

2018 U.S. Media Buying Agencies Industry-Industry and Market Report

<https://marketpublishers.com/r/2648CDBD52AEN.html>

Date: April 2018

Pages: 195

Price: US\$ 149.00 (Single User License)

ID: 2648CDBD52AEN

Abstracts

The 2018 U.S. Media Buying Agencies Industry-Industry and Market Report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics.

The report features 2018 current and 2019 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, including media buying services.

This industry comprises establishments primarily engaged in purchasing advertising time or space from media outlets and reselling it to advertising agencies or individual companies directly.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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