

7600/ uk contacts

Creative Directors
Art Directors
Art Buyers
Senior Designers
Commissioning Editors
Marketing Contacts
Art Editors

| | company count | cd | ad | ab | all |
|--|---------------|---|-----|-----|------|
| London Advertising Agencies | 104 | 319 | 536 | 145 | 1000 |
| Small London Advertising Agencies | 144 | 185 | 60 | 32 | 277 |
| Regional Advertising Agencies | 123 | 171 | 108 | 56 | 335 |
| Small Regional Advertising Agencies | 351 | 391 | 81 | 1 | 473 |
| | | cd/sd | | d | all |
| Top London Design Groups | 142 | 307 | | 82 | 389 |
| Small London Design Groups | 405 | 509 | | 190 | 779 |
| Top Regional Design Groups | 130 | 250 | | 124 | 374 |
| Small Regional Design Groups | 622 | 809 | | 192 | 1001 |
| New Media Design Groups | 161 | 251 | | 79 | 330 |
| | company count | | | | |
| Magazines & National Newspapers | 203 | 198 Editors 234 Art Editors 812 Other Commissioning eds | | | |
| Book Publishers | 174 | 432 Art Editors and Commissioning Editors | | | |
| Public Relations Companies | 222 | 708 selected Account Handlers, Managers and Co-ordinators | | | |
| Fashion Brands | 200 | 528 selected buyers and creative staff in top fashion retailers, fashion manufacturers, health & beauty products and catalogues | | | |
| Top 200 Advertisers (client companies) | 200 | 580 selected Marketing staff, In-house designers | | | |
| Photographers Agents | 109 | 109 photographers agents plus details of photographers repped | | | |

Notes and key:-

cd = creative director ad = art director ab = art buyer (incs others with ab function)

sd = senior designer d= designer

Counts are a guide only as they vary on a daily basis

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5200/ euro contacts

European Advertising Agencies
Creative Directors
Art Directors
Art Buyers
Designers

| | company count | cd | ad | ab | all |
|-----------------------------|---------------|-----|-----|-----|------|
| | ▼ | ▼ | ▼ | ▼ | ▼ |
| Paris | 120 | 216 | 494 | 89 | 609 |
| Milan | 84 | 168 | 328 | 37 | 533 |
| Amsterdam | 72 | 122 | 146 | 55 | 323 |
| Germany ³ | 185 | 463 | 403 | 209 | 1075 |
| Spain ⁴ | 88 | 242 | 257 | 7 | 506 |
| Scandinavia ⁵ | 122 | 157 | 963 | 45 | 1165 |
| Brussels | 30 | 51 | 112 | 9 | 172 |
| N Ireland & Eire | 31 | 49 | 61 | 2 | 112 |
| Switzerland | 52 | 79 | 102 | 21 | 202 |
| Austria | 32 | 71 | 54 | 5 | 130 |
| Portugal | 31 | 50 | 50 | 12 | 112 |
| Eastern Europe ⁶ | 104 | 162 | 169 | 29 | 360 |
| South Africa | 31 | 58 | 60 | 19 | 137 |
| Malaysia | 37 | 88 | 137 | 1 | 226 |
| Singapore | 35 | 78 | 130 | 4 | 212 |
| Australia | 50 | 112 | 250 | 9 | 371 |

Notes and key:

cd = creative director ad = art director ab = art buyer (incs others with ab function)

3.Germany includes Berlin, Düsseldorf, Frankfurt, Hamburg, Munchen & Stuttgart

4.Spain is 60% Madrid 30% Barcelona 10% Regions

5.Scandinavia is Denmark, Finland, Norway & Sweden

6.Eastern Europe is Poland, Czech Republic & Hungary

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