

# 2018 U.S. Other Services Related to Advertising-Industry and Market Report

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## Abstracts

The 2018 U.S. Other Services Related to Advertising-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 advertising specialities goods distributors, and sign painting & lettering shop.

This industry comprises establishments primarily engaged in providing advertising services (except advertising agency services, public relations agency services, media buying agency services, media representative services, display advertising services, direct mail advertising services, advertising material distribution services, and marketing consulting services).

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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