Top 20 U.S. Yellow Pages Markets 2008

Description:
Top 20 U.S. Yellow Pages Markets 2008 is the premier source for reliable insight to past, present and future trends shaping the yellow pages metro markets in the U.S.

Top 20 U.S. Yellow Pages Markets 2008 is an inside look at the segment of the industry that was the exclusive territory of incumbent publishers until Yellow Book USA announced it was going into the Manhattan market in 1999, the same year Manhattan's Ambassador Publishing was formed. Today, independents hold a 30% revenue share in the markets; a share growing larger every year.

The report 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 2008 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!

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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 Advertising & Publishing
Idearc Media
R.H. Donnelley
Valley Yellow Pages
White Directory Publishers
Yellowbook


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