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US Collection

Advertising Services: United States

April 2018



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About This Report

Scope & Method

This report forecasts to 2022 US advertising service industry revenues in nominal US dollars. Total revenues are segmented by establishment type in terms of:

- advertising agencies
- public relations agencies
- direct mail advertisers
- media buying agencies
- display advertisers
- media representatives
- other establishment types such as those providing distribution services, product demonstration, or welcoming services

To illustrate historical trends, total revenues and the various segments are provided in annual series from 2007 to 2017.

Excluded from the scope of this report are advertising revenues from establishments that do not provide advertising services as their primary activity, as reported to the US Census Bureau. For example, advertising revenues earned by television networks, newspaper publishers, social media websites, and internet search engine providers are excluded.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Advertising Services: United States (FF95027) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 10 | Industry Codes Related to Advertising Services

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
541810	Advertising Agencies	5199	Nondurable Goods, NEC
541820	Public Relations Agencies	7311	Advertising Agencies
541830	Media Buying Agencies	7312	Outdoor Advertising Services
541840	Media Representatives	7313	Radio, Television, and Publishers' Advertising Representatives
541850	Display Advertising	7319	Advertising, NEC
541860	Direct Mail Advertising	7331	Direct Mail Advertising Services
541870	Advertising Material Distribution Services	7389	Business Services, NEC
541890	Other Services Related to Advertising	8743	Public Relations Services

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Labels Market in the US, November 2017

Global Labels Market, January 2017

Retail Ready Packaging, July 2016

Corrugated & Paperboard Boxes, April 2016

Freedonia Focus Reports

Commercial Printing: United States

Communication Services: United States

Internet Content & Search: United States

Management Consulting Services: United States

Motion Pictures & Video: United States

Newspaper Publishing: United States

Paper & Paperboard: United States

Printing Machinery & Equipment: United States

Freedonia Custom Research

Trade Publications

AdAge

Adweek

Direct Marketing News

Marketing Dive

Shopper Marketing

Target Marketing

Agencies & Associations

American Marketing Association

Association of National Advertisers

Federal Trade Commission

The Interactive Advertising Bureau

Media Rating Council

Path to Purchase Institute

United States Census Bureau