

Ad Age ANNUAL

GUIDE TO MARKETING & MEDIA

Available Online and In Print January – December 2007
Closes December 4

Ad Age's Signature Data Warehouse

The **2007 Ad Age Annual** contains the most requested marketing and advertising data generated by *Advertising Age* editors. This special online and print resource will deliver data on such topics as the top U.S. and global advertisers, top digital agencies and top media outlets. It will also include breakdowns of information such as...

- Ad spending by media category
- Top media brands by revenue and category
- Top agencies by revenue and by type
- Top U.S. advertisers by ad spending

The **2007 Ad Age Annual** will also include consumer data from *American Demographics* and recap information from *Advertising Age's* proprietary special reports such as:

- Magazine 300
- 40 Under 40
- Women to Watch
- 100 Leading National Advertisers
- Power Players
- Marketing 50
- Media Mavens
- 100 Leading Media Cos.

Place your ad in the **Ad Age Annual** and you will...

- deliver your message, online and in print, to the largest total audience of any industry media brand
- have the opportunity to place your ad adjacent to the data most relevant to your brand (see categories at right.)
- generate 24/7/365 impact in this handy reference tool used by marketers all year long

In-book and online, *Advertising Age* has a total audience reach of 712,000+ advertising, marketing and media professionals

2007 Ad Age Annual Distribution & Promotion

Online: PDF on *Advertising Age* online (adage.com) for 12 months

Print: *Advertising Age* January 1, 2007 issue

The Ad Age Annual will be heavily promoted through *Advertising Age*, *Advertising Age Online* (www.adage.com) and our suite of e-newsletters.

Sources: ABC Source: ABC Consolidated Media Report, June 2006.

Rates

Special rates available for the Ad Age Annual. Contact your sales representative for details.

 **Place your ad next to the most relevant info to your brand!**

Magazine 300
40 Under 40
Women to Watch
Power Players
Marketing 50
Media Mavens

100 Leading Media Companies
Top Newspapers
Top TV networks
Top cable systems
Primetime network pricing survey
Top magazines
Top cable networks
Top websites
Top search engines + %-share data
Top 10 syndicated shows
Top radio companies
Top Yellow Page companies
Top outdoor companies

Top US advertisers
Top US Megabrands
Top spending by media
Top global marketers
100 Leading National Advertisers
Most recalled/liked ads of 2006

Top independent US agencies
Top world agency brands
Top marketing organizations
Top multicultural agencies
Top Hispanic agencies
Top media specialists
Top interactive agencies
Top direct marketing
Top sales promotion agencies
Top health care agencies

To advertise, contact your local sales rep or Suzanne Hermalyn at Tel: 508-497-8688 • shermalyn@crain.com