

Publishers Advertising Representative Revenues World Report & Database

<https://marketpublishers.com/r/PE05E6F52E6EDEN.html>

Date: September 2019

Pages: 2048

Price: US\$ 2,850.00 (Single User License)

ID: PE05E6F52E6EDEN

Abstracts

PUBLISHERS ADVERTISING REPRESENTATIVE REVENUES WORLD REPORT + DATABASE

The Publishers Advertising Representative Revenues World Report & Database gives Market Consumption/Products/Services for over 200 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Albania, Algeria, Angola, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cambodia, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Cote d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, Eire, El Salvador, Eritrea, Estonia, Ethiopia, Finland, France, French Guiana, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Guadeloupe, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hungary, Iceland, India, Indonesia, Iran, Iraq, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Laos, Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Malaysia, Malta, Martinique, Mexico, Moldova, Montenegro, Morocco, Mozambique, Namibia, Netherlands, Netherlands Antilles, New Zealand, Nicaragua, Nigeria, Norway, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Reunion, Romania, Russia, Saudi Arabia, Senegal, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Suriname, Swaziland, Sweden, Switzerland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United

Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Zambia, Zimbabwe.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

WORLD & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

30 Products/Markets covered, 2048 pages, 9790 spreadsheets, 9784 database tables, 585 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 5418402_L.

Contents

PUBLISHERS ADVERTISING REPRESENTATIVE REVENUES WORLD REPORT + DATABASE

The Market for Publishers Advertising Representative Revenues in each country by Products & Services.

This database covers NAICS code: 5418402_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Publishers Advertising Representative Revenues World Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

PRODUCTS & MARKETS COVERED:

PUBLISHERS ADVERTISING REPRESENTATIVE REVENUES

1. Publishers' advertising representatives Lines
2. Mailing lists, rental or sale
3. Advertising agency services (Integrated)
4. Advertising creative services
5. Public relations services
6. Public relations services: Full public relations services
7. Public relations services: Media relations services
8. Public relations services: Event management services
9. Media planning &/or buying services
10. Display advertising services
11. Direct mail advertising services
12. Direct mail ad serv: Concept dvl/pmt-Direct mail ad campaign serv
13. Direct mail ad serv: Print serv for direct mail ad materials
14. Sales promotion services
15. Direct marketing services
16. Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.
17. Fulfillment services

18. Distribution of advertising materials, other than by mail
19. Coordination of production & delivery of premiums (ad specialties)
20. Other services related to advertising
21. Media representation services
22. Media representation serv: Sale of ad space in print media
23. Media representation serv: Sale of advertising time on television
24. Media representation services: Sale of advertising time on radio
25. Media repr serv: Sale-Ad space in media oth than print/TV/radio
26. Merchandise sales
27. Sales of merchandise, not specified by type
28. All other receipts
29. All other operating receipts

59 MARKET RESEARCH CHAPTERS:

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SPREADSHEET CHAPTERS:

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Makers, Performance, Product Launch.

WORLD & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332

World Database tables & Spreadsheets covering business scenarios. 1435 World Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios. **FINANCIAL SPREADSHEETS & DATABASES: 188** Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. 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.

30 Products covered for over 200 Countries: 2048 pages, 9790 spreadsheets, 9784 database tables, 585 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This report is also available as 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries). This report is also available for individual countries.

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