**Social Media Ad Spending Overtakes Print**

Ad spending on social media will increase 20% this year to $84 billion, Zenith reports, giving it a 13% piece of the total advertising market. This will be the first year that the category overtakes print, though it's still behind paid search and television, the marketing heavyweight.

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<https://mobilemarketingmagazine.com/social-media-overtakes-print-ad-spend-expenditure-forecasts-zenith>

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