Description: The yellow pages industry is seeing a small but growing trend in the technological world with the steady advance of mobile advertising.

Simba Information’s Yellow Pages: Market Shift to Mobile Advertising examines the state of the U.S. yellow pages directory publishing industry with a focus on mobile advertising in terms of revenue, growth and market share for leading publishers, as well as trends and forces that are shaping the market overall.

Although revenue for total U.S. advertising media has declined in recent years due to weak economic conditions, yellow pages advertising has experienced growth in the 2% range for the last few years, before witnessing a slight decline in 2008. Simba provides a glance into the past, present and future of yellow pages advertising by segment—print, online and mobile.

Yellow Pages: Market Shift to Mobile Advertising includes industry revenue forecasts, industry usage figures and comprehensive profiles of leading companies.

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