Brochure
More information from http://www.researchandmarkets.com/reports/2859636/

Yellow Pages Market Forecast 2007

Description: An all new edition of the industry's premier market analysis and forecast report -- Yellow Pages Market Forecast 2007 -- packed with all of the most current statistics and detail you need to build a successful plan for growth this year and beyond.

Use YPMF 2007 to uncover the driving forces shaping the strength and direction of the overall market:

- The state of the overall U.S. yellow pages and directory publishing industry, including number of books, circulation and revenue
- The continued emergence of syndicated usage research as an industry tool to combat other media battling for yellow pages ad dollars
- Insight into the changing competitive landscape, from the impact of start-up directories on incumbent books to the growth in Internet-only and Hispanic directory markets
- Insider views of industry mergers & acquisitions
- And more

This volume is packed with the information you need to help benchmark your success, target your revenue growth, pinpoint investment activity drivers, identify growth opportunities and much more:

- Revenue broken out by Telco segment and Independent segment
- Three-year revenue/market share projections through 2009
- Advertising spending, rates and trends, including overall page volume, page billings, double half column (DHC) rates and more
- Over 40 charts and graphs
- 25+ company profiles that span RBOCs, independents, online-only directories and printers/suppliers

Published annually since 1986, Yellow Pages Market Forecast offers an in-depth, authoritative analysis of the entire U.S. yellow pages market, from utility publishers to independents. This study is the source for informed perspective on significant market developments and objective, accurate forecasts for industry growth.

Contents: Executive Summary

Chapter 1: Overview of the U.S. Yellow Pages Publishing Market

- Introduction
- Industry Size and Growth
- National and State Economy
- Industry Trends and Analysis
- Increased Competition
  - RBOC Companion Directories Provide a Short-Term Revenue Boost
  - The Internet Continues to Loom Large on the Horizon
  - Market for Hispanic Directories Continues to Expand
  - Syndicated Usage Research Has Growing Pains

- Mergers, Acquisitions, Divestitures Remain Strong in 2006 and Q1 2007
- Litigation in the Yellow Pages Industry
  - The Ticking Time Bomb: Do Not Deliver

Table 1.1: Statistical Summary of the Yellow Pages Industry, 2001-2006
Table 1.2: RBOC Revenue Growth, 2000-2006
Table 1.3: Personal Income by State, Q3 2005 vs. Q3 2006
Table 1.4: Fastest Growing States in Personal Income, Q3 2005 vs. Q3 2006
Table 1.5: Slowest Growing States in Personal Income, Q3 2005 vs. Q3 2006
Table 1.6: Selected Start-Ups, 2006-2008
Table 1.7: Financial Size of Selected Yellow Pages Acquisitions, 2006-Q1 2007
Table 1.8: Financial Size of Selected Historical Yellow Pages Acquisitions, 1988-2005
Table 1.9: Yellow Pages Industry Lawsuits, 1983-Q1 2007

Chapter 2: Yellow Pages Advertising and Publishing

Introduction
Total Advertising and Yellow Pages Advertising
Leading Certified Marketing Representatives (CMRs)
  TMP Directional Marketing
  Wahlstrom Group
  Berry Group
  Ketchum Directory Advertising

Yellow Pages Advertising Rates
Yellow Pages Advertising Revenue at Regional Bell Operating Companies
The Consolidation of the RBOC World
  AT&T Yellow Pages
  Idearc Media
  R.H. Donnelley

The Changing Face of the Industry
Independent Non-Telco and Telco Publishers
  Yellow Book USA
  White Directory Publishers
  Valley Yellow Pages
  DataNational
  Phone Directories Co.
  User-Friendly Phone Book

Independents Lose Ground Slightly in Metro Markets
Leading Independent Telco Publishers
  Windstream Yellow Pages
  CBD Media
  CenturyTel

Independent Publishers vs. Non-Bell Publishers vs. RBOC Publishers

Employment in Directory Publishing
Forecast Industry Growth

Table 2.1: Yellow Pages Growth Rates, 1991-2007P
Table 2.2: Revenue Growth in All U.S. Advertising Media, 2004-2007P
Table 2.3: National vs. Local Advertising Revenue, 2004-2007P
Table 2.4: Yellow Pages Advertising Compared to Local Advertising and All Advertising, 2004-2007P
Table 2.5: Yellow Pages’ Share of U.S. Advertising, 2002-2007P
Table 2.6: National vs. Local Yellow Pages Advertising, 2004-2007P
Table 2.7: Selected Largest Certified Marketing Representatives (CMRs), by Revenue, 2005-2006
Table 2.8: Average Advertising Rate Increases, 25 Top RBOC Directories, 1990-2007
Table 2.9: DHC Rates in 25 Top RBOC Directories, 2007 vs. 2006
Table 2.10: Yellow Pages Revenue for Regional Bell Publishers, 2005-2007P
Table 2.11: Largest U.S. Yellow Pages Directory Publishers, 2006
Table 2.12: Estimated Revenue of Select Non-Telco Publishers, 2005-2006
Table 2.13: DHC Rates, Major Competitive Yellow Pages Markets, 2007 vs. 2006
Table 2.14: Yellow Pages Revenue Growth by Publisher Type, 1996-2010P
Table 2.15: Yellow Pages Market Share by Publisher Type, 1996-2010P
Table 2.16: Select Telco-Affiliate Publishers Ranked by Employee Headcount, 2003-2006
Table 2.17: Yellow Pages Revenue vs. Telco Revenue vs. Advertising in All Media, 1985-2006

Chapter 3: Markets for Printers and Suppliers

Introduction
Directory Unit Production by Publisher
Billings in RBOCs’ 50,000+ Circulation Directories Increased in 2006
Leading Directory Printers
- R.R. Donnelley
- Quebecor World
- Stevens Graphics
- College Publishing

Paper Consumption by Directory Publishers
- The Pre-Media Market
  - Amdocs
  - Volt Information Sciences

Summary and Conclusions

Table 3.1: RBOC Directory Publishers Ranked by Circulation, 2004-2006
Table 3.2: Large Independent Telco and Non-Telco Directory Publishers by Circulation, 2004-2006
Table 3.3: Titles and Yellow Pages Volume in RBOC Directories with 50,000+ Circulation, 2005 vs. 2006
Table 3.4: RBOC Books with Over 50,000 Circulation vs. Total RBOC Circulation, 2005-2006
Table 3.5: Leading Directory Printers, Major Customers and Print Runs, 2005-2006
Table 3.6: Capacity and Consumption, Total Uncoated Groundwood Paper, 2005-2006
Table 3.7: U.S. Demand for Directory Paper, 2005-2006
Table 3.8: Outlays for Printing, Paper, Other Production and Distribution; Directory Publishing Industry, 2002-2006

Chapter 4: Profiles of RBOC Publishers
- AT&T Communications
- R.H. Donnelley
- Idearc Media

Chapter 5: Profiles of Leading Independent Telco Publishers
- CBD Media
- CenturyTel
- Citizens Communications/FrontierPages
- EATEL/SunShine Pages
- Windstream Yellow Pages

Chapter 6: Profiles of Leading Independent Publishers
- Ambassador Yellow Pages
- DataNational
- Names & Numbers
- Ogden Directories
- Phone Directories Co.
- User-Friendly Phone Book
- Valley Yellow Pages
- White Directory Publishers
- Yellow Book USA

Chapter 7: Profiles of Leading Printers and Suppliers
- Amdocs Ltd.
- The Berry Co. Inc.
- College Publishing
- Quebecor World Inc.
- R.R. Donnelley & Sons
- Stevens Graphics Inc.
- Volt Information Sciences

Index
Ordering:

Order Online - http://www.researchandmarkets.com/reports/2859636/

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.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Yellow Pages Market Forecast 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2859636/">http://www.researchandmarkets.com/reports/2859636/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDK97VT</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
<tr>
<td>Hard Copy:</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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