

# ADVERTISING INDUSTRY GUIDE

Updated 1<sup>st</sup> July 2011



## Directories

### **Advertisers Annual** (Hollis Publishing, 2009) [DIR 659.1 BUS]

Lists UK agencies by location and industry sector, major advertisers by A-Z and industry sector, advertising media by location (newspapers, television and radio, etc.), and associations and sources.

### **ALF** (BRAD Group, 2010, published monthly) [(B) DIR 659.1125 BUS]

Guide to the top 1,000 advertisers (by expenditure) and the top 500 agencies (by billing).

### **BRAD Monthly Guide to Advertising Media** (EMAP Group, March 2009) [(B) DIR 659.132 BUS]

Comprehensive listing (over 13,000 entries) of advertising media in the UK: new media, national and regional newspapers, consumer and business press (arranged by sector), television, radio, and outdoor media.

### **Campaign the A List** (Haymarket Management Publications, 2011) [DIR 659.0922 BUS]

A guide to who's who in media, marketing and advertising in the UK. Contains brief biographical profiles of over 500 individuals.

### **The Directory of Advertising Agencies** (Pharmaceutical Marketing Ltd, 2010)

[(B) DIR 659.1125 BUS]

Aimed specifically at clients in the pharmaceutical and healthcare sectors. With detailed entries for 33 agencies, plus an A-Z index of 100 agencies.

### **The Directory of Advertising, Branding, Creative and Digital Agencies in Healthcare** (PM Group, 2011) [(B) DIR 659.19615102541 BUS]

Directory listing 46 agencies with detailed entries for 37 of them. Includes indexes of clients and product / brand names.

**The Quarterly Report of Leading National Advertisers** (Emap Information, 2010, Quarterly)

[(B) DIR 659.1125 BUS]

An alphabetic listing of the top 2000 UK advertisers based on Nielsen Media Research adspend data; the publication provides contact details of over 10000 advertising and marketing decision makers from the companies listed

## Market Research & Statistics

**Advertising Statistics Yearbook** (World Advertising Research Centre, 2009)

[(B) MKT 659.10941021 BUS]

Contains sales and marketing and advertising statistics for radio, television and print media in the United Kingdom. Data is sub-divided in to the following media categories - national newspapers, regional newspapers, consumer magazines, business & professional magazines, directories, television, radio, outdoor & transport, cinema, direct mail and internet.

**Advertising Expenditure Forecasts** (Zenith Optimedia, 2010) [(B) 659.1 BUS]

Provides global and regional summaries in addition to forecasts for 80 individual countries worldwide.

**Business Ratio Report: Advertising Agencies** (Key Note Publications, 2010) [(B) MKT 338.436591 BUS]

Gives a UK industry overview, profiles of over 120 individual companies, including financials and performance league tables by size, profitability, efficiency, liquidity, gearing, employee performance, and growth.

**Digest of UK Advertising Expenditure** (A C Nielsen MMS, last 2 years only)

[(P) AQ 93-E(18) (BUS)]

Contains reports on expenditure in 28 main categories (from business & industrial to travel & transport) subdivided into further detail. Contains a league table of the top 500 advertisers, and separate indexes of advertisers and brands.

**Advertising and Marketing in New Media**, (Intel, 2009) [(B) MKT 659.144 BUS]

Analysis of UK market for online advertising including consumer attitudes to it, covering online classifieds, paid-for search, display and email marketing to all types of internet connected devices, e.g. computers through to mobile phones.

**Direct Marketing** (Key Note Publications, 2009) [(B) MKT 658.84 BUS]

The report examines recent trends in the direct marketing sector. Chapters include: Market definition (market sectors; market trends; market position); Market size (the total market 2003-2007; market sectors - telemarketing, direct mail, television, inserts, door-to-door, database, new media, customer magazines, other magazines and newspapers, outdoor/radio/cinema; overseas trade); Industry background; Competitor analysis (the marketplace; market leaders; outside suppliers; marketing activity); Strengths, weaknesses, opportunities and threats (SWOT analysis); Buying behaviour; Current issues; The global market; UK market forecasts to 2013; Company profiles; and further sources of information. Also available onsite via our online databases.

**Internet Advertising: Market Assessment** (Key Note, 2009) [(B) MKT 659.13 BUS]

A strategic assessment of the UK online advertising business and consumer attitudes towards online shopping. With profiles of 8 leading online agencies and sales companies, and future forecasts of market growth to 2013.

**Long Term Advertising Expenditure Forecast** (NTC Publications, 2009) [(B) MKT 659.1 BUS]

Offers forecasts for the UK from 2008-2020, estimating total advertising revenue, media revenue (television, national press, regional press, trade press, etc.), sector revenue (recruitment, retail, financial services, durables, etc.), and advertising expenditure by medium.

**Marketing Pocket Book** (Advertising Association, 2009) [MKT 658.8 BUS DESK]

Provides data for the United Kingdom including socio-demographic statistics, key economic indicators, consumer expenditure, retail and distribution, advertising expenditure, top advertisers and media consumption.

**Market & Media Fact** (Zenith Optimedia, 2009)

Four separate volumes containing top level country data for advertising expenditure and advertising rates by media type. Media types often include television, radio, internet, outdoor, newspapers and magazines.

Americas: 13 countries, 2010, [(B) MKT 302.23097021 BUS DESK]

Asia Pacific: 15 countries, 2010, [(B) MKT 302.23095021 BUS DESK]

Central & Eastern Europe: 22 countries, 2009, [(B) MKT 302.230947 BUS DESK]

Middle East & Africa: 16 countries, 2009, [(B) MKT 302.23096021 BUS DESK]

Western Europe: 15 countries, 2010, [(B) MKT 302.23094 BUS DESK]

**The UK Top 100 Advertisers** (BRAD Insight, 2009) [(B) 659.1125 BUS]

Profiles of the strategic aims and advertising practices of the top 100 UK advertisers

**World Advertising Trends** (World Advertising Research Centre, 2008) [(B) MKT 659.1021]

Contains advertising expenditure data for 80 countries, sub-divided by advertising medium.

## Trade Magazines & Newsletters

**Admap** (NTC, monthly) [(P) AQ93-E(15) BUS]

Published by the World Advertising Research Center. Contains news and feature articles, mostly with a UK focus. Each issue features a specific theme, e.g. marketing to children, word-of-mouth marketing, etc.

**AMMO Media Sales** (Ebiquity, weekly) [(P) 659.1094105 – E(1) BUS]

Provides information, sourced from over 150 publications, about forthcoming advertising campaigns, product launches, openings, appointments, account moves, financial results, etc.

**Campaign** (Crain Communications, weekly) [(P) AQ93-E(8) BUS]

News, features, awards and appointments information for the United Kingdom advertising industry.

**Marketing** (Haymarket Business Media, weekly) (P) AQ 89 – E(1)

News and analysis of the UK marketing sector.

Marketing data section on the website includes rankings of top agencies in various fields, e.g. design, direct marketing, digital marketing, etc, and top advertisers and brands.

<http://www.marketingmagazine.co.uk/>

**Marketing Week** (Centaur Media, weekly) [(P) AQ 89 - E(2) BUS]

News and analysis of the UK marketing industry with a global perspective.

<http://www.marketingweek.co.uk/>

**Media and Marketing** (C Squared Communications, monthly) [(P) 338.476591-E(1) BUS]

Analysis of the international advertising industry. Includes 2 or more country reports in each issue.

## Internet Sources

**Ad Access**

Advertisements which appeared in US newspapers and magazines between 1911 and 1955, covering beauty and hygiene, radio, television, transportation, and World War II. Each category has a brief history and can be browsed by topic and year, or searched by keyword or illustration.

<http://scriptorium.lib.duke.edu/adaccess/>

### **Ad Forum**

Resources for the worldwide advertising community.

<http://www.adforum.com/index.asp>

### **Advertising Age**

Marketing and advertising news and analysis from the USA and the rest of the world. Includes profiles of the top 100 advertisers in the US and profiles of the world's top 30 agencies.

<http://www.adage.com/>

### **Advertising Association**

Federation of 28 trade bodies representing the advertising and promotional marketing industries including advertisers, agencies, media and support services.

<http://www.adassoc.org.uk>

### **Advertising Standards Authority**

An independent, self-regulatory body for non-broadcast advertisements in the UK ensuring that advertisements are legal, decent, honest and truthful.

<http://www.asa.org.uk/asa/>

### **The History of Advertising Trust**

Contains some two million items of advertising, marketing, media, public relations and related material, together with a supporting library of books and periodicals. The oldest material is the archive of R.F.White (c.1800), the UK's first ad agency; the newest is last month's TV commercials.

<http://www.hatads.org.uk/>

### **Incorporated Society of British Advertisers**

Represents the interests of UK advertisers in all areas of marketing communications, including TV advertising, new media, press, radio, outdoor, direct marketing, sponsorship and sales promotion.

<http://www.isba.org.uk/isba/>

### **Institute of Practitioners in Advertising**

Trade body and professional institute for leading agencies in the UK's advertising, media and marketing communications industry.

<http://www.ipa.co.uk/>

### **Office of Communications (OFCOM)**

OFCOM is the independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services. OFCOM frequently publishes research on broadcast advertising matters.

<http://www.ofcom.org.uk/>

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the Catalogue <http://search.bl.uk>.



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