

# ADVERTISING INDUSTRY GUIDE

Updated 22nd October 2009



## Directories

### **Advertisers Annual** (Hollis Publishing, 2009) [DIR 659.1 BUS]

Lists UK agencies by location and industry sector, major advertisers by A-Z and industry sector, advertising media by location (newspapers, television and radio, etc.), and associations and sources.

### **ALF** (BRAD Group, 2009, published monthly) [(B) DIR 659.1125 BUS]

Guide to the top 1,000 advertisers (by expenditure) and the top 500 agencies (by billing).

### **BRAD Monthly Guide to Advertising Media** (EMAP Group, March 2009) [(B) DIR 659.132 BUS]

Comprehensive listing (over 13,000 entries) of advertising media in the UK: new media, national and regional newspapers, consumer and business press (arranged by sector), television, radio, and outdoor media.

### **Campaign the A List** (Haymarket Management Publications, 2009) [DIR 659.0922 BUS]

A guide to who's who in media, marketing and advertising in the UK. Contains brief biographical profiles of over 500 individuals.

### **Campaign Directory** (Haymarket Management Publications, 2007) [DIR 659.1 BUS]

Lists companies and organisations across the creative services, e.g. advertising agencies, talent agencies, photographers, model makers, trade associations, etc.

### **The Directory of Advertising Agencies** (Pharmaceutical Marketing Ltd, 2009)

[(B) DIR 659.1125 BUS]

Aimed specifically at clients in the pharmaceutical and healthcare sectors. With detailed entries for 33 agencies, plus an A-Z index of 100 agencies.

### **The Quarterly Report of Leading National Advertisers** (Emap Information, 2009, Quarterly)

[(B) DIR 659.1125 BUS]

An alphabetic listing of the top 2000 UK advertisers based on Nielsen Media Research adspend data; the publication provides contact details of over 10000 advertising and marketing decision makers from the companies listed

## Market Research & Statistics

### **Advertising Agencies** (Key Note Publications, 2007) [(B) MKT 338.476591125094105 BUS]

Following an executive summary and introduction, the report provides a strategic overview of the advertising sector, with data on market dynamics and segmentation, distribution, competitive structure, industry issues, advertising expenditure by product sector, and forecast market value to 2011. This is followed by a market analysis by sector for broadcast media and the Internet, print advertising, cinema and outdoor advertising, and direct mail. The report presents both an international perspective on the sector, and an analysis of political, economic, social and technological factors impacting it (PEST analysis). Also available onsite via our online databases.

### **Advertising Statistics Yearbook** (World Advertising Research Centre, 2009)

[(B) MKT 659.10941021 BUS]

Contains sales and marketing and advertising statistics for radio, television and print media in the United Kingdom. Data is sub-divided in to the following media categories - national newspapers, regional newspapers, consumer magazines, business & professional magazines, directories, television, radio, outdoor & transport, cinema, direct mail and internet.

### **Advertising Expenditure Forecasts** (Zenith Optimedia, 2009) [(B) 659.1 BUS]

Provides global and regional summaries in addition to forecasts for 80 individual countries worldwide.

### **Business Ratio Report: Advertising Agencies** (Key Note Publications, 2009) [(B) MKT 338.436591 BUS]

Gives a UK industry overview, profiles of over 120 individual companies, including financials and performance league tables by size, profitability, efficiency, liquidity, gearing, employee performance, and growth.

### **Datamonitor MarketLine Business Information Center**

(Available onsite via our online databases)

Datamonitor produces a range of 19 page reports looking at the advertising markets in 11 major countries in addition to brief profiles for the European, Asia-Pacific and Global advertising markets.

### **Digest of UK Advertising Expenditure** (A C Nielsen MMS, last 2 years only)

[(P) AQ 93-E(18) (BUS)]

Contains reports on expenditure in 28 main categories (from business & industrial to travel & transport) subdivided into further detail. Contains a league table of the top 500 advertisers, and separate indexes of advertisers and brands.

### **Direct Marketing** (Key Note Publications, 2007) [(B) MKT 658.84 BUS]

The report examines recent trends in the direct marketing sector. Chapters include: Market definition (market sectors; market trends; market position); Market size (the total market 2001-2006; market sectors - telemarketing, direct mail, television, inserts, door-to-door, database, new media, customer magazines, other magazines and newspapers, outdoor/radio/cinema; overseas trade); Industry background; Competitor analysis (the marketplace; market leaders; outside suppliers; marketing activity); Strengths, weaknesses, opportunities and threats (SWOT analysis); Buying behaviour; Current issues; The global market; UK market forecasts to 2011; Company profiles; and further sources of information. Also available onsite via our online databases.

### **The European Marketing Pocket Book** (World Advertising Research Center, 2007)

[(B) MKT 330.94 BUS DESK]

Provides data for 33 countries. Data includes socio-demographic statistics, key economic indicators, advertising expenditure, top advertisers and media consumption.

**The European Advertising & Media Forecast: Year End Advertising Expenditure Statistics** (NTC Publications, bimonthly) [(P) AQ 93-E(22) (BUS)]

Tables covering 19 European countries (EU except for Luxembourg, plus Czech Republic, Hungary, Norway, Poland and Switzerland) and also for comparative purposes USA, Canada and Japan. Expenditure data is tabulated by medium (newspaper, magazine, television, radio, cinema, etc.) as well as by individual countries (for which general economic and demographic data is also given).

**Internet Advertising: Market Assessment** (Key Note, 2007) [(B) MKT 659.13 BUS]

A strategic assessment of the UK online advertising business and consumer attitudes towards online shopping. With profiles of 8 leading online agencies and sales companies, and future forecasts of market growth to 2011.

**Long Term Advertising Expenditure Forecast** (NTC Publications, 2008) [(B) MKT 659.1 BUS]

Offers forecasts for the UK from 2007-2019, estimating total advertising revenue, media revenue (television, national press, regional press, trade press, etc.), sector revenue (recruitment, retail, financial services, durables, etc.), and advertising expenditure by medium.

**Market & Media Fact** (Zenith Optimedia, 2008)

Four separate volumes containing top level country data for advertising expenditure and advertising rates by media type. Media types often include television, radio, internet, outdoor, newspapers and magazines.

Americas: 11 countries, [(B) MKT 302.23097021 BUS DESK

Asia Pacific: 15 countries, [(B) MKT 302.23095021 BUS DESK

Central & Eastern Europe: 22 countries, [(B) MKT 302.230947 BUS DESK

Western Europe: 15 countries, [(B) MKT 302.23094 BUS DESK

**Marketing Pocket Book** (Advertising Association, 2009) [MKT 658.8 BUS DESK]

Provides data for the United Kingdom including socio-demographic statistics, key economic indicators, consumer expenditure, retail and distribution, advertising expenditure, top advertisers and media consumption.

**The UK Top 100 Advertisers** (BRAD Insight, 2007) [(B) 659.1125 BUS]

Profiles of the strategic aims and advertising practices of the top 100 UK advertisers

**World Advertising Trends** (World Advertising Research Centre, 2008) [(B) MKT 659.1021]

Contains advertising expenditure data for 80 countries, sub-divided by advertising medium.

## Trade Magazines & Newsletters

**Admap** (NTC, monthly) [(P) AQ93-E(15) BUS]

Published by the World Advertising Research Center. Contains news and feature articles, mostly with a UK focus. Each issue features a specific theme, e.g. marketing to children, word-of-mouth marketing, etc.

**Advertising Age** (Crain Communications, weekly) [(P) AQ93-E(14) BUS]

News, features, awards and appointments information for the United States advertising industry.

**Campaign** (Crain Communications, weekly) [(P) AQ93-E(8) BUS]

News, features, awards and appointments information for the United Kingdom advertising industry.

**Media and Marketing** (C Squared Communications, monthly) [(P) 338.476591-E(1) BUS]

Analysis of the international advertising industry. Includes 2 or more country reports in each issue.

**Quarterly Survey of Advertising Expenditure** (World Advertising Research Centre, quarterly) [(P) AQ 93 - E(10) BUS]

Basic data covering UK advertising expenditure across various media, e.g., the printed press, broadcast, outdoor, internet, etc. Detailed data covering UK national, regional and free distribution newspapers; consumer magazines; business magazines and professional magazines. Overall advertising expenditure for 20 broad sectors, e.g. clothing, drink, food, financial, tobacco, etc.

**Media Week** (Quantum Business Media, weekly) [(P) AB 63 -E(15) BUS]

News & analysis about the media: television, radio, print, digital, internet, print, new media, advertising, branding, sales, outdoor. Includes company & people profiles, rankings, accounts won & deals, advertising expenditure, job adverts.

## Internet Sources

### Ad Access

Advertisements which appeared in US newspapers and magazines between 1911 and 1955, covering beauty and hygiene, radio, television, transportation, and World War II. Each category has a brief history and can be browsed by topic and year, or searched by keyword or illustration.

<http://scriptorium.lib.duke.edu/adaccess/>

### Ad Forum

Resources for the worldwide advertising community.

<http://www.adforum.com/index.asp>

### Advertising Age

Marketing and advertising news and analysis from the USA and the rest of the world. Includes profiles of the top 100 advertisers in the US and profiles of the world's top 30 agencies.

<http://www.adage.com/>

### Advertising Association

Federation of 28 trade bodies representing the advertising and promotional marketing industries including advertisers, agencies, media and support services.

<http://www.adassoc.org.uk>

### Advertising Standards Authority

An independent, self-regulatory body for non-broadcast advertisements in the UK, administering the British Codes of Advertising and Sales Promotion to ensure that ads are legal, decent, honest and truthful.

<http://www.asa.org.uk/asa/>

### The History of Advertising Trust

Contains some two million items of advertising, marketing, media, public relations and related material, together with a supporting library of books and periodicals. The oldest material is the archive of R.F.White (c.1800), the UK's first ad agency; the newest is last month's TV commercials.

<http://www.hatads.org.uk/>

### Incorporated Society of British Advertisers

Represents the interests of UK advertisers in all areas of marketing communications, including TV advertising, new media, press, radio, outdoor, direct marketing, sponsorship and sales promotion.

<http://www.isba.org.uk/isba/>

### Institute of Practitioners in Advertising

Trade body and professional institute for leading agencies in the UK's advertising, media and marketing communications industry.

<http://www.ipa.co.uk/>

**Office of Communications (OFCOM)**

OFCOM is the independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services. OFCOM frequently publishes research on broadcast advertising matters.

<http://www.ofcom.org.uk/>

**Social Science Information Gateway/Advertising**

Links to selected and annotated Internet resources related to advertising worldwide.

<http://sosig.ac.uk/roads/subject-listing/World-cat/advert.html>

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the Business Information



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