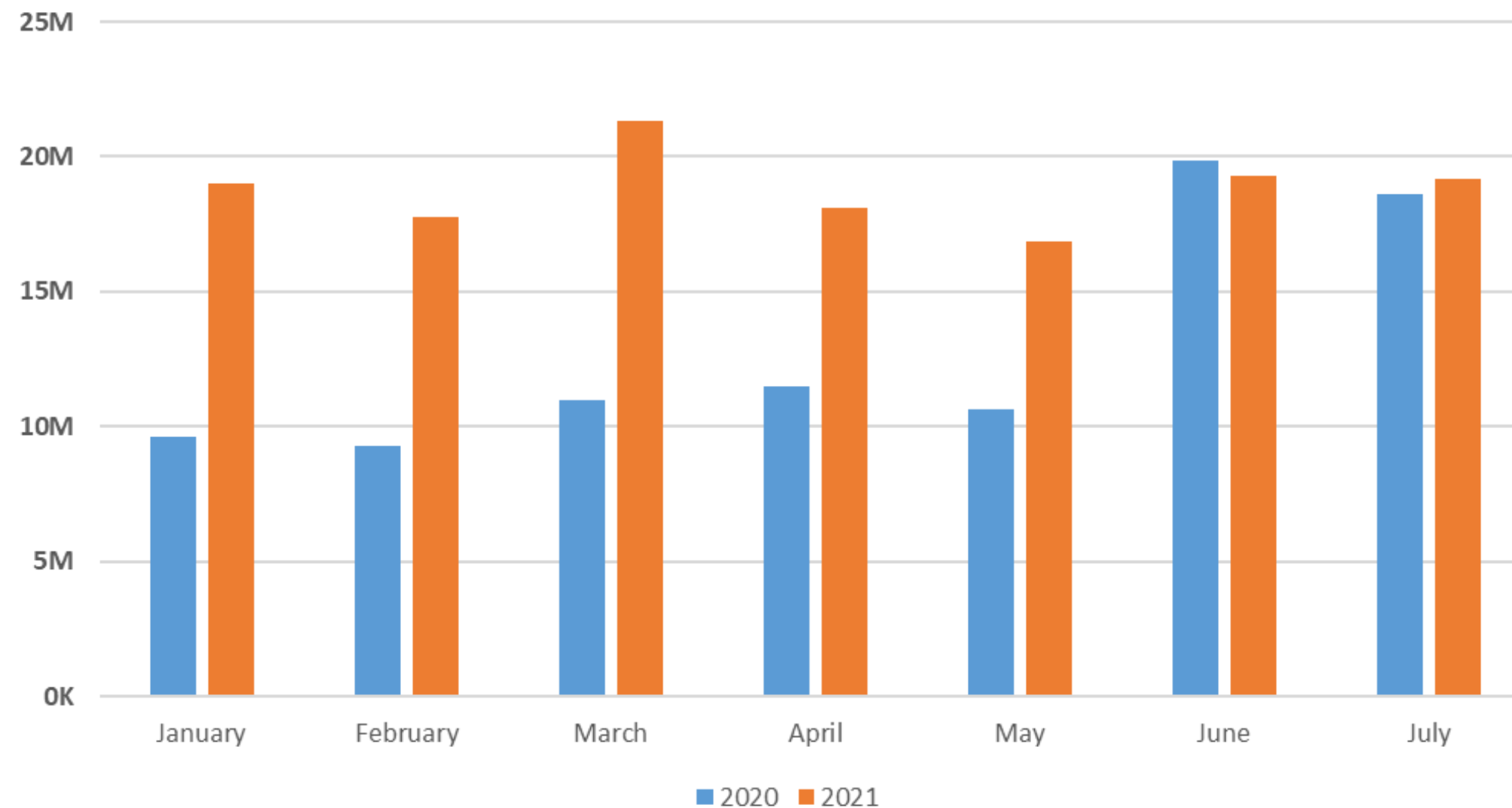
**+58%**

**Advertising spend across digital and print within the wedding category is up 58% in July, YoY.**



# Hobbies Experience Digital Growth

Digital Ad Spend in Hobbies  
Jan - Jul, 2020 vs 2021

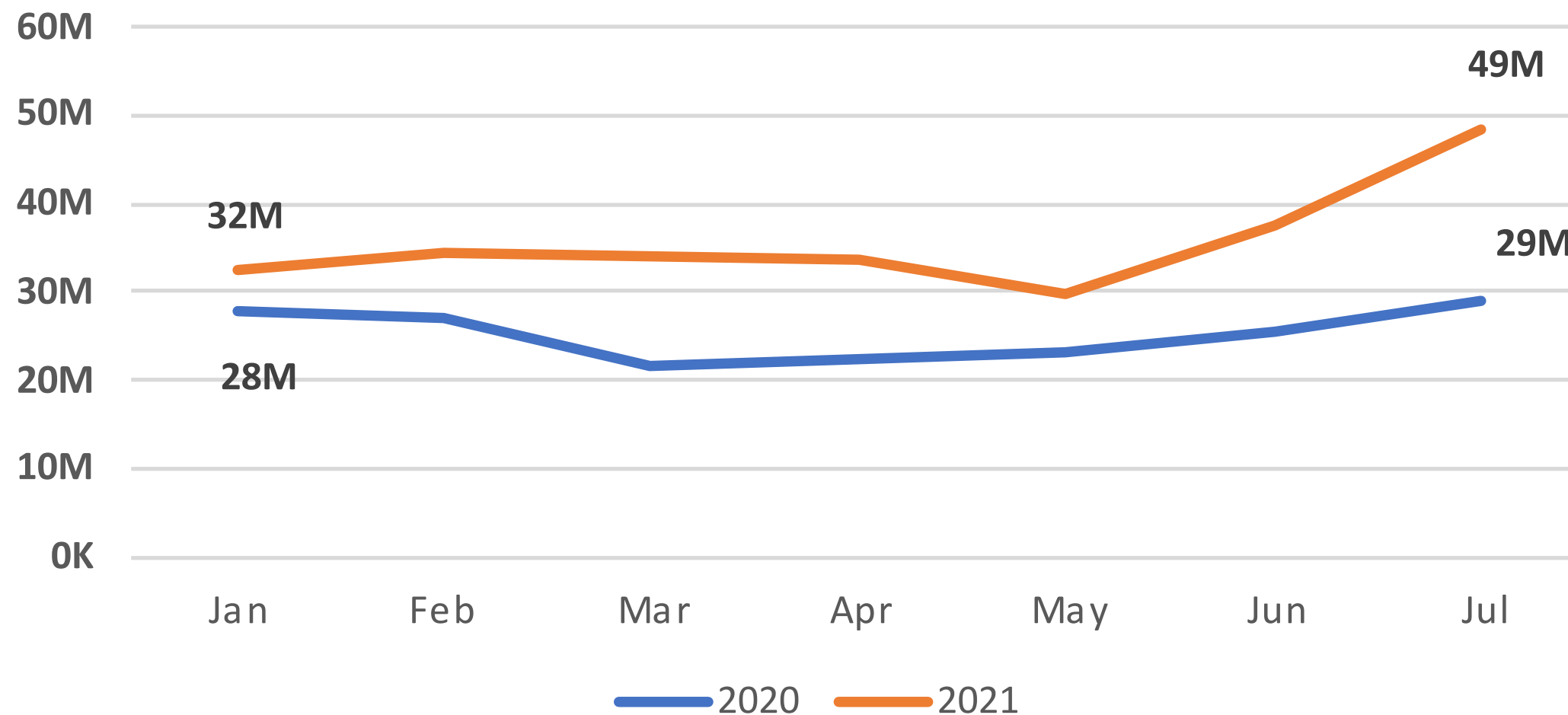


**Hobbies that can be done on your own, like gardening, woodworking etc. are up 45% YoY Jan–Jul.**



# Health & Fitness: Spend is Lifting

Health & Fitness Media  
Jan - Jul, 2020 vs 2021



**Ad placement in Health & Fitness websites & magazines reached an all-time high in Summer 2021.**

**Spend is up 70% year-over-year.**



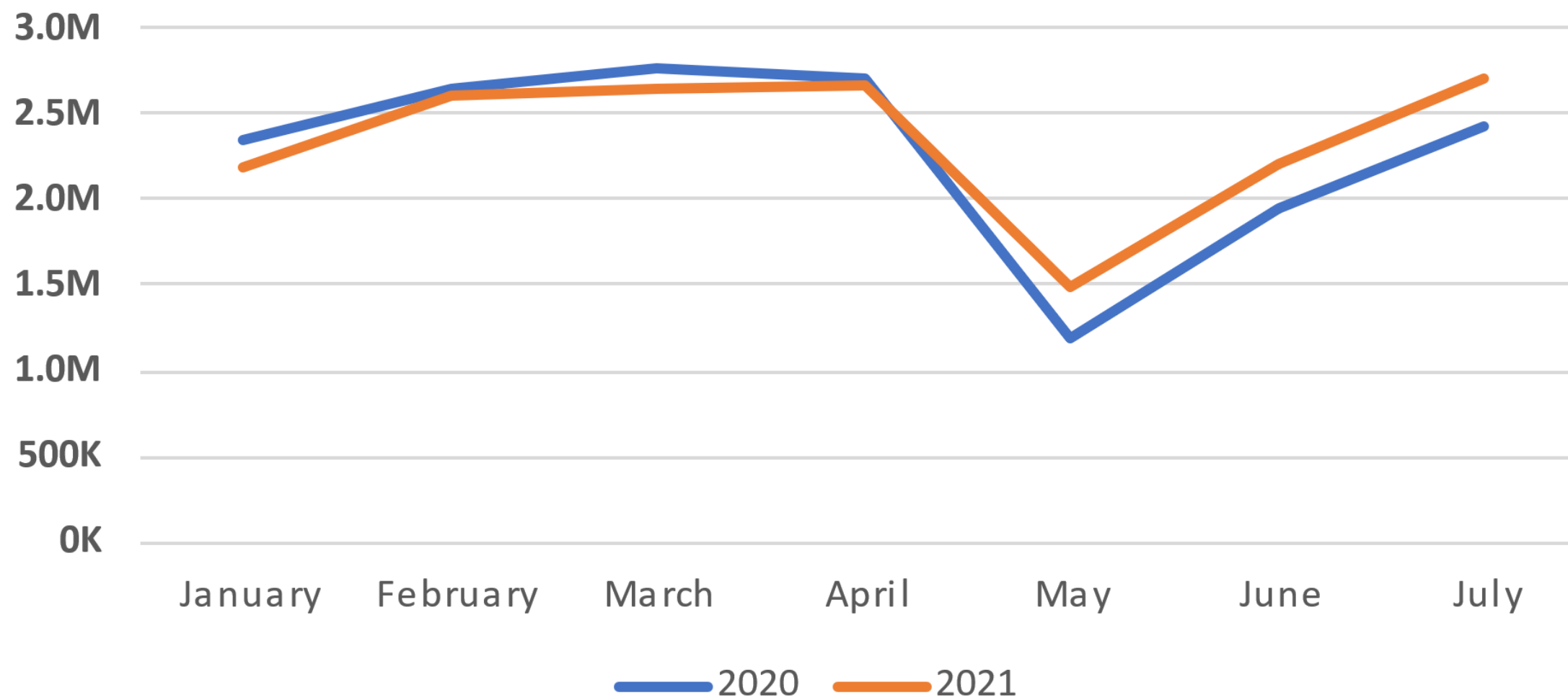






# Equine Market: Stable Growth

Ad Spend in Equine Media  
Jan - Jul, 2020 vs 2021



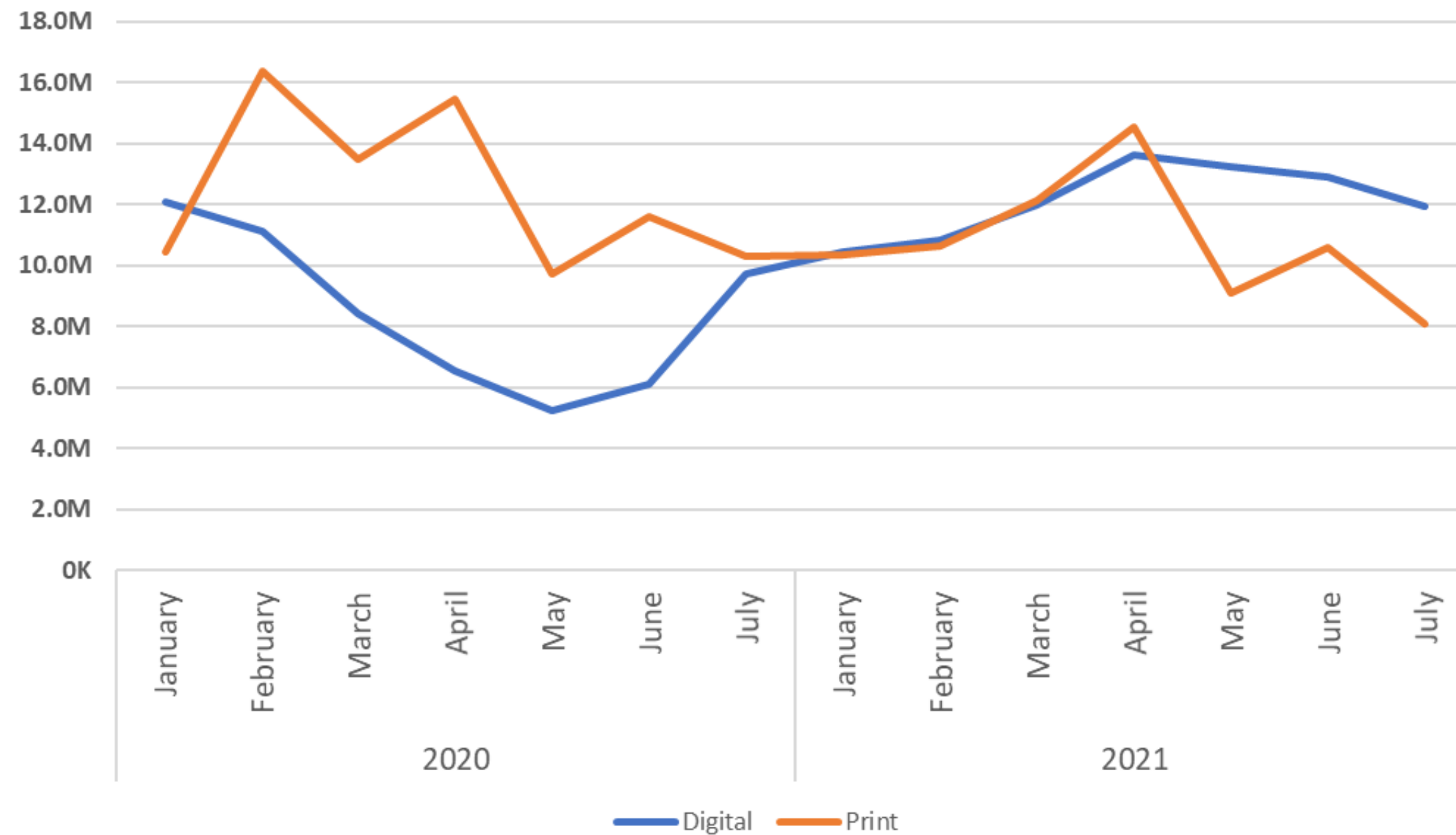
**The entire category is up 4% YoY, increasing print and digital spend from \$19.9mm to \$20.7mm**

- While this isn't a large increase YoY, it does demonstrate the consistency and loyalty of equine enthusiasts.



# Athletics: Positive Strides

Athletic Ad Spend  
Digital vs Print, Jan - Jul 2020-2021



**Athletic category is up 11% YoY (Jan-Jul, 2021 vs 2020),**

*This category includes ads running in publications and websites like Trail Runner, Thrasher, and Golf Digest.*



# Takeaways





# Takeaways

- 1. Invest and lean into where the market is healthy. Each segment of your endemic market can be very different. Learn which categories are up.**
- 2. There is no shortage of advertising in the United States. There are 4.8m advertisers, and most are tiny.**
- 3. Invest in sales intelligence, but also sales enablement. You need to canvas the market. Automation helps.**