World Distribution Report on Publishers' Advertising Representative Lines

Description:
The World Distribution Report on Publishers' Advertising Representative Lines. Distribution/Marketing/Sales by Country by City. Distribution Functions, Structures, Costs & Margins. 6/10-Digit NAICS Product Codes. Time series: 1997 to Current year and Forecasts Current year to 2020 & 2021-2028. Distribution Values, Local Distribution, Per-Capita Distribution, Marketing Costs & Margins, Product Launch Data, Trade Buyers & End Users Profile, Buyer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data. The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for own reports, spreadsheet calculations & modeling. The World Distribution Report on Publishers' Advertising Representative Lines describes the distribution (and by implication the marketing and sales) of Products. The data shows the geographic distribution of products that are consumed in the major Cities and Towns PLUS associated Distribution Functions, Structures, Costs and Margins. The Products (Publishers' advertising representatives Lines) are classified by the 5-Digit United States Commerce Department Major Products Codes and each Product Line is then further defined and analyzed by each 6 to 10-Digit U.S. Commerce Department Product Line Codes. The distribution data shows product flow through the major Cities and Towns in each of the countries listed. This report consists of a DVD containing the entire report web and databases. Readers can access and reproduce the information for inclusion into their own documents or reports. The tables & databases are in Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling. This database is updated monthly.

Contents:

Distribution, marketing & sales of Publishers' Advertising Representative Lines in each country by major Cities & Towns PLUS associated Distribution Functions, Structures, Costs & Margins.

This database covers NAICS code: 5418402_L. Products/Services classified by the 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


PUBLISHERS' ADVERTISING REPRESENTATIVE LINES: PRODUCTS & MARKETS COVERED:

Publishers' advertising representatives Lines

Mailing lists, rental or sale

Advertising agency services (Integrated)

Advertising creative services

Public relations services

Public relations services: Full public relations services

Public relations services: Media relations services

Public relations services: Event management services

Media planning &/or buying services

Display advertising services

Direct mail advertising services
Direct mail ad serv: Concept development
Direct mail ad serv: Print service for direct mail ad materials
Sales promotion services
Direct marketing services
Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.
Fulfillment services
Distribution of advertising materials, other than by mail
Coordination of production & delivery of premiums (ad specialties)
Other services related to advertising
Media representation services
Media representation serv: Sale of ad space in print media
Media representation serv: Sale of advertising time on television
Media representation services: Sale of advertising time on radio
Media repr serv: Sale - Ad space in media other than print/TV/radio
Merchandise sales
Sales of merchandise, not specified by type
All other receipts
All other operating receipts

PUBLISHERS' ADVERTISING REPRESENTATIVE LINES: 59 MARKET RESEARCH CHAPTERS:


SPREADSHEET CHAPTERS:


WORLD & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 World Database tables & Spreadsheets covering business scenarios. 1435 World Database tables & Spreadsheets covering Markets,


NATIONAL DATA - by Country by Year.


2. LOCAL DISTRIBUTION VALUES - in Local Currency (Relative Inflation Index applied)


4. DISTRIBUTION INDUSTRY MARKETING COSTS & MARGINS

5. INDUSTRY PRODUCT LAUNCH DATA - given as a percentage of Revenues - by Country by Year - Forecast: Current year to 2020, Forecast: 2021-2028.

6. TRADE BUYER & END USER / BASE PROFILE


8. DISTRIBUTION INDUSTRY / HISTORIC BALANCE SHEET DATA


10. DISTRIBUTION INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.


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