World Distribution Report on Media Representative Lines

Description:
The World Distribution Report on Media Representative 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 Media 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 (Media 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 Media Representative Lines in each country by major Cities & Towns PLUS associated Distribution Functions, Structures, Costs & Margins.

This database covers NAICS code: 54184_L. Products/Services classified by the 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


MEDIA REPRESENTATIVE LINES: PRODUCTS & MARKETS COVERED:

Media 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 advertising services: Full direct mail services
Direct mail ad serv: Concept dvlpmt-Direct mail ad campaign serv
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
Fulfillment services
Distribution of advertising materials, other than by mail
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

MEDIA REPRESENTATIVE LINES: 59 MARKET RESEARCH CHAPTERS:


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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