

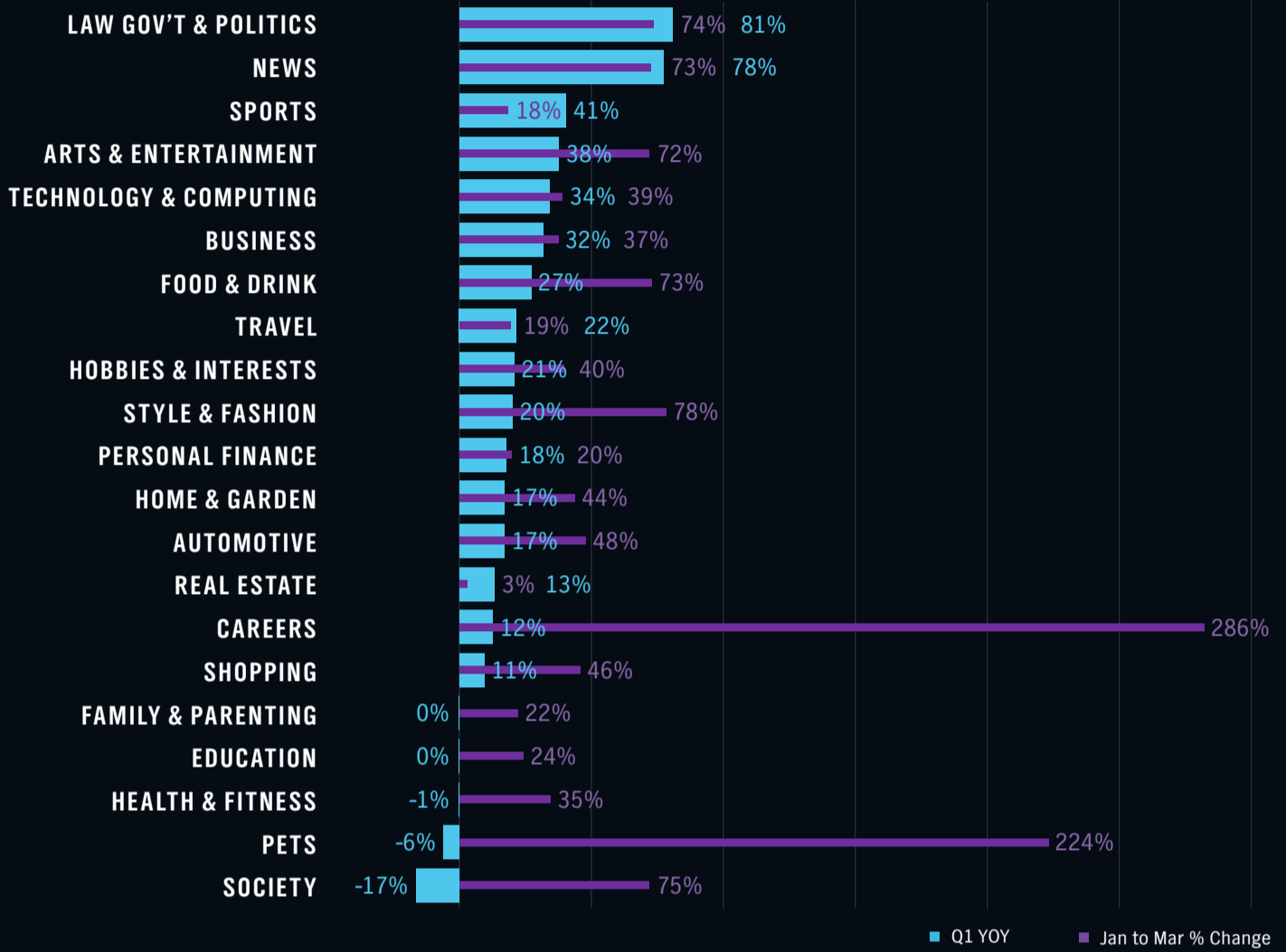
GLOBAL ADVERTISER AD SPEND

Q1 2024

AD SPENDING CHANGE BY ADVERTISER CATEGORY

Q1 2024, YOY

2024 began the new year with a healthy upswing: Q1 global ad spend rose 20% over last year, and every ad category ticked upwards between January and March. Looking at ad spend by category, political advertiser spending swelled – pushing Law Government & Politics and News to the top of the list with the highest year-over-year growth rates. Pets, an industry that has inexplicably grown throughout economic downturns and recessions, fell 6% over last year in Q1.



LARGEST ADVERTISER AD SPEND INCREASES DURING Q1, BY CATEGORY

Careers and Styles & Fashion saw the fastest growths during the quarter, aligned with Q1 seasonal trends. While Pets saw a drop in ad spend against last year, it was the second fastest growing ad category within the quarter.



SMALLEST ADVERTISER AD SPEND INCREASES DURING Q1, BY CATEGORY

Real estate typically picks up ad spending in Q1, but it started to swell last quarter. With an elevated spend at the beginning of Q1, Real estate grew a modest 3% during the quarter—but still finished 13% year-over-year. Similarly, both Sports and Travel started January strong, leaving relatively more modest growth for the remainder of Q1. Both categories grew double digits over last year and within the quarter.

