Top 20 U.S. Yellow Pages Markets 2010-2011

Description: Top 20 U.S. Yellow Pages Markets 2010-2011 is the premier source for reliable insight to past, present and future trends shaping the yellow pages metro markets in the U.S.

This report uncovers rates and trends, the collapse of syndicated usage research, sizing of revenue and market share projections shaping the marketplace. The top 20 metro markets reached an estimated $1.98 billion in 2008 and are expected to top $2 billion by 2010.

Top 20 U.S. Yellow Pages Markets also profiles a whole new segment of metro markets: The Spanish-language directory.

The report uncovers information affecting mergers & acquisitions, rates and trends, as well as syndicated usage research, competitive business strategies, and revenue and market share projections shaping the marketplace.

Top 20 U.S. Yellow Pages Markets 2010-2011 arms decision-makers with an effective solution for benchmarking success, sizing up revenues, pinpointing what's driving investment activity, spotting growth opportunities and much more!

Contents:

Executive Summary

Chapter 1: Size of the Leading Yellow Pages Metro Markets

Introduction
The Environmental Challenge
Yellow Pages Market Overview
Metro Market Segment and Key Players
Internet and Print Usage

Table 1.1: Statistical Summary of the Yellow Pages Industry, 2004-2009
Table 1.2: Print, Internet Share of Yellow Pages Metro Markets, 2009-2012P
Table 1.3: Metro Markets Print and Online Revenue 2009-2010
Table 1.4: Seattle's Environmental Ordinance
Table 1.5: Estimated yellow Pages Cost with Advance Recovery Fee, 2010
Table 1.6: Revenue Growth in All U.S. Advertising Media, 2007-2010P
Table 1.7: Metro Markets Total Print and Online Compared to Internet and All Advertising, 2009-2010P
Table 1.8: Publishers Share of Revenue from Top 20 Markets, 2006-2008P
Table 1.9: Yellow Pages References, 2006-2014P
Table 1.10: Yellow Pages References, Top Headings, 2009

Chapter 2: Market Dynamics, Forecast & Conclusions

Introduction
Leading Publishers in the Metro Market Arena
Ambassador Media Group
AT&T Advertising Solutions
Dex One
Super Media
Valley Yellow Pages
White Directory Publishers
Yellowbook
Access to the Internet
Forecast & Conclusions

Table 2.1: Simba's Top 20 Metro Markets, 2006-2010P
Table 2.2: Simba's Top 20 Metro Markets, 2010P
Table 2.3: Publishers' Share of Revenue from Top 20 Markets, 2009-2010P
Table 2.4: Adults Who Use Cable, DSL or Satellite for Home Access to Internet, 2008-2010
Table 2.5: Metro Markets Compared to Total YP Revenue, 2009-2012
Table 2.6: Yellow Pages Market Share by Type of Publishers, 1996-2012P

Chapter 3: Profiles of Top 20 Metro Markets
Albany, NY
Atlanta
Austin, TX
Boston
Buffalo, NY
Charleston, SC
Chicago
Dallas
Denver
Jacksonville, FL
Kansas City
Las Vegas
Los Angeles
Manhattan
Miami
Minneapolis/St. Paul
Phoenix
Sacramento, CA
San Francisco
Seattle

Chapter 4: Profiles of Leading Print & Internet YP Providers
Ambassador Media Group
AT&T Communications
Dex One (R.H. Donnelley)
SuperMedia (formerly Idearc Media)
Valley Yellow Pages
White Directory Publishers
Yell Group

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2859542/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- Product Name: Top 20 U.S. Yellow Pages Markets 2010-2011
- Web Address: http://www.researchandmarkets.com/reports/2859542/
- Office Code: SCDK2XAH

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 2995</td>
</tr>
<tr>
<td>Hard Copy:</td>
<td>USD 3035 + USD 58 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

- Title: [Mr, Mrs, Dr, Miss, Ms, Prof]
- First Name: ___________________________ Last Name: ___________________________
- Email Address: * ___________________________
- Job Title: ___________________________
- Organisation: ___________________________
- Address: ___________________________
- City: ___________________________
- Postal / Zip Code: ___________________________
- Country: ___________________________
- Phone Number: ___________________________
- Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World