AdImpact study for MediaPost

Top Retail Advertisers 10/1 - 11/16 Compared					
2020			2021		
Rank	Advertiser	Airings	Rank	Advertiser	Airings
1	Amazon	190,979	1	Amazon	267,121
2	Walmart	189,657	2	Walmart	179,046
3	Target	147,837	3	Target	131,844
4	Kellogg	71,250	4	Kellogg	47,290
5	Chewy	28,589	5	Hobby Lobby	24,181
6	Best Buy	27,970	6	Best Buy	19,499
7	IBM	25,447	7	IBM	18,711
8	Hobby Lobby	19,621	8	Ross	13,910
9	Ulta Beauty	14,704	9	Fanatics	13,224
10	TJX Companies	14,244	10	Ulta Beauty	12,956



