



# Press Release

Date  
January 18, 2012

Contact  
James Kennedy  
Tel. +1 646 355 8090  
Fax +1 800 798 9680  
james.kennedy@ifrmonitoring.com

## Top 100 Advertised Music Albums of 2011 [USA Market]

**USA, New York – 2011 is officially over, and the music stats are in. ADELE tops the list with album 21.**

For the 2011 year, IFR examined share of voice in print advertisements for music albums in the USA. Topping this year's list was ADELE with album 21, while LADY GAGA wasn't far behind with BORN THIS WAY.

ADELE'S 21 ranged in pricing from \$7.99 to \$11.99.

LADY GAGA'S BORN THIS WAY ranged in pricing from \$6.99 to \$11.99.

In the Retailer Average Price Index for 2011, Walmart had the lowest average album pricing at \$8.05. K-Mart's average album price was more than 2 dollars higher at \$10.59. Best Buy follows with a slightly higher average album price of \$10.80 while Target had the highest value of \$11.07. [Average price calculations excludes Boxed sets and Singles]

### Top 100 Advertised Music Albums

Below is the full list by rank showing the top 100 Advertised Music Albums for 2011 in the USA Market.

Rank	Artist	Album
1	ADELE	21
2	LADY GAGA	BORN THIS WAY
3	KATY PERRY	TEENAGE DREAM (EXPLICIT LYRICS)
4	JASON ALDEAN	MY KINDA PARTY
5	LIL WAYNE	THA CARTER IV (EXPLICIT LYRICS)
6	LADY ANTEBELLUM	OWN THE NIGHT
7	JUSTIN BIEBER	UNDER THE MISTLETOE
8	NICKI MINAJ	PINK FRIDAY (EXPLICIT LYRICS)
9	BEYONCE	4
10	BRAD PAISLEY	THIS IS COUNTRY MUSIC
11	EMINEM	RECOVERY (EXPLICIT LYRICS)
12	COLDPLAY	MYLO XYLOTO
13	JAY-Z & KANYE WEST	WATCH THE THRONE (EXPLICIT LYRICS)
14	SUSAN BOYLE	SOMEONE TO WATCH OVER ME
15	JACKIE EVANCHO	DREAM WITH ME
16	CHRIS BROWN	F.A.M.E. (EXPLICIT LYRICS)

IFR Group  
New York, NY 10011  
401 Park Avenue South, 8th Floor  
New York, NY 10016

pr@ifrmonitoring.com  
www.ifrmonitoring.com

17	BLAKE SHELTON	RED RIVER BLUE
18	TAYLOR SWIFT	SPEAK NOW (DELUXE EDITION) (TARGET EXCLUSIVE)
19	SELENA GOMEZ & SCENE	WHEN THE SUN GOES DOWN
20	FOO FIGHTERS	WASTING LIGHT
21	MICHAEL BUBLE	CHRISTMAS NEVER SAY NEVER THE REMIXES (LIMITED EDITION)
22	JUSTIN BIEBER	DUETS II
23	TONY BENNETT	DUETS II
24	LUKE BRYAN	TAILGATES & TANLINES
25	SCOTTY MCCREERY	CLEAR AS DAY
26	VARIOUS ARTISTS	GLEE: THE MUSIC - THE CHRISTMAS ALBUM VOLUME 2
27	BEASTIE BOYS	HOT SAUCE COMMITTEE PART TWO (EXPLICIT LYRICS)
28	MIRANDA LAMBERT	FOUR THE RECORD
29	MUMFORD & SONS	SIGH NO MORE
30	JUSTIN BIEBER	MY WORLD 2.0
31	RED HOT CHILI PEPPER	IM WITH YOU
32	BRITNEY SPEARS	FEMME FATALE
33	DAUGHTRY	BREAK THE SPELL
34	BIG TIME RUSH	ELEVATE
35	MARY J. BLIGE	MY LIFE II...THE JOURNEY CONTINUES (ACT 1)
36	J. COLE	COLE WORLD: THE SIDELINE STORY (EXPLICIT LYRICS)
37	VARIOUS ARTISTS	NOW THATS WHAT I CALL MUSIC 37
38	JUSTIN BIEBER	UNDER THE MISTLETOE (CD/DVD) (DELUXE EDITION)
39	JILL SCOTT	THE LIGHT OF THE SUN
40	ERIC CHURCH	CHIEF
41	FOSTER THE PEOPLE	TORCHES
42	BAD MEETS EVIL	HELL: THE SEQUEL (EP) (EXPLICIT LYRICS)
43	LENNY KRAVITZ	BLACK & WHITE AMERICA
44	THE BAND PERRY	THE BAND PERRY
45	MICHAEL JACKSON	MICHAEL
46	VARIOUS ARTISTS	GLEE: THE MUSIC VOLUME 5
47	NICKELBACK	HERE AND NOW
48	TAYLOR SWIFT	SPEAK NOW: WORLD TOUR LIVE (CD/DVD) (TARGET EXCLUSIVE)
49	WIZ KHALIFA	ROLLING PAPERS (EXPLICIT LYRICS)
50	VARIOUS ARTISTS	NOW THATS WHAT I CALL MUSIC 40
51	GEORGE STRAIT	HERE FOR A GOOD TIME
52	VARIOUS ARTISTS	GLEE: THE MUSIC PRESENTS THE WARBLERS
53	ALISON KRAUSS & UNI.	PAPER AIRPLANE
54	VARIOUS ARTISTS	NOW THATS WHAT I CALL MUSIC 38
55	JENNIFER LOPEZ	LOVE
56	JENNIFER HUDSON	I REMEMBER ME
57	BRUNO MARS	DOO-WOPS AND HOOLIGANS
58	VARIOUS ARTISTS	2011 GRAMMY NOMINEES
59	JACKIE EVANCHO	DREAM WITH ME (DELUXE EDITION) (TARGET EXCLUSIVE)
60	ADELE	19
61	VARIOUS ARTISTS	GLEE: THE MUSIC VOLUME 4
62	AVRIL LAVIGNE	GOODBYE LULLABY
63	YOUNG JEEZY	TM: 103 HUSTLERZ AMBITION (EXPLICIT LYRICS)
64	RIHANNA	TALK THAT TALK (EXPLICIT LYRICS)
65	MAROON 5	HANDS ALL OVER
66	LMFAO	SORRY FOR THE PARTY ROCKING (EXPLICIT LYRICS)
67	VARIOUS ARTISTS	GLEE: THE MUSIC VOLUME 6

68	PINK	GREATEST HITS...SO FAR (EXPLICIT LYRICS)
69	RIHANNA	LOUD
70	FLORENCE & THE MACH.	CEREMONIALS
71	FLORENCE & THE MACH.	CEREMONIALS (DELUXE EDITION)
72	LADY ANTEBELLUM	NEED YOU NOW
73	VARIOUS ARTISTS	NOW THATS WHAT I CALL MUSIC 39 HELL: THE SEQUEL (EP) (DELUXE EDITION) (EXPLICIT LYRICS)
74	BAD MEETS EVIL	IMMORTAL
75	MICHAEL JACKSON	IMMORTAL
76	VARIOUS ARTISTS	NOW THATS WHAT I CALL CHRISTMAS VOL. 4
77	MARTINA MCBRIDE	ELEVEN
78	DEMI LOVATO	UNBROKEN
79	T-PAIN	REVOLVER (EXPLICIT LYRICS)
80	BLACK EYED PEAS	THE BEGINNING
81	ANTHONY HAMILTON	BACK TO LOVE MY BEAUTIFUL DARK TWISTED FANTASY (EXPLICIT LYRICS)
82	KANYE WEST	CONCERTO: ONE NIGHT IN CENTRAL PARK
83	ANDREA BOCELLI	TWILIGHT SAGA: BREAKING DAWN PART 1
84	VARIOUS ARTISTS	STRONGER
85	KELLY CLARKSON	STRONGER
86	BLINK 182	NEIGHBORHOODS (EXPLICIT LYRICS)
87	THE GAME	THE R.E.D. ALBUM
88	BARBRA STREISAND	WHAT MATTERS MOST
89	PITBULL	PLANET PIT (EXPLICIT LYRICS) 20TH CENTURY MASTERS: THE MILLENNIUM COLLECTION
90	LYNYRD SKYNYRD	CONCERTO: ONE NIGHT IN CENTRAL PARK (TARGET EXCLUSIVE)
91	ANDREA BOCELLI	SPEAK NOW
92	TAYLOR SWIFT	ELEVEN (DELUXE EDITION) (TARGET EXCLUSIVE)
93	MARTINA MCBRIDE	ELEVEN (DELUXE EDITION) (TARGET EXCLUSIVE)
94	MANNHEIM STEAMROLLER	CHRISTMAS SYMPHONY 2011 CHRISTMAS (DELUXE EDITION) (TARGET EXCLUSIVE)
95	MICHAEL BUBLE	MY CHRISTMAS
96	ANDREA BOCELLI	MY CHRISTMAS
97	3 DOORS DOWN	TIME OF MY LIFE
98	VARIOUS ARTISTS	GLEE: THE MUSIC VOLUME 7
99	TREY SONGZ	INEVITABLE
100	THE BLACK KEYS	EL CAMINO

IFR Monitoring helps retailers and manufacturers measure relevant causal Shelf, Print Advertising and Internet share across the country and around the world. IFR Monitoring is part of the GfK Group.

GfK is one of the world's largest research companies. 11,000 GfK experts are working to discover new insights about the way people live, think and shop, in over 100 markets, every day. GfK is constantly innovating to use the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. In 2010, GfK's sales amounted to EUR 1.29 billion.

For questions, please contact James Kennedy at:  
james.kennedy@ifrmonitoring.com

Follow IFR on Twitter:  <http://www.twitter.com/IFRGroup>