World Distribution Report on Public Relations Agency Lines

Description: The World Distribution Report on Public Relations Agency Lines. Distribution/Marketing/Sales by Country by City. Distribution Functions, Structures, Costs & Margins. 6/10-Digit NAICS Product Codes. 3 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 Public Relations Agency 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 (Public relations agencies 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.


Distribution, marketing & sales of Public Relations Agency Lines in each country by major Cities & Towns PLUS associated Distribution Functions, Structures, Costs & Margins.

This database covers NAICS code: 54182_L. Products/Services classified by the 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


PUBLIC RELATIONS AGENCY LINES: PRODUCTS & MARKETS COVERED:

Public relations agencies Lines
Market research & public opinion polling services
Market research services
Public opinion polling services
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: Crisis management services
Public relations services: Lobbying services
Public relations services: Event management services

Public relations services: Development/fundraising services

Media planning &/or buying services

Direct mail advertising services

Direct mail advertising services: Full direct mail services

Direct mail ad serv: Concept dvlpmnt-Direct mail ad campaign serv

Direct mail advertising services: Mailing list support services

Direct mail ad serv: Print serv for direct mail ad materials

Sales promotion services

Direct marketing services

Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.

Media monitoring & analysis services

Coordination of prod & 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 oth than print/TV/radio

Merchandise sales

Sales of merchandise, not specified by type

All other receipts

All other operating receipts

PUBLIC RELATIONS AGENCY LINES: 59 MARKET RESEARCH CHAPTERS:

Sales Promotion, 56 Surveys, 57 Targets - Product + Market, 58 Technology, 59 Trade Cell Analysis.

SPREADSHEET CHAPTERS:


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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