

2001 3/4분기 업종별 광고비

(단위:천원)

구분	업종명	TV	라디오	신문	잡지	계
1	기초재	9,587,802	1,566,514	5,910,224	362,110	17,426,650
2	식품	68,633,458	4,064,130	28,464,033	3,063,825	104,225,446
3	음료및기호식품	58,005,589	5,137,722	32,886,704	3,371,104	99,401,119
4	제약및의료	25,740,654	4,350,331	39,564,244	4,362,155	74,017,384
5	화장품및보건용품	45,405,088	2,937,613	13,990,413	11,499,910	73,833,024
6	출판	4,376,592	1,382,532	96,491,885	1,433,435	103,684,444
7	패션	9,243,356	1,627,407	15,878,817	14,503,080	41,252,660
8	산업기기	2,138,531	16,456	4,656,581	501,932	7,313,500
9	정밀기기및사무기기	564,602	529,270	5,534,605	1,406,320	8,034,797
10	가정용전기전자	27,862,144	1,859,602	22,252,400	2,229,170	54,203,316
11	컴퓨터및정보통신	93,402,650	8,172,445	111,004,398	9,113,780	221,693,273
12	수송기기	24,697,092	3,077,471	21,261,164	2,406,060	51,441,787
13	가정용품	18,656,038	2,654,579	19,005,986	3,718,340	44,034,943
14	화학공업	5,730,671	1,141,178	1,352,348	249,720	8,473,917
15	건설,건재및부동산	12,230,525	1,535,344	70,678,523	914,390	85,358,782
16	유통	11,086,727	975,113	51,331,908	1,808,650	65,202,398
17	금융,보험및증권	54,116,530	7,189,332	46,734,627	1,358,020	109,398,509
18	서비스	16,929,882	1,766,165	180,312,302	8,055,655	207,064,004
19	관공서및단체	1,800,988	354,295	38,612,900	461,760	41,229,943
20	교육및복지후생	1,458,594	211,695	35,487,518	817,054	37,974,861
21	그룹및기업광고	5,641,459	241,728	8,476,143	119,560	14,478,890
	합계	497308972	50,790,922	849,887,723	71,756,030	1,469,743,647

2001 3/4분기 300대 광고주

(단위:천원)

순위	회사명	TV	라디오	신문	잡지	계
1	SK텔레콤	19,633,905	1,354,004	9,866,302	469,600	31,323,811
2	삼성전자	18,268,852	1,131,734	7,851,199	356,210	27,607,995
3	케이티프리텔	14,603,149	1,170,534	5,921,469	295,320	21,990,472
4	LG전자	10,437,634	631,128	6,874,990	895,650	18,839,402
5	태평양	9,850,421	516,746	2,724,506	2,454,450	15,546,123
6	남양유업	9,732,484	366,150	4,673,777	695,000	15,467,411
7	한국통신	9,842,936	929,914	4,429,952	174,800	15,377,602
8	현대자동차	7,872,759	845,595	6,092,497	133,400	14,944,251
9	기아자동차	6,858,201	764,522	5,510,472	79,700	13,212,895
10	SK	6,334,846	1,602,527	2,546,594	116,450	10,600,417
11	매일유업	7,124,134	353,254	2,445,450	333,720	10,256,558

12	동아제약	4,638,699	747,134	4,554,865	246,700	10,187,398
13	LG생활건강	8,728,990	491,452	133,305	707,160	10,060,907
14	롯데백화점	367,629	-	9,311,938	5,100	9,684,667
15	대우자동차 판매	5,581,821	439,070	3,031,777	54,500	9,107,168
16	하나로통신	5,812,046	613,862	2,463,738	49,700	8,939,346
17	롯데제과	7,948,155	363,135	381,192	82,900	8,775,382
18	농심	7,029,706	618,111	616,553	87,500	8,351,870
19	롯데칠성음 료	5,624,501	308,534	1,770,660	15,500	7,719,195
20	사이버리아	173,650		6,660,370	12,000	6,846,020
21	신세기통신	4,726,861	226,378	1,654,090	10,400	6,617,729
22	동서식품	5,690,426	317,702	237,185	169,800	6,415,113
23	LG텔레콤	4,051,533	107,778	2,168,560	62,000	6,389,871
24	서울우유	2,272,312	91,133	3,873,554	138,270	6,375,269
25	삼성카드	4,585,318	322,760	1,249,754	10,500	6,168,332
26	신세계	1,989,871	28,536	3,892,965	83,900	5,995,272
27	하이마트	3,465,356	190,810	2,197,800	-	5,853,966
28	현대백화점	81,842	-	5,496,165	2,000	5,580,007
29	유한양행	882,217	129,496	4,501,878	46,300	5,559,891
30	프라임산업	548,049	24,719	4,855,775	-	5,428,543
31	해태음료	4,244,445	303,872	843,674	34,300	5,426,291
32	진로	1,039,222	334,529	3,893,896	119,410	5,387,057
33	일동제약	1,692,375	45,001	3,537,568	78,100	5,353,044
34	대상	4,261,600	282,610	609,290	150,500	5,304,000
35	LG캐피탈	3,543,986	517,697	1,189,968	19,300	5,270,951
36	OB맥주	4,654,036	131,958	428,086	33,800	5,247,880
37	한국코카콜 라	4,131,523	378,021	462,810	199,750	5,172,104
38	한국야쿠르 트	3,898,240	213,721	570,647	301,600	4,984,208
39	디자인너클 럽상가	-	-	4,557,475	325,500	4,882,975
40	하이트맥주	2,684,770	231,585	1,918,224	2,560	4,837,139
41	대우전자	2,841,586	245,629	1,599,553	134,900	4,821,668
42	르노삼성자 동차	2,346,034	122,943	2,090,913	82,800	4,642,690
43	한국피앤지	4,074,326	252,426	26,460	116,460	4,469,672
44	대림산업	1,675,969	105,789	2,680,643	3,100	4,465,501
45	신한은행	3,819,352	172,426	344,451	15,900	4,352,129
46	현주컴퓨터	1,725,891	98,114	2,438,055	3,000	4,265,060
47	제일제당	3,344,661	350,157	286,610	246,250	4,227,678
48	현대산업개 발	807,879	37,183	3,091,858	12,540	3,949,460

49	애경산업	3,565,378	207,704	67,272	103,000	3,943,354
50	두산경월	-	-	3,622,297	123,760	3,746,057
51	한국투자신탁증권	2,804,677	157,729	764,333	10,600	3,737,339
52	롯데건설	1,247,760	55,181	2,296,364	99,400	3,698,705
53	천호식품	-	-	3,634,589	8,000	3,642,589
54	웅진식품	2,738,759	327,205	518,532	34,000	3,618,496
55	롯데리아	3,267,941	116,835	200,565	7,000	3,592,341
56	정보통신부	1,991,400	227,205	1,271,663	31,000	3,521,268
57	웅진코웨이 개발	1,528,234	282,470	1,529,243	66,380	3,406,327
58	현대멀티캡	-	194,597	3,155,235	14,800	3,364,632
59	소니	1,584,241	-	1,610,985	169,100	3,364,326
60	한화건설	616,377	15,274	2,671,268	42,890	3,345,809
61	현대증권	2,860,703	181,525	267,123	4,500	3,313,851
62	삼성증권	2,386,593	173,171	737,461	3,500	3,300,725
63	삼보컴퓨터	1,160,354	308,507	1,729,470	82,200	3,280,531
64	쌍용자동차	1,951,597	152,002	1,122,227	38,400	3,264,226
65	한국타이어 폴스	219,451	-	3,012,475	25,800	3,257,726
66	도서출판김영사	-	-	3,212,492	4,200	3,216,692
67	대웅제약	1,573,812	155,211	1,364,667	3,200	3,096,890
68	대한항공	1,259,271	171,566	1,626,948	34,200	3,091,985
69	포항제철	2,483,404	117,631	399,255	71,500	3,071,790
70	삼성생명보험	-	192,385	2,680,980	169,400	3,042,765
71	동아오츠카	2,210,877	130,762	655,365	2,600	2,999,604
72	두루넷	1,414,161	75,353	1,481,335	4,000	2,974,849
73	현대모비스	2,125,695	269,547	350,703	157,800	2,903,745
74	WB	804,401	-	2,035,682	44,500	2,884,583
75	현대건설	-	-	2,875,856	1,200	2,877,056
76	중외제약	-	60,402	2,756,991	44,500	2,861,893
77	CJ엔터테인먼트	390,464	-	2,379,017	47,500	2,816,981
78	광동제약	-	173,756	2,597,575	-	2,771,331
79	동문건설	663,306	20,470	2,033,260	48,100	2,765,136
80	국민카드	1,864,598	109,817	708,862	42,400	2,725,677
81	금강고려화학	2,459,348	162,352	28,659	70,900	2,721,259
82	삼성화재	2,182,356	142,041	339,293	53,850	2,717,540
83	한국도자기	64,019	-	2,573,159	57,980	2,695,158
84	월드건설	869,163	121,296	1,676,063	19,800	2,686,322

85	삼성캐피탈	1,842,554	315,224	499,500	-	2,657,278
86	빙그레	2,134,808	130,691	241,420	128,800	2,635,719
87	해태제과	2,264,469	117,189	212,956	24,200	2,618,814
88	웅진닷컴	669,066	22,797	1,865,255	4,000	2,561,118
89	LG칼텍스정유	2,150,087	312,526	93,660	2,360	2,558,633
90	SK텔레텍	2,324,964	137,036	20,535	74,400	2,556,935
91	자유여행사	-	-	2,516,000	6,000	2,522,000
92	동양제과	2,356,185	54,794	72,745	7,900	2,491,624
93	삼아약품	924,344	264,737	1,287,273	-	2,476,354
94	로레알코리아	206,554	34,229	451,380	1,773,850	2,466,013
95	주연테크컴퓨터	-	-	2,464,755	720	2,465,475
96	LG홈쇼핑	1,666,514	82,513	686,885	17,700	2,453,612
97	경남제약	719,446	-	1,691,814	20,300	2,431,560
98	농협중앙회	1,309,505	126,731	892,063	97,050	2,425,349
99	대우증권	1,768,532	359,806	277,493	13,500	2,419,331
100	맥도날드	2,335,790	52,570	-	-	2,388,360
101	한국노키아	1,278,899	101,934	823,125	179,800	2,383,758
102	모토로라	1,742,681	-	618,946	1,500	2,363,127
103	현대약품	1,927,044	141,888	223,465	37,000	2,329,397
104	대양이앤씨	929,431	-	1,382,775	16,000	2,328,206
105	옥시	1,458,916	48,582	713,040	95,400	2,315,938
106	한국휴렛팩커드	-	-	2,047,130	267,600	2,314,730
107	동원증권	1,659,754	279,708	360,869	1,500	2,301,831
108	일양약품	1,407,573	159,986	715,639	16,400	2,299,598
109	정보문화사	-	-	2,210,136	56,800	2,266,936
110	유한김벌리	1,551,519	61,418	355,200	297,050	2,265,187
111	한국네슬레	2,001,167	96,079	1,610	165,150	2,264,006
112	성창F&D	1,098,084	-	1,140,951	8,300	2,247,335
113	도서출판생각의 나무	30,651	53,403	2,160,060	2,000	2,246,114
114	비자인터내셔널	1,415,398	127,888	485,350	167,200	2,195,836
115	LG화재해상보험	1,741,051	284,426	155,286	1,500	2,182,263
116	서해종합건설	779,550	343,191	1,052,280	-	2,175,021
117	올림푸스	1,394,252	80,908	634,735	35,100	2,144,995
118	콜롬비아트라이스타	658,870	-	1,411,517	61,000	2,131,387
119	일동후디스	1,566,896	39,811	253,260	250,680	2,110,647

120	삼진제약	917,715	63,021	1,112,960	-	2,093,696
121	현대영어사	1,045,008	-	974,300	53,700	2,073,008
122	오뚜기라면	1,934,350	104,631	-	23,000	2,061,981
123	대교	628,928	23,002	1,409,962	-	2,061,892
124	도서출판넥서스	-	33,095	2,023,590	-	2,056,685
125	삼미모피	-	-	2,054,980	1,500	2,056,480
126	한국통신과워텔	1,906,897	140,950	-	-	2,047,847
127	신동방메딕스	-	-	2,020,355	6,400	2,026,755
128	AIG	-	-	2,010,575	14,600	2,025,175
129	에이스침대	1,909,444	69,903	40,330	1,200	2,020,877
130	금강제화	436,983	201,972	1,123,690	256,700	2,019,345
131	코리아나화장품	1,789,256	84,352	36,075	108,700	2,018,383
132	세스코	1,571,738	70,914	349,065	20,000	2,011,717
133	LG화학	1,248,690	56,917	442,970	251,700	2,000,277
134	유니레버코리아	1,660,787	65,603	-	267,650	1,994,040
135	삼성공동	1,919,061	-	15,355	1,200	1,935,616
136	청호나이스	1,178,426	57,661	683,205	7,500	1,926,792
137	한국주택은행	3,162	42,147	1,813,560	26,300	1,885,169
138	아이앤아이스틸	857,049	65,747	911,169	40,100	1,874,065
139	종근당	960,383	59,547	838,325	11,100	1,869,355
140	세스넷	-	37,944	1,827,570	-	1,865,514
141	삼정어연	309,025	15,748	1,535,352	-	1,860,125
142	삼성물산건설	-	-	1,842,842	-	1,842,842
143	비씨카드	1,451,204	113,413	244,470	33,000	1,842,087
144	한국타이어제조	1,684,816	76,990	38,644	36,100	1,836,550
145	대한주택공사	-	-	1,833,005	3,500	1,836,505
146	소망화장품	1,221,682	114,996	363,525	126,500	1,826,703
147	LGIBMPC	-	-	1,778,730	47,700	1,826,430
148	롯데삼강	1,773,430	34,734	15,180	-	1,823,344
149	라이코스코리아	900,150	63,554	805,499	39,400	1,808,603
150	조흥은행	1,549,793	72,835	157,114	3,500	1,783,242
151	서울전자유통	696,263	-	1,037,328	15,800	1,749,391
152	삼성중공업	-	-	1,728,085	19,200	1,747,285

153	SK텔링크	1,478,817	217,250	20,535	-	1,716,602
154	보령제약	910,439	409,092	363,680	9,700	1,692,911
155	UIP-CIC	403,993	-	1,271,185	14,000	1,689,178
156	파크랜드	771,991	145,364	646,665	104,500	1,668,520
157	한국후지필름판매	783,656	42,006	803,700	30,300	1,659,662
158	한국존슨	1,601,500	55,830	567	-	1,657,897
159	월드컵조직위원회	897,702	-	721,257	-	1,618,959
160	비알코리아	1,398,950	199,761	-	-	1,598,711
161	한라건설	-	-	1,592,901	-	1,592,901
162	알리안츠제일생명보험	859,799	56,040	643,103	29,500	1,588,442
163	LG	1,504,593	-	71,595	7,500	1,583,688
164	해남출판사	36,284	-	1,545,810	-	1,582,094
165	중근당건강	-	-	1,515,477	53,080	1,568,557
166	클라운제과	1,262,476	56,106	227,520	15,000	1,561,102
167	한국토지신탁	1,804	45,884	1,509,267	-	1,556,955
168	명인제약	1,405,122	150,339	1,440	-	1,556,901
169	울트라건설	296,730	38,650	1,188,750	7,800	1,531,930
170	성광전자	1,264,130	86,583	152,070	14,400	1,517,183
171	동화약품	837,414	42,268	617,568	17,600	1,514,850
172	서울은행	1,423,978	73,986	14,440	-	1,512,404
173	시네마씨비스	84,225	-	1,361,950	60,900	1,507,075
174	LG건설	-	-	1,494,591	2,000	1,496,591
175	세정	683,912	12,354	760,276	39,000	1,495,542
176	한국피자헛	1,469,702	19,889	-	-	1,489,591
177	풍림산업	330,728	-	1,156,854	-	1,487,582
178	한국능률협회컨설팅	-	-	1,480,830	1,200	1,482,030
179	정식품	597,394	240,295	531,232	105,100	1,474,021
180	SK건설	825,058	58,655	584,662	1,600	1,469,975
181	두산음료	1,441,570	-	27,615	-	1,469,185
182	대동모피	-	-	1,465,755	-	1,465,755
183	귀뚜라미보일러	734,755	225,673	481,985	-	1,442,413
184	대웅전기산업	741,185	69,598	615,495	12,600	1,438,878
185	부영	-	-	1,424,605	-	1,424,605
186	동국제약	1,343,354	69,148	-	-	1,412,502
	한국디지털					

187	위성방송	247,878	-	1,118,352	40,450	1,406,680
188	대한투자신타증권	1,129,606	141,368	105,593	3,000	1,379,567
189	JVC코리아	1,085,702	88,341	122,905	79,800	1,376,748
190	SK글로벌	1,036,597	75,540	72,771	184,750	1,369,658
191	한국토지공사	944,215	42,400	359,578	23,200	1,369,393
192	오스람코리아	1,359,470	-	2,484	-	1,361,954
193	해찬들	1,056,612	59,247	211,131	23,200	1,350,190
194	씨그램코리아	-	-	1,194,038	155,050	1,349,088
195	삼성물산	1,064,231	51,646	145,225	82,200	1,343,302
196	아시아나스포츠	-	-	1,339,770	-	1,339,770
197	태평양제약	1,056,232	45,327	223,340	2,300	1,327,199 ^p
198	조아제약	3,019	201,684	1,113,959	2,000	1,320,662
199	싸이더스	149,467	-	1,152,587	15,000	1,317,054
200	동원F&B	901,357	317,486	63,015	17,900	1,299,758
201	신풍제약	110,863	4,446	1,171,497	-	1,286,806
202	아시아나항공	897,380	233,691	121,049	30,700	1,282,820
203	데이콤	1,073,321	55,386	90,720	62,000	1,281,427
204	금호개발	-	-	1,279,416	-	1,279,416
205	아이엠티커스	102,461	-	1,153,355	12,000	1,267,816
206	대우건설	39,823	-	1,214,744	-	1,254,567
207	오뚜기	1,098,144	72,527	-	78,450	1,249,121
208	한국전력공사	67,805	-	1,164,606	8,300	1,240,711
209	현대캐피탈	457,591	199,926	578,104	2,000	1,237,621
210	만도공조	372,412	176,730	642,398	45,900	1,237,440
211	7005425	1,039,234	193,744	-	-	1,232,978
212	웹시콜라	1,052,537	26,032	154,105	-	1,232,674
213	코리아픽처스	161,949	-	1,047,722	20,000	1,229,671
214	한국크로락스	1,146,392	-	23,280	53,500	1,223,172
215	에센디화장품	866,598	299,134	5,200	50,200	1,221,132
216	듀오	-	-	1,191,068	29,360	1,220,428
217	한국코닥	1,099,981	55,708	43,008	20,500	1,219,197
218	대한펄프공업	826,670	68,726	267,468	56,200	1,219,064

219	성원건설	-	-	1,218,580	-	1,218,580
220	유한크로락스	-	-	1,176,970	41,400	1,218,370
221	롯데월드	-	-	1,200,934	14,500	1,215,434
222	브리티쉬아메리칸토바코	-	-	994,580	210,000	1,204,580
223	오리온시네마네트워크	-	-	1,195,470	4,000	1,199,470
224	니베아서울	915,318	82,121	-	199,000	1,196,439
225	월트디즈니	377,004	6,906	787,395	22,500	1,193,805
226	롯데관광	-	-	1,185,752	-	1,185,752
227	나스항공여행	-	-	1,170,865	10,400	1,181,265
228	세기보청기	106,628	8,954	1,058,607	-	1,174,189
229	문학수첩	-	-	1,166,240	-	1,166,240
230	국순당	656,481	165,873	327,597	7,000	1,156,951
231	오리온프리토레이	1,089,301	60,395	-	-	1,149,696
232	신원종합개발	-	-	1,148,990	-	1,148,990
233	에스콰이어	337,733	-	699,416	101,600	1,138,749
234	경동보일러	533,361	308,523	287,490	-	1,129,374
235	런나이코리아	607,047	243,228	173,160	79,000	1,102,435
236	엘브이엠에치	-	-	735,375	365,500	1,100,875
237	참존화장품	939,042	29,896	-	120,500	1,089,438
238	한국얀센	474,505	15,370	494,135	96,360	1,080,370
239	삼천당제약	-	228,900	847,290	-	1,076,190
240	한독약품	267,127	143,540	578,495	82,900	1,072,062
241	쓰리지케어	139,044	80,471	847,860	1,000	1,068,375
242	금호타이어	629,876	251,732	146,859	36,600	1,065,067
243	유니복스	221,651	-	843,045	-	1,064,696
244	제너시스	744,788	-	275,955	38,400	1,059,143
245	문학동네출판사	-	-	1,057,460	240	1,057,700
246	칼톤	262,591	-	294,460	499,650	1,056,701
247	세계도자기엑스포	775,672	-	260,324	17,500	1,053,496
248	인터넷제국	-	-	1,047,825	4,500	1,052,325
249	조선무약	-	-	1,020,441	25,400	1,045,841
250	피죤	745,598	86,612	148,060	61,600	1,041,870

251	대우통신	-	-	1,038,647	-	1,038,647
252	골드뱅크	381,311	34,133	610,880	6,000	1,032,324
253	한국화장품	837,614	-	8,325	185,100	1,031,039
254	LG패션	670,155	71,184	60,495	228,940	1,030,774
255	세븐일레븐	988,333	28,336	10,800	-	1,027,469
256	쌍방울	626,111	272,961	11,100	113,650	1,023,822
257	하이모	29,455	-	989,386	1,000	1,019,841
258	씨네월드	128,837	-	872,430	16,000	1,017,267
259	건영	-	-	1,008,946	-	1,008,946
260	외환은행	744,814	44,785	213,203	1,500	1,004,302
261	현대중공업	-	-	973,276	28,200	1,001,476
262	부광약품	487,092	-	502,275	5,200	994,567
263	마리오	-	91,053	871,535	30,000	992,588
264	동방제약	-	-	992,525	-	992,525
265	에스알개발	231,352	-	747,955	-	979,307
266	천광코리아	4,369	4,231	962,370	4,960	975,930
267	엘칸토	444,200	90,767	386,616	54,300	975,883
268	세원텔레콤	645,707	-	328,572	-	974,279
269	하림	701,693	93,554	170,071	8,000	973,318
270	도도화장품	728,243	-	72,150	153,000	953,393
271	한국존슨앤드존슨	539,726	27,676	139,860	243,400	950,662
272	일성콘도체인	-	-	945,155	2,500	947,655
273	한국캘러웨이골프	167,891	-	754,430	24,000	946,321
274	SK제약	802,196	56,087	79,380	-	937,663
275	제일약품	831,339	71,762	16,650	9,300	929,051
276	도서출판들녘	-	-	925,740	-	925,740
277	온세통신	448,354	-	476,329	-	924,683
278	코카콜라네슬레	796,843	-	77,595	49,400	923,838
279	세라젼의료기	471,708	22,619	422,447	4,000	920,774
280	동성제약	206,510	2,960	691,724	19,300	920,494
281	인터파크	-	-	919,820	-	919,820
282	외환신용카드	18,600	199,500	671,876	18,200	908,176
283	도서출판창해	-	-	908,000	-	908,000
284	웰라코리아	512,508	30,353	240,150	117,400	900,411
285	씨티은행	-	-	835,238	61,700	896,938
	세이퍼컴퓨					

286	터	-	-	888,375	4,400	892,775
287	삼성테크윈	573,507	107,066	195,930	8,800	885,303
288	국민은행	-	183,018	687,077	10,980	881,075
289	로제화장품	140,604	-	656,010	81,100	877,714
290	TS해마로	872,371	-	-	-	872,371
291	서울문화사	-	-	866,170	4,000	870,170
292	황금가지	-	-	868,825	-	868,825
293	샤넬코리아	-	-	347,280	519,700	866,980
294	중소기업은행	722,236	36,061	105,716	2,000	866,013
295	신한금융지주회사	-	-	863,361	-	863,361
296	랭스필드	0	-	854,786	5,500	860,286
297	시몬스침대	798,197	56,641	-	-	854,838
298	한국능률협회	-	-	852,895	300	853,195
299	두산백화	188,959	40,818	617,785	-	847,562
300	크라운출판사	-	-	842,427	-	842,427