Top 20 U.S. Yellow Pages Markets 2009-2010

Description: Top 20 U.S. Yellow Pages Markets 2009-2010 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.

Top 20 U.S. Yellow Pages Markets 2009-2010 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:

Table of Contents

Methodology

Executive Summary

Chapter 1: Size of the Leading Yellow Pages Metro Markets
Introduction
Yellow Pages Market Overview
Market Segments and Key Players
Internet and Print Usage

Table 1.1: Statistical Summary of the Yellow Pages Industry, 2003-2008
Table 1.2: Print, Internet Share of Yellow Pages Metro Markets, 2008-2011P
Table 1.3: Revenue Growth in All U.S. Advertising Media, 2006-2009P
Table 1.4: Metro Market Total, Print and Online Compared to Internet and All Advertising, 2007-2009P
Table 1.5: Publishers’ Share of Revenue from Top 20 Markets, 2007-2009P
Table 1.6: Yellow Pages References, 2006-2008
Table 1.7: Print Yellow Pages References, Top 20 Headings, 2007-2008
Table 1.8: Internet Yellow Pages References, Top 20 Headings, 2007-2008

Chapter 2: Market Dynamics, Forecast & Conclusions
Introduction
Leading Publishers in the Metro Market Arena
Ambassador Media Group
AT&T Advertising Solutions
Idearc Media
R.H. Donnelley
Valley Yellow Pages
White Directory Publishers
Yellowbook
Access to the Internet
Forecast & Conclusions

Table 2.1: Top 20 Metro Markets Revenue, 2005-2009P
Table 2.2: Top 20 Metro Markets Demographic Snapshot, 2005-2009P
Table 2.3: Publishers’ Share of Revenue from Top 20 Markets, 2008-2009P
Table 2.4: Adults Who Use Cable, DSL or Satellite for Home Access to Internet, 2007-2009
Table 2.5: Metro Markets Compared to Total YP Revenue, 2008-2010
Table 2.6: Yellow Pages Revenue Growth by Publisher Category, 1996-2010P

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 Metro Market Publishers
Ambassador Media Group
AT&T Communications
Idearc Media
R.H. Donnelley
Valley Yellow Pages
White Directory Publishers
Yell Group

Ordering: Order Online - http://www.researchandmarkets.com/reports/2859601/
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 2009-2010
Web Address: http://www.researchandmarkets.com/reports/2859601/
Office Code: SCDK2XGK

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 2995</td>
</tr>
<tr>
<td>Single User</td>
<td></td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 3195 + 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:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

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