

## ***Political Campaign Media Buying 2022***

***Covering Senate, House, Governor & Local Candidates, & Referendums***



***A Special Report Prepared for:***

***Radio Advertising Bureau***

# First Time Since 2010, Mid-Term Spend to Outpace Previous Presidential Election; PQ Media Estimates Political Campaigns Will Spend \$10.20 Billion in 2022

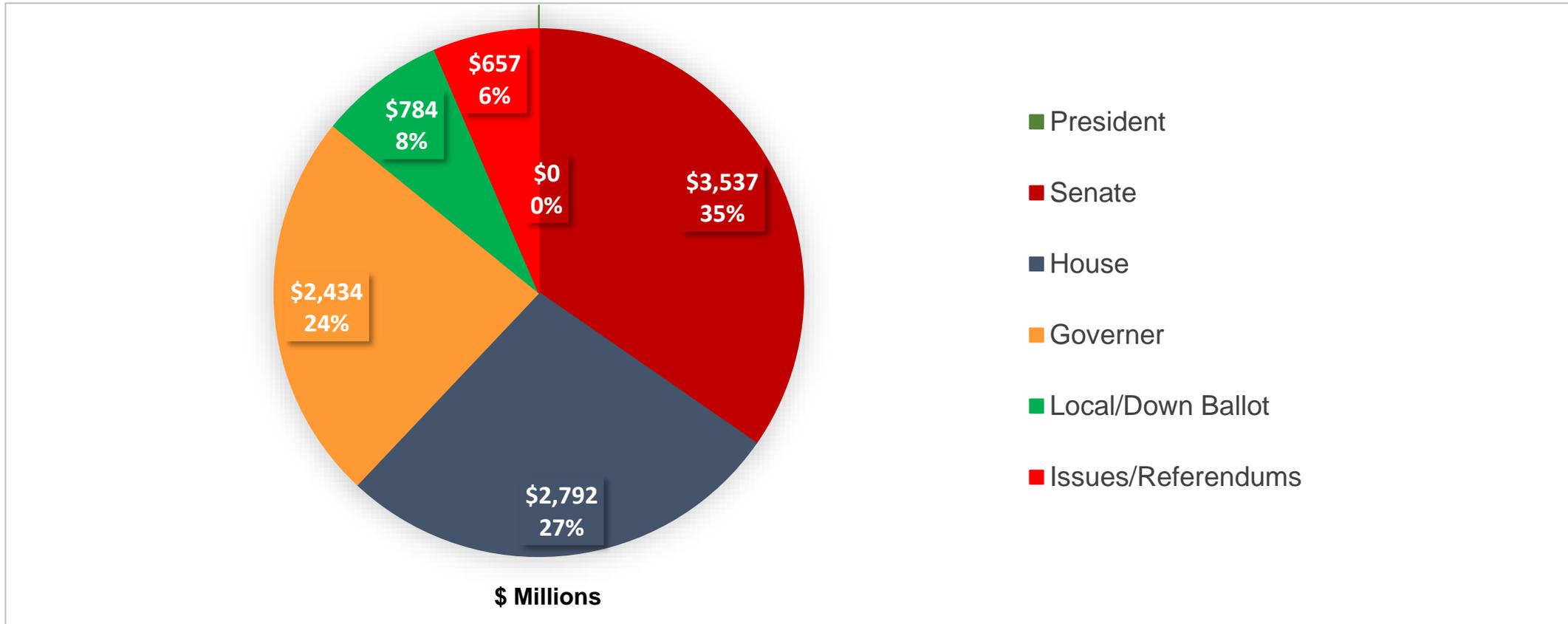
Total Political Campaign Media Buying – 2000 to 2022



Source: PQ Media Political Campaign Media Buying Series (2004-2022)

# Senate Candidates/PACs Expected to Spend \$3.54 Billion in 2022, 35% of Political Media Buying; House & Gubernatorial Races to Account for 51% of Total Media Buying

Share of Political Media Buying by Race in 2022

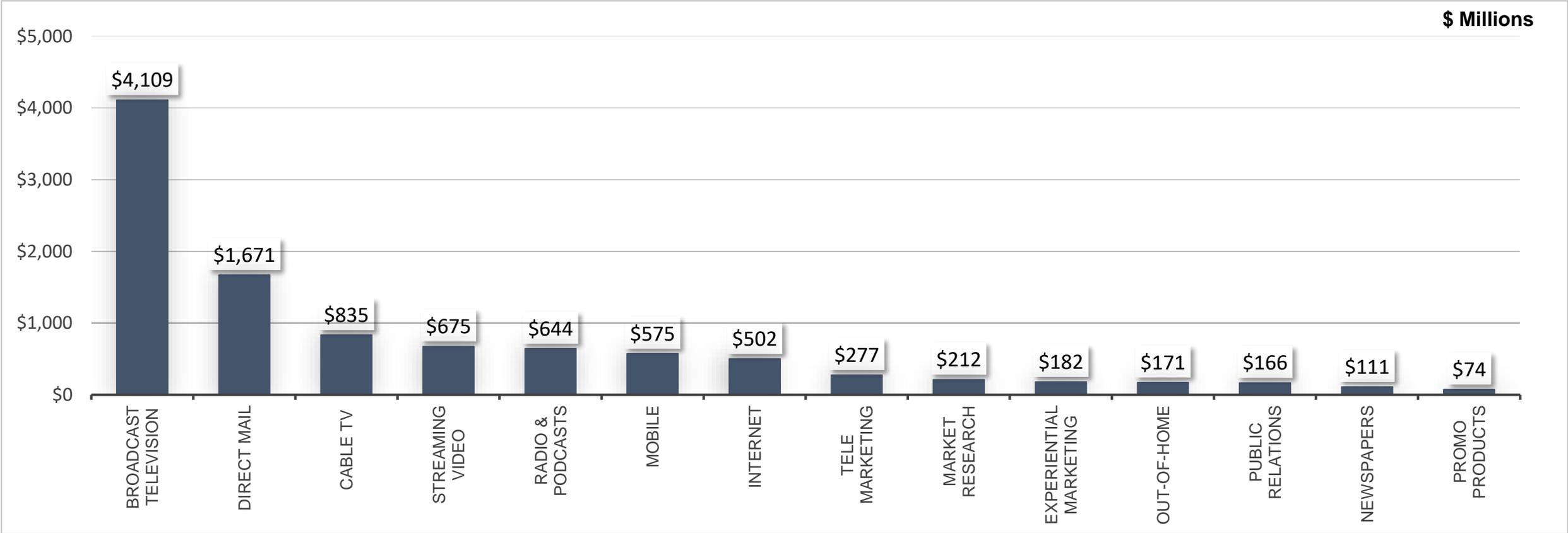


Source: PQ Media Political Campaign Media Buying 2022

# Political Campaigns Will Spend Approximately \$4.11 Billion on Broadcast TV in 2022

## Digital Media, Including Streaming Video, to Account for 17% of Total Spending, or \$1.75 Billion

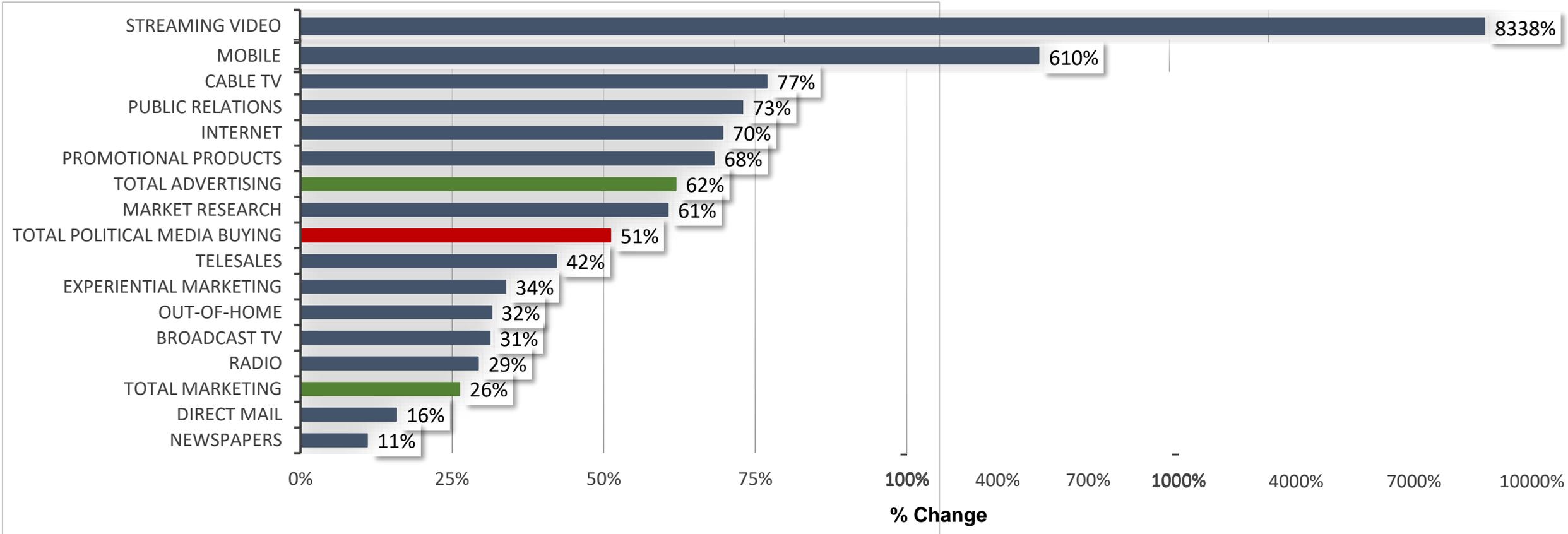
Political Media Buying by Media Platform in 2022



Source: PQ Media Political Campaign Media Buying 2022

# Since the Last Mid-Term in 2018, Total Political Media Buying Up 51.1%; Streaming Video Advertising Skyrocketed 8,337.5% and Mobile Soared 609.9% in Four Years

**Growth of Political Media Buying by Media Platform: 2022 vs. 2018**



Source: PQ Media Political Campaign Media Buying 2022

## ***Political Campaign Media Buying 2022***

***Covering Senate, House, Governor & Local Candidates, & Referendums***



***A Special Report Prepared for:***

***Radio Advertising Bureau***