

DTC spend by media type, 2012

Rank	Media	US DTC media \$ (millions)	% change vs. prior year
1	Television	\$2,166.9	-10%
2	Magazine	\$1,014.6	-16%
3	Newspaper	\$192.3	-22%
4	Internet*	\$68.4	-33%
5	Radio	\$23.1	-34%
6	Outdoor	\$3.0	61%

*The following websites have been excluded from internet spending: MySpace.com, Realtor.com, Yahoo! Mail, YouTube

Source: Nielsen