

2011 U.S. Direct Mail Advertising Industry-Jobs & Wages Report

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Abstracts

The Direct Mail Advertising Industry-Jobs & Wages report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics on industry job titles, fringe benefits, employment and hourly and annual wages and salaries. The report features 2011 current and 2012 forecast estimates on the median wages and salaries (plus 10th, 25th, 75th, 90th percentiles) nationally and for all 50 U.S. States. The report also includes industry definition, 5-year historical trends on industry sales, establishments and employment, and a 5-year trend on median wages and salaries for up to 50 industry job titles.

Contents

Users' Guide, Industry Definition and Related Industries, Industry Establishments, Sales & Employment Trends, Industry Ratios, Establishments, Firms & Payroll, Percentiles of Job Titles - Hourly & Annual Wages, 5-Year Trends of Job Titles - Hourly & Annual Wages, 5-Year Trends of Payroll & Fringe Benefits, Industry Job Titles:, Management occupations, Chief executives, General and operations managers, Advertising and promotions managers, Marketing managers, Sales managers, Public relations managers, Business and financial operations occupations, Purchasing agents, except wholesale, retail, Business operations specialists, all other, Accountants and auditors, Computer and mathematical science occupations, Computer programmers, Life, physical, and social science occupations, Market research analysts, Arts, design, entertainment, sports, and media , Art directors, Multi-media artists and animators, Graphic designers, Merchandise displayers and window trimmers, Producers and directors, Public relations specialists, Editors, Writers and authors, Sales and related occupations, First-line supervisors/managers of non-retail sales workers, Advertising sales agents, Sales representatives, services, all other, Sales representatives, wholesale/mfg, except technical , Demonstrators and product promoters, Telemarketers, Office and administrative support occupations, First-line supervisors/managers of admin workers, Billing and posting clerks and machine operators, Bookkeeping, accounting, and auditing clerks, Customer service representatives, Receptionists and information clerks, Production, planning, and expediting clerks, Shipping, receiving, and traffic clerks, Stock clerks and order fillers, Executive secretaries and administrative assistants, Secretaries, except legal, medical, and executive, Mail clerks and mail machine operators, except postal , Office clerks, general, Construction and extraction occupations, Installation, maintenance, and repair occupations, Production occupations, Printing machine operators, Appendix,

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