

A woman with blonde hair, wearing a grey suit jacket and a pink shirt, is seated at a wooden desk. She is looking down at several papers spread out before her. Her right hand is holding a black pen, poised to write on one of the documents. Her left hand is resting on a black calculator. She is wearing a gold watch on her left wrist, a gold ring on her left ring finger, and a pink bracelet on her right wrist. The background is a warm, wooden wall.

Nielsen Spotlight:
**Financial
Investments and
Tax Services**

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Nielsen Monitor-Plus™, a service of The Nielsen Company, focuses on advertising for Financial/Investment Services and Tax Services for 2008.

Financial/Investment Services

Advertising spending for the Financial/Investments category reached just over \$2 billion in 2008, a decrease of 8% (-\$183 million) over 2007. Over one-third of the 2008 total budget was spent on Internet advertising (\$734.1 million), while almost 20% was allocated to Network TV (\$384.9 million). National Magazines and Cable Television were the next largest media categories.

Spending in most media categories weakened, with the exception of Network Radio, National Newspaper, Syndicated TV, Internet, and Outdoor.

Spending by the top five advertisers in the Financial Investments category totaled \$805.9 million in 2008, flat from 2007.

E-Trade, the number two advertiser in 2007, added 14% to its budget, and ranked at the top of the list in 2008. Conversely, FMR Corp. (parent company of Fidelity Investments), the top advertiser in 2007, slashed its budget 32% and dropped to number three.

Scottrade was the one company that showed significant growth, increasing its ad budget 56%.

Financial/Investment Services Media Spending	Jan - Dec '08 (\$ mil)	% of total ad spend
Internet	\$734.1	36%
Network TV	\$384.9	19%
National Magazine	\$328.4	16%
Cable TV	\$232.7	11%
National Newspaper	\$113.0	6%
Local Newspaper	\$67.8	3%
Spot TV 210 DMAs	\$44.4	2%
Outdoor	\$43.4	2%
Spot Radio	\$37.0	2%
Syndicated TV	\$17.4	1%
Network Radio	\$12.7	1%
National Sunday Supplement	\$8.7	0%
Local Magazine	\$2.5	0%
Spanish Language Network & Cable TV	\$1.0	0%
Grand Total	\$2,028.0	

Source: The Nielsen Company

Top 5 Financial/Investment Companies	Jan-Dec '08 (\$ mil)	% Change vs. 2007
E-Trade Financial Corp.	\$214.8	14%
Scottrade Inc.	\$201.1	56%
FMR Corp (Fidelity Investments)	\$153.5	-32%
TD Ameritrade Holding Corp.	\$123.3	-14%
Charles Schwab Corp.	\$113.2	-8%
Total Top 5	\$805.9	-0.5%

Source: The Nielsen Company

Financial Investments and Tax Services

Tax Services

The Tax Services category spent \$220 million in 2008, an increase of 11% from 2007. Over one-third of the 2008 total was spent on Cable TV (\$76.9 million), followed by Spot TV (\$40.5 million), and Network TV (\$35.7 million).

Over half (\$125.8 million) of the budget was spent in the first quarter, followed by the fourth quarter (\$36.9 million, 17%). The third quarter had the least amount of advertising - \$25.6 million, or 12% of the year's ad spending.

Spending by the top five advertisers in the Tax Services category totaled \$170.9 million for 2008, a 7% increase from 2007. H&R Block, the largest advertiser last year, essentially kept its budget flat from 2007. In contrast, American Tax Relief, a company specializing in settling individual tax debts, showed the largest percent increase from 2007 to 2008 (+97%, +\$14 million), an indication of the economic struggles Americans have been facing. American Tax Relief's ad budget has grown more than twenty-fold since 2004, when its spending was just \$1.3 million.

Tax Services Media Spending	Jan - Dec '08 (\$ mil)	% of total spending
Cable TV	\$76.9	35%
Spot TV 210 DMAs	\$40.5	18%
Network TV	\$35.7	16%
Spot Radio	\$26.6	12%
Syndicated TV	\$13.8	6%
Network Radio	\$7.8	4%
Internet	\$6.4	3%
Outdoor	\$3.7	2%
Spanish Language Network TV	\$2.6	1.2%
National Magazine	\$2.4	1.1%
Local Newspaper	\$1.7	0.8%
National Newspaper	\$1.3	0.6%
National Sunday Supplement	\$0.5	0.2%
Local Magazine	\$0.1	0.1%
Grand Total	\$220.0	

Source: The Nielsen Company



Top 5 Tax Advertisers	Jan - Dec '08 (\$ mil)	% Change
H&R Block Inc.	\$89.4	1%
American Tax Relief	\$28.3	97%
Jackson Hewitt Tax Svc. Inc.	\$26.7	-8%
JKH Holding Co.	\$19.2	-19%
Tmirs Enterprises Ltd (Taxmasters)	\$7.2	88%
Total Top 5 Tax Advertisers	\$170.9	7%

Source: The Nielsen Company