

London Advertising Agency package 242 companies / 1595 contacts



UK Editorial package 455 companies / 1900 contacts



UK Extended package 3022 companies / 9233 contacts



	company count ↓		cd ↓	ad ↓	ab/pm ↓	all ↓
London Advertising Agencies	242	● ●	625	811	178	1595
Regional Advertising Agencies	407	●	445	354	41	840
			cd/sd ↓	d ↓		all ↓
London Design Groups	550	●	1063	535		1598
Regional Design Groups	768	●	1038	347		1385
Magazines & National Newspapers	281	● ●	226 Editors /284 Art Editors /234 Picture Researchers /812 Commissioning Editors			
Book Publishers	174	● ●	432 Art Editors and Commissioning Editors			
Public Relations Companies	222	●	650 selected Account Handlers, Managers and Co-ordinators			
Record Companies	55	●	106 selected contacts			
Fashion Brands	200	●	480 selected buyers and creative staff in top fashion retailers, fashion manufacturers, health & beauty products and catalogues			
Top 200 Advertisers	190	●	460 selected Marketing staff, In-house designers			

#### Notes and key:-

cd = creative director ad = art director ab = art buyer (inc 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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**European Advertising Agency package** 1200 companies /6200 contacts +

	company count	cd	ad	ab	all
	↓	↓	↓	↓	↓
Paris	120	216	624	89	929
Milan	84	168	328	37	533
Amsterdam	72	122	146	55	323
Germany <sup>3</sup>	185	463	403	94	992
Spain <sup>4</sup>	88	242	257	7	506
Scandinavia <sup>5</sup>	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 <sup>6</sup>	104	162	169	29	360

**ROW Advertising Agency package** +

	↓	↓	↓	↓	↓
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

**European Editorial package** 500 companies /3000 contacts +

France	98	630
Germany	198	1435
Italy	100	557
Spain	40	222

(Editorial features Editors, Art Editors. Designers, Picture Editors/Researchers & other creatives)

## Notes and key:

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

+ (plus sign) - available as add-on package to any UK package.

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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