



ADVERTISING INFORMATION SERVICES

Understanding the advertising environment for your industry

Nielsen Media Research's Advertising Information Services (AIS) is the industry currency for the measurement of advertising activity in New Zealand. The AIS service reports on advertising activity (at ratecard) in television, press, magazines, radio, cinema, outdoor and online.

Ad Spend Snapshots Provide an in-depth view of the advertising activity within any one of the more than 200 Categories within the AIS service (see following page for full listing)

Ad Spend Overview Includes a full overview of the advertising spending within an individual AIS Category, for the last 12 months, as compared to the same period last year.

- Total Category spend, by medium
- Share of total Category spend by medium
- Top 5 Advertisers ranked by spend within the Category
- Top 5 Brand ranked by spend within the Category
- Total Category spend by month
- Total Category spend by medium, by month

\$1500 plus GST per category

Benefits

- Cost Effective, Comprehensive overview of activity within a Category
- Current market intelligence, to support and drive better strategic decision making

Delivery The reports are available either as a printed report, or delivered electronically as a PDF file.

Contact For more information, please contact the Nielsen Media Research Help Desk on 0800 457 226



AIS Category Summary

Accessories

Bags, Luggage
Personal items - Miscellaneous
Retail

Agricultural

Agricultural Services
Animal Remedies, Vet Services
Chemicals & Fertilisers
Corporate
Farm Buildings and Fences
Farm Machinery and Equipment
Farming Transport Vehicles
Miscellaneous
Retail

Automotive

Automotive Services
Commercial Vehicles
Corporate & Associations
Dealers, Sales & Service
Equip't, Parts and Accessories
Equip't, Parts and Accessories –
Retail
Fuels, Oils and Lubricants
Miscellaneous
Oil Companies - Corporate
Other Vehicles (incl. Motorbikes)
Passenger Vehicles
Service Stations
Tyres, Tyre Services

Beverages

Aerated Drinks
Beer & Stout
Coffee
Fruit Drinks, Juices
Milk, Milk Drinks, Cream
Mineral and Purified Water
Miscellaneous
Powdered Drinks, Cordials
Retail Liquor
Spirits & Liqueurs
Tea
Wines

Business Services

Accounting, Legal, Taxation
Services
Advertising & Marketing Services
Corporate
Miscellaneous
Personnel/Employment &
Training Services
Postal Services
Printers and Publishers
Security Services

Clothing

Children's wear
Clothing & Footwear Retail
Footwear(Excl.Sports Footwear)
Hosiery
Jeans
Menswear
Miscellaneous
Sportswear (incl. sport footwear)
Underwear, Lingerie
Women's wear

Computers

Computer Consumables
Computer Hardware
Corporate
Games
Internet
Miscellaneous
Network Systems
Printers
Retail & Services
Software

Foodstuffs

Babyfood
Baking Aids
Biscuits
Bread, Bakery Products
Breakfast Foods
Butter, Margarine
Cheese, Sour Cream, Cream
Cheese
Chocolate Bars, Novelties
Chocolate Blocks
Chocolate Boxed
Confectionery - Sweets & Gums
Corporate
Crisps, Corn Chips, Corn Snacks
Desserts
Fish
Foodstores
Fruit
Health/Muesli Bars
Ice Cream, Ice Blocks, Novelty
Meals, Convenience Foods
Meat, Smallgoods
Miscellaneous
Nuts, Raisins, Popcorn
Other Canned Food
Pasta and Noodles
Pet foods
Poultry
Prepared Sauces
Rice and Grains
Sauces, Dressings, Herbs, Oils
Soups

Spreads and Jams
Supermarkets
Vegetables
Yoghurt, Dairy Food

Gardening

Garden Furniture and BBQ's
Gardening Centres and Retailers
Greenhouses
Plants, Seeds, Sprays
Tools, Equipment, Lawnmowers

Government Departments, Services

Central
Charitable Appeals and
Overseas Aid
Education
Electricity Suppliers
Local Government Departments,
Services
Political Parties
Religious Organisations
Social Organisations &
Community Service

Home Improvements

Bathroom Home Improvements
Bricks, Paving, Tiles
Building Landscaping
Contractors
Building Materials -
Miscellaneous
Building Materials, Tools &
Equipments
Doors, Windows
Garages and Sheds
Miscellaneous
Paints, Adhesives, Fillers
Pools, Spas
Repair and Cleaning Services
Retail
Roofing, Spouting, Guttering
Security Systems, Locks
Timber & Timber Products,
Cladding
Wallpaper and Materials

Household Cleaning Products

Bleaches
Cleansers and Polishers
Detergents
Disinfectants
Laundry Detergent, Softeners
Toilet/Bathroom Cleaners





Household Electrical Products

Appliances, Lighting - Retail
Batteries
Dishwashers
Electrical - Miscellaneous
Fridges/Freezers
Kitchen Appliances
Ovens - Electric and Gas
Personal Electrical Products
Sound Systems
Television, Video Recorders,
DVD
Washing Machines/Dryers

Household Furnishings

Bedding
Carpet & Flooring
Furnishing and Flooring - Retail
Furniture
Soft Furnishings

Household Home Heating

Air Conditioning, Insulation
Electrical and Gas Heating
Products
Retail
Solid Fuel Heater, Fires
Water Heating

Household Items

Air Fresheners
Cookware
Household Products -
Miscellaneous
Insecticides, Repellents
Kitchenware

Industrial

Concrete, Cement Products
Corporate
Machinery
Miscellaneous
Packaging Equipment
Paper and Printing Equipment
Retail
Tools, Equipment & Services

Insurance

Fire and General Insurance
Insurance Brokers, Agents,
Corporate
Investments
Life Insurance
Medical Insurance
Superannuation and Retirement
Funds

Investment, Finance, Banking

Banks
Building Societies

Credit Cards
Finance Companies, Investments
Miscellaneous

Leisure, Entertainment

Amusements, Exhibitions and
Zoos
Audio Tapes, CD's, Records
Boating Equipment, Boating
Retailers
Boats
Books
Cinema
Clubs, Cabarets, Casinos, Bars
Gyms, Fitness Centres
Lotteries, Competitions, Gaming
Magazines and Newspapers
Miscellaneous
Musical Instruments
Other Leisure & Entertainment
Retail
Photographic - Retailers
Photographic Equipment
Radio and Television
Sporting Associations and
Events
Sporting Equipment
Sporting Goods Retailers
Theatre and Concerts
Toys, Games and Toy Retailers
Video Tapes, DVDs

Miscellaneous

Miscellaneous
Pet Products

Office

Calculators, Cash Registers
Furniture, Fittings
Misc Equipment & Services
Photocopiers, Facsimile
Retail
Stationary, Pens
Typewriters, Word processors

Pharmaceuticals, Health

Analgesics, Remedies,
Medicines
Chemists
Cold Remedies
Corporate
Diet/Slimming, Health Clinics
Dressings
Health Services
Medicated Creams & Lotions
Miscellaneous
Sun Blocks & Lotions
Tonics and Vitamins

Real Estate

Commercial Properties
Homes, Properties
Property Developers
Real Estate Agents

Retail

Booksellers
Department Stores
Discounters and Warehouses
DRTV, Direct Marketing, Mail
Order
Dry Cleaning, Laundries
Fast Food Chains, Restaurants &
Cafes
Function Centres & Caterers
Hairdressing & Beauty Salons
Hire Services
Miscellaneous Retail, Retail
Services
Sewing Centres, Fabric Centres
Shopping Centres
TV, Video Rental and Servicing

Smoking

Anti-smoking Products &
Organisations

Telecommunication

Cellphones, Mobile Phones
Corporate
Miscellaneous
Office Communication Systems,
PABX
Telecommunications - Retail
Telephone Hardware & Services

Toiletries/Cosmetics

Baby Products (all excl food)
Corporate & Miscellaneous
Cosmetics
Dental Products
Deodorants
Facial & Toilet Tissue
Female Perfumes
Female Sanitary Products
Hair Care
Male Fragrances, After Shave
Other Female Toiletries
Other Male Toiletries
Shampoo & Conditioner
Skin Care
Toilet Soap and Cleansers

Transportation

Couriers
Freight Services
Miscellaneous





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Travel

Accommodation - Domestic
Accommodation - International
Airlines
Railways
Rental Cars
Shipping Lines, Cruises, Ferries
Taxis, Bus Services
Tourism Promotions
Tours, Tour Operators -
Domestic
Tours, Tour Operators -
International
Travel Agents



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