World Distribution Report on Directory & Mailing List Publisher Lines


The World Distribution Report on Directory & Mailing List Publisher 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 (Directory & mailing list publishers 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 Directory & Mailing List Publisher Lines in each country by major Cities & Towns PLUS associated Distribution Functions, Structures, Costs & Margins.

This database covers NAICS code: 51114_L. Products/Services classified by the 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


DIRECTORY & MAILING LIST PUBLISHER LINES: PRODUCTS & MARKETS COVERED:

Directory & mailing list publishers Lines
Sale or licensing of rights to content
Mailing lists, rental or sale
Publishing services for others
Directories - Print - Subscriptions & sales
Directories - Print - Sale of advertising space
Directories - Print - Sale of advertising space: Telephone dir
Directories - Print - Sale of advertising space: Other dir
Directories - Internet - Subscriptions & sales
Directories - Internet - Sale of advertising space
Directories - Other media - Subscriptions & sales
Directories - Other media - Sale of advertising space
Databases & oth collections of info - Print - Subs & sales
Databases & oth collections of info - Print - Sale of ad space
Databases & oth collections of info - Internet - Subs & sales
Databases & oth collections of info - Internet - Sale of ad space
Database & oth collections of info - Oth media - Subs & sales
Printing services for others
Other publishing, not specified by type of publication
Other pub, excl cards, calendars, patterns, yearbooks & posters
Other pub, excl directories/databases/oth collections of info
Other Internet publishing, not specified by type of publication
Other Internet pub, excl directories/databases/oth colls of info
Merchandise sales
Resale of merchandise, not specified by type
All other receipts

DIRECTORY & MAILING LIST PUBLISHER 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.

The report is on a DVD containing the entire web and databases, or it is available online. Readers can access & reproduce the information for their own documents or reports.

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


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