

PHILIP MORRIS USA

PRINT PORTFOLIO

2060306470

PHILIP MORRIS U.S.A.

. PRINT PORTFOLIO FOCUS

- Establish print negotiations and positioning standards
- Seek opportunities in new/established media; e.g. selecting binding, resource credits, CD ROM advertising availabilities
- Develop merchandising programs
- Coordinate/price FSI activity
- Monitor ethnic spending across PM departments and companies
- Administer the corporate affairs and media "corporate" schedules

PRINT SPENDING TRENDS (\$MM)

	1991	%	1992	%	1993	%	1994	%	1995	%	1996	%
MAGAZINES	90.9	78%	75.8	78%	60.2	68%	110.4	84%	107.0	87%	97.8	92%
ROP	14.2	12%	6.9	7%	9.3	11%	6.8	5%	5.5	4%	2.1	2%
SUPPLEMENTS	6.7	6%	3.1	3%	1.2	1%	5.5	4%	4.0	3%	1.7	2%
FSI'S	4.2	4%	10.8	11%	17.3	20%	9.0	7%	7.0	6%	4.6	4%
TOTAL	116.0		96.6		88.0		131.7		123.5		106.2	
% TOTAL SPENDING		46%		43%		47%		52%		52%		46%

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