



# U.S. Ad Agency & Services Business 1997-2009

*A demographic & analytical examination of this \$60 billion business sector*

The \$60 billion ad agency and agency services industry has over 38,000 individual businesses (each averaging about 10 employees), as well as 95,000 freelancers and sole practitioners, and spends more than \$2 billion annually on capital investment. This important business sector is the focus of a new report by Strategies for Management, Inc., scheduled for publication in mid-April 2005.

## Why are ad agencies important?

- They drive practical implementation for print, Internet, and other media initiatives
- ... act as “digital hubs” coordinating all elements required to implement media campaigns
- ... select or specify media providers such as printers and other services
- ... are technology investors:
  - *desktop publishing*
  - *computers & workstations*
  - *image acquisition*
  - *data storage*
  - *image output*
  - *workflow solutions*
  - *telecommunications*

Suppliers that sell and work with ad agencies will find the report to be an invaluable tool for:

- *market sizing and segmentation*
- *product development*
- *opportunity assessment*
- *channel and distribution strategy*
- *promotion strategies*
- *all other aspects of planning and forecasting*

Analysis will be based on historical data spanning 1997 to 2002, SFM estimated data for 2003 and 2004, and SFM forecasts from 2005 through 2009. It also reviews trends on an inflation-adjusted basis, which is critical to understanding the true nature of the business, the magnitude of the opportunity and where it resides.

The historical data are built on a firm foundation of Census and other independent, verified data. The 2003 and 2004 estimates are developed by quantitative SFM analysis. The forecasts for 2005 through 2009 are derived from SFM proprietary models, guided by SFM’s experienced consultants.

An important aspect of the ad agency business is its network of active freelancers and practitioners. The report will explore their role in the industry, how many there are, their receipts, and many other characteristics.

## Demographic data in the report include:

- *number of ad agencies*
- *number of employees*
- *number of freelance ad agencies, and sole practitioners*
- *size of businesses by number of employees*
- *ad agencies revenues (service mix)*
- *ratio data, such as receipts per business, receipts per employee, payroll per business*
- *largest establishments share of billings*
- *birth/death establishment “churn”*
- *capital expenditures*
- *other key demographics*

## Advertising agency and services segments covered:

<b>NAICS</b>	<b>Segment name</b>
54181	<i>Advertising agencies</i>
54182	<i>Public relations agencies</i>
54183	<i>Media buying services</i>
54184	<i>Media representatives</i>
54185	<i>Display advertising</i>
54186	<i>Direct mail advertising</i>
54187	<i>Advertising material distribution services</i>
54189	<i>Other services related to advertising</i>

## Deliverables

- Sponsors will have password access to data and links to secondary research on a private website during the field work, a unique benefit of SFM reports and research investigations.
- Upon publication, sponsors will be e-mailed a PDF of the report, followed by printed copy shortly thereafter.
- For 60 days after publication, sponsors will have access to researchers for questions and discussions about the report, its conduct, and findings, a valuable resource when it’s “project crunch time.”
- The report will also be supplied in digital form, which

will include "live link" information resources such as associations, publications, government data, and other sources, giving your company direct access to the latest data and news about the ad agency business. This provides subscribers with a continuous flow of information, enhancing the users perspective and understanding of the subject.

### Report publication schedule

The project is currently underway and is planned for release in mid-April, 2005.

### Ordering Information

For more information, e-mail Strategies for Management at [adagency@sfminc.com](mailto:adagency@sfminc.com) , or call Mr. Vince Naselli at 1-732-568-0316.

- Report price upon publication: \$2,875
- **Special pre-publication price: \$1,975, more than 30% savings (\$900), full payment by February 18, 2005 to qualify**

To pay by credit card go to

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### Consultants

#### Dr. Joe Webb

Industry commentator and forecaster Dr. Joe Webb is a 26+ year veteran of the graphic arts industry. He has served the industry as a consultant, executive, and the founder of the TrendWatch surveys. His academic background is a combination of business, computer technologies, and graphic arts. His doctoral work was completed at the NYU Center for Graphic Arts Management and Technology. Dr. Webb has worked with industry suppliers of all types, including offset and digital press manufacturers, computer software and hardware developers, national and multinational organizations, associations, and others. A frequent speaker at industry events, Dr. Webb's weekly column "Fridays with Dr. Joe" appears at [www.WhatTheyThink.com](http://www.WhatTheyThink.com) where it has become a must-read feature for the entire printing industry.

#### Vince Naselli

Mr. Naselli is the principal of Naselli & Associates, a consultancy specializing in sales and marketing support and research. He has 20+ years of professional experience in the graphic arts marketing industry. Mr. Naselli is the former Director of TrendWatch Graphic Arts. He is a frequent contributor to WhatTheyThink.com and other leading industry publications. He has served as a past committee chairman of the Imaging & Prepress and Market Research subcommittees for the

NPES market research program, one of the leading research trade associations in the graphic communications industries. He has also served as president and on the board of directors of GAMIS, the research trade association of the Printing Industries of America. Mr. Naselli speaks at numerous industry events about the trends in technology, business conditions, and the future of the imaging business. In previous professional roles, he served as Dealer Relations and Regional Sales Manager for Screen USA and was the Senior U.S. Marketing Manager for Agfa of market research and competitive analysis and concurrently was the Senior U.S. Marketing Manager for Apogee responsible for PDF Workflow software and systems. He holds a Bachelor of Science degree in marketing and management from Kean University, New Jersey.

#### Joe Lipetri

Mr. LiPetri has been a writer and reporter for the graphic communications industry for more than 15 years, and has contributed articles and reports to such industry publications as The Seybold Report on Publishing Systems, Electronic Publishing, American Printer, and Printing News. He served as a full-time editor for MacWEEK.com, covering Macintosh-compatible digital imaging and printing technology such as digital cameras, scanners, desktop printers, and prepress software/hardware. From 1995 to 2000, Mr. LiPetri served as East Coast editor for Micro Publishing News, covering industry news, attending and reporting on major industry trade shows and press events, and assisting with the creation of editorial calendars, as well as writing feature articles, product reviews, and vendor/printer profiles. He also wrote for MPN 's then-sister publications *Digital Imaging*, *Print-On-Demand Business*, and *Digital Printer*. Following MPN 's acquisition by Cygnus Business Media, Mr. LiPetri wrote "network " feature articles on a monthly basis for the Cygnus Graphics Network, a group of publications which includes *Printing News*, *Print-On-Demand*, *Print & Graphics*, *Modern Reprographics*, and *Quick Printing*.

From 1996 to 2001, Mr. LiPetri was also a technology writer for the National Association for Printing Leadership (NAPL), and periodically wrote technology-oriented and business articles, as well as a regular "Digital Directions" column for Printing Manager magazine. He also wrote NAPL Special Reports covering various digital technologies such as digital asset management and digital photography. From 1993 to 1995, Mr. LiPetri served as associate editor for *Printing News*, a weekly trade magazine serving the commercial printing industry in the New York metropolitan area, included writing feature articles, company profiles, industry trend pieces, short news items, and regional economic overviews.

