

A supplement to **AdvertisingAge**

2002 EDITION

# Fact Pack

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A Handy Guide to the Advertising Business

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# IndustryLeaders

WHO ARE THE TOP ad spenders? How much does a TV ad cost? Which agencies are the largest? Who are the big media players? Keep the FactPack on your computer or network, and all this information will be a click away.

The FactPack is presented in three sections: Advertising and Marketing, Media and Agency Business.

Most of the data in the Advertising section was taken from *Ad Age's* annual Leading National Advertisers, now in its 47th year. The Special Report ranks the largest advertisers in the U.S. by ad spending. It also covers key industries by market share.

Coverage of Media spans the year. Data shown in that category were taken from many different issues of *Ad Age*. The 100 Leading Media Companies ranks the top companies by total net media revenue, as well as by media specialty.

The Agency Report may be *Ad Age's* most comprehensive report. The 58th annual Special Report ranks more than 500 agencies in the U.S. and nearly 1,600 agencies in 124 countries.

Red type and ovals throughout this booklet indicate that a more comprehensive ranking is posted on [AdAge.com/datacenter.cms](http://AdAge.com/datacenter.cms) or point to a section within the DataCenter containing more data on the topic.

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Feel free to e-mail us with questions and comments at [DataCenter@AdAge.com](mailto:DataCenter@AdAge.com)

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# Advertising & Marketing

## Top U.S. advertiser in 2001

General Motors Corp. spent \$3.37 billion

## Top megabrand

AT&T with \$996.6 million

## Biggest advertising medium

Advertisers spent \$44.7 billion on direct mail

## Methodologies for leading advertisers and megabrands advertising spending rankings

THE 100 LEADING NATIONAL ADVERTISERS are selected from the 250 largest national advertisers based on measured U.S. media spending in 2001. That group is pared to 100 after estimated unmeasured expenditures are added. All ad spending figures throughout this report are U.S. only.

Measured media advertising is spending in 13 national consumer media monitored by Taylor Nelson Sofres' CMR, Internet from CMRinteractive, and Yellow Pages from Yellow Pages Integrated Media Assn.

Unmeasured spending is an *Ad Age* estimate and includes direct mail, promotion, co-op, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured is the difference between a company's reported or estimated ad costs and its measured media.

A company's reported ad costs, typically worldwide, are found generally in public documents and are weighted to reflect a U.S.-only percentage. Unmeasured for private companies is modeled to that of their publicly held direct competitors.

Megabrands is *Ad Age's* name for all brands, products and services with the same name. For example, Kraft cheeses and Kraft dinners are combined to create Kraft foods. The AT&T megabrand includes brands now owned by separate companies: AT&T Corp. and AT&T Wireless.

Market share data are compiled from leading industry sources, including Information Resources Inc., the U.S. Bureau of Transportation and others.

## TOP 25 U.S. ADVERTISERS

From 100 Leading National Advertisers (AA, June 24, 2002), this table ranks advertisers by estimated total U.S. advertising, including promotion and direct marketing expenses. Ad spending figures are for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Dollars are in billions.

Rank	Advertiser	U.S. ad spending	% change
1	General Motors Corp.	\$3.37	-14.5
2	Procter & Gamble Co.	2.54	-2.8
3	Ford Motor Co.	2.41	2.7
4	PepsiCo	2.21	4.5
5	Pfizer	2.19	-3.0
6	DaimlerChrysler	1.99	-8.2
7	AOL Time Warner	1.89	6.2
8	Philip Morris Cos.	1.82	-7.7
9	Walt Disney Co.	1.76	-3.4
10	Johnson & Johnson	1.62	1.0
11	Unilever	1.48	-2.6
12	Sears, Roebuck & Co.	1.48	0.8
13	Verizon Communications	1.46	5.1
14	Toyota Motor Corp.	1.40	8.4
15	AT&T Corp.	1.37	13.0
16	Sony Corp.	1.31	9.1
17	Viacom	1.28	4.9
18	McDonald's Corp.	1.19	-6.3
19	Diageo	1.18	4.6
20	Sprint Corp.	1.16	-6.2
21	Merck & Co.	1.14	14.2
22	Honda Motor Co.	1.10	6.6
23	J.C. Penney Co.	1.09	4.9
24	U.S. Government	1.06	-16.3
25	L'Oreal	1.04	5.5

AdAge.com A more comprehensive analysis is available in the DataCenter

## REVENUE PER U.S. AD DOLLAR

From 100 Leading National Advertisers (AA, June 24, 2002), this table shows total U.S. ad spending as a percent of U.S. revenue. Each advertiser is ranked No. 1 in its category by this metric. Advertisers are categorized by most-advertised segment. Dollar figures are AA estimates.

Rank	Category Top advertiser by revenue per ad dollar	U.S. revenue per U.S. ad dollar	
		2001	2000
1	<b>Automotive</b> Ford Motor Co.	\$44.97	\$50.47
2	<b>Beer, wine &amp; liquor</b> Anheuser-Busch Cos.	18.85	16.83
3	<b>Computers &amp; software</b> Dell Computer Corp.	72.00	74.98
4	<b>Drugs</b> Merck & Co.	35.11	33.15
5	<b>Entertainment &amp; media</b> General Electric Co.	112.19	58.70
6	<b>Food</b> ConAgra	34.71	37.42
7	<b>Personal care</b> Kimberly-Clark Corp.	30.65	30.18
8	<b>Restaurants</b> Doctor's Associates (Subway)	13.40	13.58
9	<b>Retail</b> Wal-Mart Stores	317.97	317.49
10	<b>Telecommunications</b> SBC Communications	48.68	64.81

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 25 U.S. MEGABRANDS

From Megabrands (AA, July 22, 2002), this table ranks megabrands by U.S. measured media advertising and excludes promotion and direct marketing expenses. Ad spending figures are for calendar 2001 from Ad Age and Taylor Nelson Sofres' CMR. Dollars are in millions.

Rank	Megabrand	U.S. ad spending	% change
1	<b>AT&amp;T telecommunications</b>	\$996.6	26.3
2	<b>Verizon telecommunications</b>	824.4	51.9
3	<b>Chevrolet vehicles</b>	780.4	-4.9
4	<b>Ford vehicles</b>	655.9	11.5
5	<b>McDonald's restaurants</b>	635.1	-4.6
6	<b>Sprint telecommunications</b>	620.4	-3.8
7	<b>Toyota vehicles</b>	568.3	-6.2
8	<b>Sears department stores</b>	511.5	67.3
9	<b>Dodge vehicles</b>	499.2	-24.5
10	<b>Chrysler vehicles</b>	474.4	-9.5
11	<b>Honda vehicles</b>	452.5	3.0
12	<b>Nissan vehicles</b>	428.1	-12.5
13	<b>Cingular wireless telecommunications</b>	411.4	NA
14	<b>Macy's department stores</b>	381.0	-9.3
15	<b>Volkswagen vehicles</b>	365.9	4.4
16	<b>Home Depot building supply stores</b>	347.3	21.8
17	<b>Kmart discount stores</b>	338.1	-9.4
18	<b>Wal-Mart discount stores</b>	329.4	-2.0
19	<b>Target discount stores</b>	313.4	0.6
20	<b>J.C. Penney department stores</b>	308.4	-1.4
21	<b>IBM computers &amp; software</b>	305.5	-23.3
22	<b>Microsoft software</b>	302.0	41.7
23	<b>Burger King restaurants</b>	298.3	-22.7
24	<b>Best Buy electronics stores</b>	266.0	-8.3
25	<b>Visa credit cards</b>	251.9	-21.4

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

## TOP 25 GLOBAL MARKETERS

From Global Marketers (Ad Age Global, November 2001), this table ranks advertisers by estimated total measured advertising outside the U.S. Ad spending figures are for calendar 2000 from Ad AGE GLOBAL, ACNielsen Co., Taylor Nelson Sofres' CMR and others. Dollars are in millions.

Rank	Megabrands	Ad spending outside the U.S.	% change
1	Unilever	\$2,967	0.7
2	Procter & Gamble Co.	2,610	-8.8
3	Nestle	1,560	9.8
4	Toyota Motor Corp.	1,345	31.2
5	Volkswagen	1,290	0.5
6	Coca-Cola Co.	1,176	-0.7
7	Ford Motor Co.	1,127	3.5
8	General Motors Corp.	1,028	-13.1
9	PSA Peugeot Citroen	1,004	4.1
10	Fiat	988	19.4
11	Renault	914	-2.9
12	L'Oreal	913	-11.8
13	Kao Corp.	715	96.1
14	McDonald's Corp.	694	26.5
15	Mars Inc.	692	0.4
16	Vodafone Group	673	33.7
17	Nissan Motor Co.	665	0.4
18	Henkel	654	3.0
19	Ferrero	633	0.8
20	Sony Corp.	556	-13.1
21	Philip Morris Cos.	541	-14.9
22	Danone Group	539	1.0
23	France Telecom	527	2.5
24	DaimlerChrysler	424	10.3
25	Telefonica	419	8.3

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP ADVERTISERS IN 10 COUNTRIES

From Global Marketers, this table shows total ad spending by market and top advertisers by measured advertising in each market. Sources vary, but include Nielsen Media Research, Taylor Nelson Sofres and Zenith Optimedia. Figures are for calendar 2000. Market dollars are in billions; marketer spending is in millions.

Rank	Country/top advertiser	Ad spending	% change
1	Japan	\$39.7	
	Toyota Motor Corp.	\$829.5	56.1
2	Germany	20.7	
	Deutsche Telekom	379.8	-14.6
3	United Kingdom	16.5	
	Unilever	239.4	-10.4
4	France	10.7	
	France Telecom	323.8	-4.8
5	Italy	8.4	
	Olivetti	675.9	44.7
6	South Korea	6.4	
	LG Group	188.1	26.3
7	Brazil	6.2	
	Intelig	108.1	NA
8	Spain	6.0	
	Telefonica	293.3	5.4
9	Canada	5.2	
	General Motors Corp.	227.4	3.3
10	Australia	NA	
	Telstra Corp.	83.8	-2.8

## TOP 25 CAR & LIGHT TRUCK BRANDS

From 100 Leading National Advertisers (AA, June 24, 2002), this table ranks automotive nameplates by their share of 17.2 million U.S. unit sales in 2001. Unit sales from Automotive News. Ad spending for calendar 2001 from Taylor Nelson Sofres' CMR. Dollars are in millions.

Rank	Nameplate	Share of U.S. units sold in 2001	Measured media advertising In 2001	Per share point
1	<b>Ford</b>	19.2%	\$656	\$34
2	<b>Chevrolet</b>	15.6	780	50
3	<b>Toyota</b>	8.8	568	64
4	<b>Dodge</b>	7.3	499	68
5	<b>Honda</b>	6.0	452	75
6	<b>Nissan</b>	3.7	428	116
7	<b>GMC</b>	3.1	197	63
8	<b>Pontiac</b>	3.1	218	70
9	<b>Chrysler</b>	3.1	474	154
10	<b>Jeep</b>	2.7	247	93
11	<b>Buick</b>	2.4	160	68
12	<b>Volkswagen</b>	2.1	366	177
13	<b>Hyundai</b>	2.0	170	84
14	<b>Mitsubishi</b>	1.9	227	121
15	<b>Mercury</b>	1.8	120	66
16	<b>Mazda</b>	1.6	178	113
17	<b>Saturn</b>	1.5	148	97
18	<b>Oldsmobile</b>	1.4	117	86
19	<b>Lexus</b>	1.3	187	144
20	<b>Kia</b>	1.3	205	157
21	<b>BMW</b>	1.2	81	65
22	<b>Mercedes</b>	1.2	135	112
23	<b>Subaru</b>	1.1	127	117
24	<b>Cadillac</b>	1.0	137	137
25	<b>Acura</b>	1.0	216	217

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP RESTAURANTS

From 100 Leading National Advertisers (AA, June 24, 2002). Tables rank restaurant marketers by share of the \$269.4 billion U.S. market and fast-casual chains by share of their \$3.38 billion market, based on sales from Technomic Information Services. Ad spending from Taylor Nelson Sofres' CMR in millions.

### TOP 10 RESTAURANT MARKETERS

Rank	Advertiser	Share of '01 U.S. restaurant sales	Measured media advertising In 2001	Per share point
1	<b>McDonald's Corp.</b>	7.8%	\$664.3	\$85.3
2	<b>Yum Brands</b>	5.4	534.5	98.6
3	<b>Diageo</b>	3.2	303.4	94.2
4	<b>Wendy's International</b>	2.3	237.1	102.2
5	<b>Darden Restaurants</b>	1.5	145.5	95.2
6	<b>Doctor's Associates</b>	1.7	177.0	106.0
7	<b>Allied Domecq</b>	1.2	42.6	35.9
8	<b>Brinker International</b>	1.2	67.4	57.5
9	<b>Domino's Inc.</b>	1.0	114.2	109.2
10	<b>Applebee's International</b>	1.1	87.1	81.7

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

### TOP 10 FAST CASUAL CHAINS

Rank	Chain	Share of '01 U.S. fast casual sales	Measured media advertising In 2001	Per share point
1	<b>Boston Market</b>	18.6%	\$21.3	\$1.1
2	<b>Panera Bread/St. Louis Bread</b>	15.7	0.1	0.0
3	<b>Fazoli's (McDonald's)</b>	12.0	6.9	0.6
4	<b>Fuddrucker's</b>	7.8	0.5	0.1
5	<b>Au Bon Pain</b>	6.1	0.0	0.0
6	<b>Souplantation/Sweet Tomatoes</b>	6.0	0.0	0.0
7	<b>Baja Fresh Mexican Grill</b>	5.2	0.0	0.0
8	<b>Chipotle</b>	4.3	0.3	0.1
9	<b>la Madeleine</b>	3.6	0.0	0.0
10	<b>Corner Bakery</b>	3.5	0.0	0.0

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

## TOP 10 WIRELESS PHONE BRANDS

From 100 Leading National Advertisers (AA, June 24, 2002). Shares based on 132 million wireless subscribers. Total subs from Cellular Telecommunications & Internet Association. Market share from Yankee Group. \*Advertising for Cingular includes some Cellular One, and various wireless units of SBC Communications and BellSouth. \*\*Ad spending is for wireless subsidiary, Cricket Communications. Dollars are in millions.

Rank	Advertiser	Share of U.S. 1st qtr 2002	Measured media advertising In 2001	Per share point
1	Verizon Wireless	21.2%	\$644.2	\$30.3
2	Cingular Wireless*	16.1	411.3	25.5
3	AT&T Wireless	14.2	522.4	36.7
4	Sprint PCS	9.7	477.9	49.3
5	Nextel Communications	6.1	160.0	26.3
6	Alltel	5.1	53.3	10.5
7	VoiceStream Wireless	4.5	203.7	45.1
8	U.S. Cellular	2.7	8.6	3.2
9	Leap Wireless International**	1.1	1.9	1.8
10	Western Wireless	0.8	0.0	NA

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 5 ELECTRONIC GAMES ADVERTISERS

From 100 Leading National Advertisers (AA, June 24, 2002), measured media ad spending figures from *Ad Age* and Taylor Nelson Sofres' CMR. Dollars are in millions.

Rank	Advertiser	Measured media ad spending		
		2001	2000	% change
1	Nintendo Co.	\$83.5	\$98.9	-15.6
2	Sony Corp.	73.9	68.3	8.2
3	Hasbro	28.4	33.8	-15.9
4	Microsoft Corp.	24.3	0.1	NA
5	Electronic Arts	24.2	10.9	121.8

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 10 BEER BRANDS

From 100 Leading National Advertisers (AA, June 24, 2002). Measured media from Taylor Nelson Sofres' CMR. Market share from Beer Marketer's Insights, based on share of 206.6 million barrels sold in the U.S. A barrel of beer (bbl) equals 31 U.S. gallons (13.7 cases of beer). Dollars are in millions.

Rank	Brand	Share of market 2001	Measured media advertising In 2001	Per share point
1	Bud Light	16.7%	\$93.6	\$5.6
2	Budweiser	16.3	131.7	8.1
3	Coors Light	8.1	121.4	15.0
4	Miller Lite	7.7	102.9	13.4
5	Natural Light	4.0	0.1	0.0
6	Busch	3.7	9.4	2.5
7	Corona Extra	3.0	31.9	10.6
8	Busch Light	2.7	0.1	0.0
9	Miller High Life	2.6	21.8	8.4
10	Miller Genuine Draft	2.6	49.7	19.1

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

## TOP 5 MALT ALTERNATIVES

From 100 Leading National Advertisers (AA, June 24, 2002). Ad spending figures are for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Shares from Information Resources Inc. are based on \$318.8 million in sales from food and drug outlets covering the 52-week period ended March 24, 2002. Dollars are in millions.

Rank	Advertiser	52-wk share of U.S. ended 1st qtr 2002	Measured media advertising In 2001	Per share point
1	Smirnoff Ice	40.8%	\$29.2	\$0.7
2	Mike's Hard Lemonade/Ice Tea	20.5	14.7	0.7
3	Zima	12.5	15.9	1.3
4	Tequiza	6.8	6.3	0.9
5	Doc's Hard Lemon	5.4	0.0	0.0

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

## TOP 10 U.S. AIRLINES

From 100 Leading National Advertisers (AA, June 24, 2002). Airline shares based on 651.7 billion revenue passenger miles traveled in the U.S. (an RPM is one passenger transported one mile in revenue service) from the U.S. Bureau of Transportation. Ad spending figures are in millions for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. \* Acquired by American Airlines.

Rank	Carrier	Share of U.S. sales in 2001	Measured media advertising In 2001	Per share point
1	<b>United Airlines</b>	17.9%	\$57.3	\$3.2
2	<b>American Airlines</b>	16.3	71.7	4.4
3	<b>Delta Air Lines</b>	15.0	32.1	2.1
4	<b>Northwest Airlines</b>	11.2	41.5	3.7
5	<b>Continental Airlines</b>	9.0	22.2	2.5
6	<b>US Airways</b>	7.0	17.0	2.4
7	<b>Southwest Airlines</b>	6.8	113.8	16.7
8	<b>America West Airlines</b>	2.9	9.4	3.2
9	<b>TWA Airlines*</b>	2.3	0.0	0.0
10	<b>Alaska Airlines</b>	1.9	8.0	4.2

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 5 CIGARETTE BRANDS

From 100 Leading National Advertisers (AA, June 24, 2002). Ad spending figures are in millions for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Advertising includes corporate promotional spending in media. Megabrand shares based on total industry shipments of 406.5 billion sticks (one cigarette) from company and industry reports compiled by Prudential Securities.

Rank	Megabrand	Share of U.S. market 2001	Measured media advertising In 2001	Per share point
1	<b>Marlboro (Philip Morris)</b>	38.8%	\$33.0	\$0.8
2	<b>Newport (Lorillard)</b>	7.8	15.8	2.0
3	<b>Doral (R.J. Reynolds)</b>	5.8	13.3	2.3
4	<b>Camel (R.J. Reynolds)</b>	5.6	25.9	4.6
5	<b>Basic (Philip Morris)</b>	5.0	0.0	0.0

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 10 SUPERMARKET CHAINS

From 100 Leading National Advertisers (AA, June 24, 2002). Shares based on \$682.3 billion in sales from Supermarket News. (\*) Sales from which share was drawn were estimated by SN. Measured media ad spending figures are for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Dollars are in millions.

Rank	Chain	Share of U.S. sales in 2001	Measured media advertising In 2001	Per share point
1	<b>Wal-Mart Supercenters</b>	9.6%	\$86.5	\$9.0
2	<b>Kroger Co.</b>	7.3	93.3	12.7
3	<b>Albertson's</b>	5.6	121.2	21.8
4	<b>Safeway</b>	5.0	72.6	14.4
5	<b>Koninklijke Ahold</b>	3.4	32.8	9.6
6	<b>Supervalu*</b>	3.1	20.3	6.5
7	<b>Costco Wholesale Corp.*</b>	3.0	0.4	0.1
8	<b>Sam's Club*</b>	2.7	13.7	5.1
9	<b>Fleming*</b>	2.3	NA	NA
10	<b>Publix Super Markets*</b>	2.2	31.7	14.3

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

## TOP 5 DISPOSABLE DIAPER BRANDS

From 100 Leading National Advertisers (AA, June 24, 2002). Ranking includes both diapers and training pants. Ad spending figures are in millions for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Market share based on total market value of \$2.85 billion from Information Resources Inc.

Rank	Megabrand	Share of U.S. market 2001	Measured media advertising In 2001	Per share point
1	<b>Huggies</b>	44.3%	\$52.1	\$1.2
2	<b>Pampers</b>	23.9	21.7	0.9
3	<b>Private Label</b>	17.8	NA	NA
4	<b>Luvs</b>	8.4	10.8	1.3
5	<b>Drypers</b>	2.0	NA	NA

[AdAge.com](http://AdAge.com) A more comprehensive analysis is available in the DataCenter

## TOP 10 MOTION PICTURES

From 100 Leading National Advertisers (AA, June 24, 2002). Movies listed had to be released in 2001 except for "O Brother, Where Art Thou?" which had only \$2.4 million in B.O. receipts in late 2000. Movies shown also had to have both VHS and DVD rentals in 2001. Movies were taken from Variety's top 250 by box office receipts, and VHS and DVD rentals were required to be among VSDA/VidTrac's top 50 by revenue in 2001. Ad spending figures are for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Dollars are in millions.

Rank	Movie/DVD/VHS	Box office, DVD, VHS sales in 2001	Measured media advertising In 2001	Per share point
1	<b>Shrek</b>	\$318.9	\$76.5	\$4.2
2	<b>Hannibal</b>	228.2	34.1	6.7
3	<b>Save the Last Dance</b>	152.3	15.9	9.6
4	<b>Legally Blonde</b>	139.9	20.8	6.7
5	<b>Along Came A Spider</b>	125.7	24.9	5.0
6	<b>Mexican</b>	124.9	21.8	5.7
7	<b>Wedding Planner</b>	124.0	13.5	9.2
8	<b>Swordfish</b>	121.8	32.9	3.7
9	<b>Down to Earth</b>	112.8	21.2	5.3
10	<b>O Brother, Where Art Thou?</b>	106.9	8.0	13.4

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 5 MOPS, BROOMS & CLEANING TOOLS

From 100 Leading National Advertisers (AA, June 24, 2002). Ad spending figures are in millions for calendar 2001 from *Ad Age* and Taylor Nelson Sofres' CMR. Shares based on total market value of \$420.3 million for calendar 2001 from Information Resources Inc. Clorox ReadyMop entered the market in first quarter 2002, and took 4.4% of the market covering the 52-week period ending March 24.

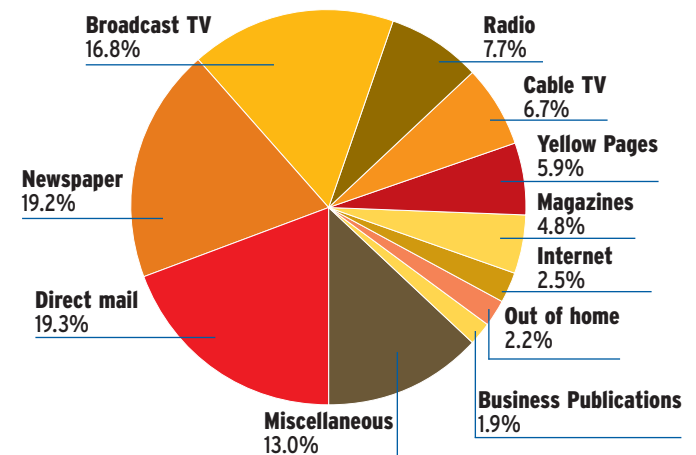
Rank	Brand	Share of U.S. market 2001	Measured media advertising In 2001	Per share point
1	<b>Swiffer</b>	18.8%	\$39.0	\$2.1
2	<b>Pledge Grab It</b>	11.6	32.3	2.8
3	<b>Quickie</b>	7.6	0.3	NA
4	<b>Private Label</b>	6.0	NA	NA
5	<b>Libman</b>	4.2	NA	NA

A more comprehensive ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOTAL U.S. AD SPENDING BY MEDIA

From Robert J. Coen's Universal McCann U.S. Volume Report (AA, May 13, 2002), the table shows all U.S. expenditures by all advertisers. The spending, by medium, include all commissions as well as the art, mechanical and production expenses. Dollars are in billions.

Rank	Medium	Total U.S. volume in 2001	As % of total	2001-2000 % change
1	<b>Direct mail</b>	\$44.7	19.3	0.3
2	<b>Newspapers</b>	44.3	19.2	-9.8
3	<b>Broadcast TV</b>	38.9	16.8	-13.2
4	<b>Radio</b>	17.9	7.7	-7.4
5	<b>Cable TV</b>	15.5	6.7	0.5
6	<b>Yellow Pages</b>	13.6	5.9	2.8
7	<b>Magazines</b>	11.1	4.8	-10.3
8	<b>Internet</b>	5.8	2.5	-11.6
9	<b>Out of home</b>	5.1	2.2	-0.8
10	<b>Business publications</b>	4.5	1.9	-19.1
	<b>Miscellaneous</b>	30.0	13.0	-6.5
	<b>Total</b>	\$231.4	100.0	-6.5



[AdAge.com](http://AdAge.com) More comprehensive data are available in the DataCenter

# MEDIA

## Top U.S. media company in 2001

AOL Time Warner at \$27.21 billion in revenue

## Top magazine by gross revenue in 2000

People at \$1.17 billion

## Top cable TV network in 2001

ESPN with \$1.05 billion in ad revenue

## Top magazine by circulation in 2001

Modern Maturity at 17.8 million subscribers

## Top newspaper by circulation 2001

USA Today with average daily circulation of 2.1 million

## Most expensive TV show in prime time

ER at \$425,400 for a :30 spot

## Methodologies for media-related rankings

THE 100 LEADING MEDIA COMPANIES ranking at right ranks U.S. media companies by U.S. net revenue from media properties which may or may not equate to total corporate revenue.

Figures are for the most recent fiscal reporting period (most generally calendar 2001). Sources include BIA Research for radio and TV, Duncan's Radio market Guide for radio and Paul Kagan Associates for cable networks.

Figures are taken from public documents when available, and/or obtained from company contacts.

Because Ad Age's definition of media often is less encompassing than a media company's segment reporting, figures should be considered estimates for public and private companies alike. Ad Age broadly defines media as media distribution businesses supported by advertising.

Excluded by this definition would be media company operations including book publishing, book and record clubs, movie and TV production, media-buying services, electronic retailing, paper mills, wireless services, and trade show divisions. Yellow Pages also are excluded.

Other media rankings are from leading industry monitoring services such as Publishers Information Bureau, Taylor Nelson Sofres' CMR and Audit Bureau of Circulations.

## TOP 25 U.S. MEDIA COMPANIES

From 100 Leading Media Cos. (AA, Aug. 19, 2002), this table ranks U.S. media companies by estimated total U.S. net revenue from media. Figures are from public documents or Ad Age estimates for calendar 2001. Dollars are in millions.

Rank	Company	Net U.S. media revenue	% change
1	AOL Time Warner	\$27,205.3	9.0
2	Viacom	15,211.2	0.1
3	AT&T Broadband (AT&T Corp.)	10,329.0	16.6
4	Walt Disney Co.	10,228.0	-1.9
5	Cox Enterprises	6,266.2	7.7
6	NBC TV (General Electric Co.)	6,033.7	-13.1
7	News Corp.	5,914.7	3.2
8	Clear Channel Communications	5,703.2	-6.4
9	Gannett Co.	5,571.3	0.8
10	DirecTV (General Motors Corp.)	5,550.0	18.2
11	Comcast Corp.	5,130.7	21.9
12	Tribune Co.	5,104.4	-8.5
13	Advance Publications	4,000.0	-8.2
14	Hearst Corp.	3,986.0	-3.6
15	Charter Communications	3,953.0	21.7
16	EchoStar Communications Corp.	3,683.2	52.4
17	Cablevision Systems Corp.	3,064.4	2.2
18	Adelphia Communications Corp.	3,060.0	19.7
19	New York Times Co.	3,027.5	-10.6
20	Knight Ridder	2,900.2	-9.7
21	Bloomberg	2,108.8	20.3
22	Washington Post Co.	1,923.0	-6.6
23	Primedia	1,922.1	-9.7
24	Dow Jones & Co.	1,773.1	-19.5
25	Belo	1,364.6	-14.1

AdAge.com A longer ranking is available in the DataCenter

# 2002-2003 NETWORK TV HOUSEHOLD SHARE ESTIMATES

Averages compiled from estimates of advertising agencies and media buying companies with input from networks. After "Monday Night Football," ABC, in January 2003, will air a new version of "Dragnet" at 9 p.m. and then "Miracles," at 10 p.m., a drama where a man investigates modern day miracles. Fox will start the year running movies and specials on Thursday nights in and around Major League Baseball playoffs, and then move to its series programming listed here. The WB will start its Sunday night programming with repeats of "Smallville" at 5 p.m. and "Everwood" at 6 p.m. before leading into "Gilmore Girls: Beginnings," the repeat of the show's first season. One household share point is 1% of U.S. households watching TV. There are 105.5 million TV households. (AA, May 20, 2002)

## SUNDAY 7 p.m. (ET)



7 p.m. (ET)		8 p.m.		9 p.m.		10 p.m.	
<b>Wonderful World of Disney</b> 11.0				<b>Alias</b> 9.8		<b>The Practice</b> 14.0	
<b>60 Minutes</b> 16.9		<b>Bram and Alice</b> 10.9	<b>Becker</b> 11.1	<b>CBS Sunday Movie</b> 12.6			
<b>Dateline</b> 10.1		<b>American Dreams</b> 11.0		<b>Law &amp; Order: Criminal Intent</b> 12.5		<b>Boomtown</b> 10.4	
<b>Futurama</b> 5.6	<b>Oliver Beene</b> 7.3	<b>Simpsons</b> 11.1	<b>King of the Hill</b> 9.5	<b>Malcolm</b> 10.3	<b>The Grubbs</b> 8.0	<b>No programming</b>	
<b>Gilmore Girls: Beginnings</b> 3.6		<b>Charmed</b> 3.6		<b>Angel</b> 3.1		<b>No programming</b>	

## MONDAY 8 p.m.

8 p.m.		9 p.m.		10 p.m.	
<b>Drew Carey</b> 9.3	<b>Whose Line</b> 8.0	<b>Monday Night Football</b> 18.5			
<b>King/Queens</b> 14.1	<b>Yes, Dear</b> 13.3	<b>Raymond</b> 19.8	<b>Standing</b> 16.3	<b>CSI: Miami</b> 16.0	
<b>Fear Factor</b> 11.8		<b>Third Watch</b> 10.6		<b>Crossing Jordan</b> 12.8	
<b>Boston Public</b> 11.1		<b>Girls Club</b> 9.5		<b>No programming</b>	
<b>7th Heaven</b> 6.9		<b>Everwood</b> 4.5		<b>No programming</b>	
<b>The Parkers</b> 4.0	<b>One on One</b> 4.0	<b>Girlfriends</b> 4.0	<b>Half &amp; Half</b> 3.5	<b>No programming</b>	

## TUESDAY 8 p.m.

8 p.m.		9 p.m.		10 p.m.	
<b>8 Simple</b> 10.0	<b>Jim</b> 9.8	<b>Bonnie</b> 9.5	<b>Less/Perfect</b> 9.0	<b>NYPD Blue</b> 13.9	
<b>JAG</b> 16.5		<b>The Guardian</b> 14.1		<b>Judging Amy</b> 16.9	
<b>In-Laws</b> 8.5	<b>Shoot Me</b> 10.1	<b>Frasier</b> 14.6	<b>Hidden Hills</b> 11.9	<b>Dateline NBC</b> 12.1	
<b>'70s Show</b> 9.6	<b>Grounded</b> 7.8	<b>24</b> 9.3		<b>No programming</b>	
<b>Gilmore Girls</b> 5.4		<b>Smallville</b> 5.8		<b>No programming</b>	
<b>Buffy the Vampire Slayer</b> 4.8		<b>Haunted</b> 3.8		<b>No programming</b>	

## WED.

8 p.m.		9 p.m.		10 p.m.	
<b>My Wife</b> 11.1	<b>G. Lopez</b> 9.8	<b>The Bachelor II</b> 10.4		<b>Meds</b> 9.9	
<b>60 Minutes II</b> 13.0		<b>Amazing Race</b> 9.4		<b>Presidio Med</b> 9.8	
<b>Ed</b> 10.6		<b>West Wing</b> 18.8		<b>Law &amp; Order</b> 21.0	
<b>Bernie Mac</b> 8.9	<b>Cedric</b> 7.9	<b>Fastlane</b> 6.8		<b>No programming</b>	
<b>Dawson's Creek</b> 4.1		<b>Birds of Prey</b> 3.9		<b>No programming</b>	
<b>Enterprise</b> 6.3		<b>Twilight Zone</b> 4.4		<b>No programming</b>	

## THURSDAY 8 p.m.

8 p.m.		9 p.m.		10 p.m.	
<b>Dinotopia</b> 7.6		<b>Push, Nevada</b> 8.4		<b>Primetime</b> 11.8	
<b>Survivor</b> 17.1		<b>CSI: Crime Scene</b> 22.4		<b>Without a Trace</b> 14.0	
<b>Friends</b> 23.3	<b>Scrubs</b> 16.6	<b>Will &amp; Grace</b> 16.5	<b>Good Morn'g</b> 14.1	<b>ER</b> 22.3	
<b>30 Secs</b> 5.0	<b>The Marks</b> 4.9	<b>Septuplets</b> 5.0		<b>No programming</b>	
<b>FamilyAffair</b> 3.3	<b>Do Over</b> 3.5	<b>J. Kennedy</b> 3.3	<b>Off Centre</b> 2.8	<b>No programming</b>	
<b>WWE Smackdown</b> 6.0				<b>No programming</b>	

## FRIDAY

8 p.m.		9 p.m.		10 p.m.	
<b>Funniest Home Videos</b> 9.3		<b>That Was Then</b> 8.0		<b>20/20</b> 12.1	
<b>48 Hours</b> 9.8		<b>Hack</b> 11.5		<b>RHD/LA</b> 10.3	
<b>Providence</b> 13.8		<b>Dateline</b> 14.0		<b>Law &amp; Order: SVU</b> 18.4	
<b>Firefly</b> 5.8		<b>John Doe</b> 5.9		<b>No programming</b>	
<b>What I Like</b> 3.8	<b>Sabrina</b> 4.1	<b>Reba</b> 5.0	<b>Tucson</b> 3.5	<b>No programming</b>	
<b>UPN Movie Friday</b> 3.0				<b>No programming</b>	

## SATURDAY

8 p.m.		9 p.m.		10 p.m.	
<b>ABC Big Picture Show</b> 9.0					
<b>Touched by an Angel</b> 10.5		<b>The District</b> 12.3		<b>The Agency</b> 11.4	
<b>NBC Saturday Movie</b> 7.0					
<b>Cops</b> 8.0	<b>Cops</b> 8.9	<b>AMW: America Fights Back</b> 8.8		<b>No programming</b>	



## TOP 25 MAGAZINES BY CIRCULATION

From the DataCenter (AA, Feb. 25, 2002), this table ranks U.S. consumer magazines by paid circulation (combined subscription and newsstand). Figures are averages for six months ended Dec. 31, 2001. \*Decline caused by transfer of 3.1 million in circulation to sibling magazine My Generation.

Rank	Magazine	Paid circulation	% change
1	Modern Maturity*	17,780,127	-15.2
2	Reader's Digest	12,565,779	0.0
3	TV Guide	9,097,762	-8.6
4	National Geographic	7,664,658	-2.1
5	Better Homes & Gardens	7,601,377	-0.2
6	Family Circle	4,712,548	-5.8
7	Good Housekeeping	4,527,447	-0.7
8	Woman's Day	4,257,742	0.3
9	Time	4,189,981	3.3
10	Ladies' Home Journal	4,100,675	0.0
11	People Weekly	3,723,848	4.8
12	Rosie	3,613,055	-9.8
13	Newsweek	3,308,912	5.2
14	Home & Away	3,307,217	1.2
15	Sports Illustrated	3,206,098	0.0
16	Playboy	3,157,540	-1.7
17	Prevention	3,121,340	3.8
18	Cosmopolitan	2,759,448	6.4
19	Guideposts	2,743,726	5.9
20	VIA Magazine	2,642,929	0.5
21	The American Legion Magazine	2,624,754	0.9
22	Maxim	2,553,895	3.9
23	Southern Living	2,549,601	0.5
24	O, The Oprah Magazine	2,530,712	17.0
25	Martha Stewart Living	2,437,970	0.1

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 25 NEWSPAPERS BY CIRCULATION

From the DataCenter (AA, May 13, 2002): U.S. newspapers by paid circulation in thousands. Figures are weekday averages for six months ended March 31, 2002. a) Adjusted to indicate average weekday circulation; b) weekday averages include Saturday

Rank	Newspaper	Paid circulation	% change
1	USA Today	2,120	-3.5
2	The Wall Street Journal	1,821	0.1
3	The New York Times	1,194	3.8
4	Los Angeles Times <i>a b</i>	986	-6.9
5	Washington Post	812	0.7
6	New York Daily News	733	2.2
7	Chicago Tribune <i>a b</i>	628	0.7
8	Newsday	578	0.1
9	New York Post	563	15.4
10	Houston Chronicle <i>b</i>	546	0.1
11	The Dallas Morning News <i>a</i>	526	1.8
12	San Francisco Chronicle	525	-1.4
13	Arizona Republic <i>b</i>	496	2.9
14	Chicago Sun-Times	487	0.5
15	Boston Globe	479	1.9
16	Atlanta Journal-Constitution <i>a</i>	416	NA
17	Newark Star-Ledger	407	0
18	Philadelphia Inquirer	381	-3
19	Minneapolis Star Tribune <i>a b</i>	376	2
20	Cleveland Plain Dealer <i>b</i>	368	1.3
21	San Diego Union-Tribune <i>b</i>	368	-1.7
22	Detroit Free Press <i>c</i>	365	-0.2
23	St. Petersburg Times <i>b</i>	353	0.5
24	Portland Oregonian	348	-2.7
25	Miami Herald <i>b</i>	327	-0.8

[AdAge.com](http://AdAge.com) A longer ranking is available in the DataCenter

# AGENCY BUSINESS

## World's top advertising organization by gross income

WPP Group with \$8.17 billion in 2001

## Top agency network by gross income

McCann-Erickson with \$3.03 billion in 2001

## Top core U.S. agency brand by gross income

Grey Worldwide with \$581 million in 2001

## Top media specialist company by U.S. billings

Initiative Media with \$10.09 billion in U.S. billings

## Total billings worldwide for the top 500 shops

\$256.45 billion

## Methodologies for ranking ad agencies

THE 58TH ANNUAL Advertising Age Agency Report includes five major agency rankings: the world's top advertising organizations; the leading U.S. ad agency "brands;" the top U.S.-based consolidated agency networks, and the U.S. agency rankings by multicultural specialty.

**World's top ad organizations:** An ad organization may be either an agency or agency holding company and qualifies for the ranking if it owns 50%-plus of itself.

**U.S. ad agency brands:** The ranking of U.S. ad agencies is for ad agencies, including healthcare and business-to-business shops. This "brand" chart previously ranked ad agencies and all specialties. Agency branding identifies the core agency by stripping the contributions from subsidiaries and specialty units.

**Consolidated U.S. agency networks:** The ranking of the top U.S.-based agencies on a consolidated basis reassembles the multitiered agencies (unbundled for branding) to include all subsidiaries and specialty units, except non-agency marketing functions such as PR and research.

**Public relations rankings:** The top U.S. public relations companies are ranked by worldwide fee income. Data for the PR charts were provided by the Council of Public Relations Firms, whose methodology treats acquisitions and divestitures as if they were on or off the books for two full years.

**Media specialist rankings:** The top media specialist companies, independents and inhouse media dependents, are ranked by U.S. and worldwide media purchases.

**Twenty-five-year review of top 500 U.S. agency brands:** Agency brands include sales promotion and direct marketing.

## WORLD'S TOP 25 CORE AGENCY BRANDS

From the Agency Report (AA, April 22, 2002), this table ranks core agencies by worldwide gross income. The core brand excludes direct marketing, sales promotion, public relations and other non-advertising income. Figures are for calendar 2001. Dollars are in millions.

Rank	Agency	Worldwide gross income	% change
1	Dentsu	\$2,078.1	-11.6
2	McCann-Erickson Worldwide	1,857.9	2.1
3	BBDO Worldwide	1,611.7	1.3
4	J. Walter Thompson Co.	1,536.1	3.2
5	Euro RSCG Worldwide	1,441.2	-2.2
6	Grey Worldwide	1,321.0	-2.1
7	DDB Worldwide Communications	1,214.6	-2.5
8	Ogilvy & Mather Worldwide	1,135.4	3.8
9	Leo Burnett Worldwide	1,072.3	8.1
10	Publicis Worldwide	1,066.0	3.5
11	Y&R Advertising	1,052.6	-4.6
12	TBWA Worldwide	954.6	1.0
13	Hakuhodo	874.3	-13.0
14	D'Arcy Masius Benton & Bowles	762.8	6.1
15	Foote, Cone & Belding Worldwide	748.5	-2.5
16	Lowe & Partners Worldwide	693.8	-13.1
17	Bates Worldwide	688.0	-8.5
18	Saatchi & Saatchi	499.6	-9.2
19	Asatsu-DK	361.4	-8.7
20	TMP Worldwide	358.5	-13.8
21	Arnold Worldwide	336.2	-9.8
22	CommonHealth	246.7	19.6
23	Campbell-Ewald	214.0	2.2
24	Daiko Advertising	203.2	-10.1
25	Deutsch	202.5	22.7

AdAge.com A more comprehensive ranking is available in the DataCenter

## TOP 25 ADVERTISING ORGANIZATIONS

From the Agency Report (AA, April 22, 2002), this table ranks advertising organizations by worldwide gross income, including advertising agencies, public relations companies, sales promotion, direct marketing and other non-advertising. Figures are for calendar 2001 in millions. \*Estimate.

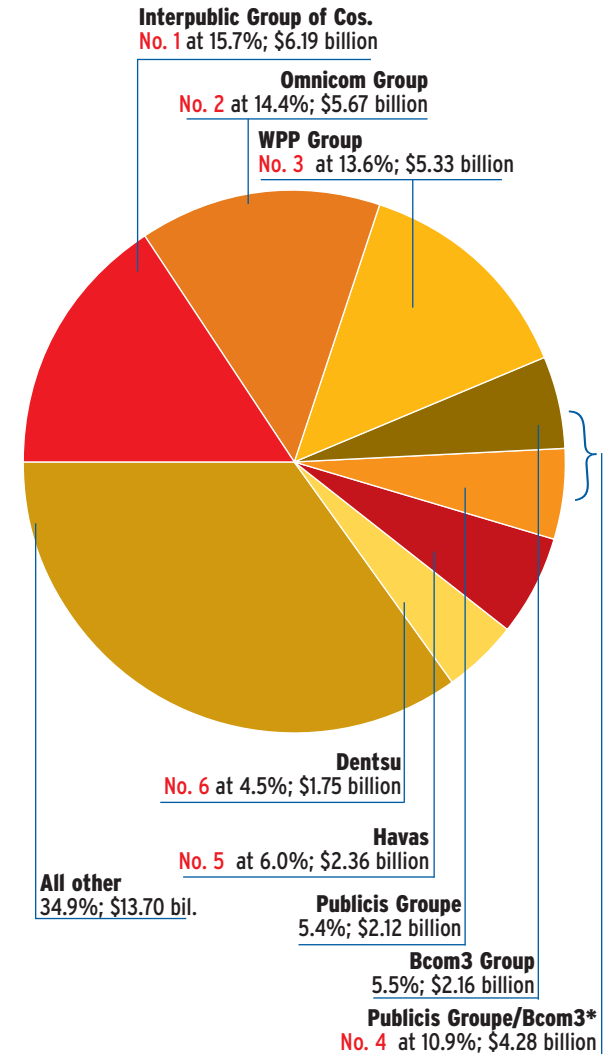
Rank	Ad organization	Gross income	% change
1	<b>WPP Group</b>	\$8,165.0	2.5
2	<b>Interpublic Group of Cos.</b>	7,981.4	-1.9
3	<b>Omnicom Group</b>	7,404.2	6.0
4	<b>Publicis Groupe (includes Bcom3 Group)</b>	4,769.9	2.0
5	<b>Dentsu</b>	2,795.5	-8.9
6	<b>Havas</b>	2,733.1	-2.1
7	<b>Grey Global Group</b>	1,863.6	1.7
8	<b>Cordiant Communications Group*</b>	1,174.5	-7.0
9	<b>Hakuhodo</b>	874.3	-13.0
10	<b>Asatsu-DK</b>	394.6	-8.7
11	<b>TMP Worldwide</b>	358.5	-13.8
12	<b>Carlson Marketing Group</b>	356.1	-8.7
13	<b>Incepta Group</b>	248.4	13.6
14	<b>Digitas</b>	235.5	-18.3
15	<b>Tokyu Agency</b>	203.9	-11.3
16	<b>Daiko Advertising</b>	203.0	-10.2
17	<b>Aspen Marketing Group</b>	189.2	-24.0
18	<b>Maxxcom</b>	177.1	-0.1
19	<b>Cheil Communications</b>	142.0	-5.6
20	<b>Doner</b>	114.2	4.0
21	<b>Ha-Lo Industries</b>	105.0	-33.3
22	<b>Yomiko Advertising*</b>	102.2	-7.7
23	<b>SPAR Group</b>	101.8	-8.3
24	<b>Cossette Communication Group</b>	95.2	12.1
25	<b>DVC Worldwide</b>	92.6	4.4

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## SUPERAGENCY BUSINESS MARKET SHARE

\$39.28 billion worldwide gross income represents advertising business returns from all agencies in the Agency Report, including direct marketing and sales promotion shops. Excluded are interactive, public relations, research and other non-advertising. Worldwide gross income for advertising organizations overall will be higher than the figures shown. For example, Interpublic had total worldwide gross income of \$7.98 billion in 2001. Specialty shops, PR and research companies and investments make up the difference. \*Publicis is seeking to merge with Bcom3 Group by year's end giving it a combined 10.9% of the world ad market.

### SHARE OF \$39.28 BILLION WORLDWIDE GROSS INCOME



## TOP 25 U.S.-BASED AGENCY NETWORKS

From the Agency Report (AA, April 22, 2002), this table ranks agency networks by worldwide gross income, excluding public relations and other non-advertising income. Figures are for calendar 2001. Dollars are in millions.

Rank	Agency network	Gross income	% change
1	McCann-Erickson Worldwide	\$3,032.2	3.3
2	DDB Worldwide	2,484.1	7.7
3	BBDO Worldwide	2,332.9	2.0
4	Lowe (The Partnership)	1,913.5	-4.3
5	Euro RSCG Worldwide	1,805.7	-1.0
6	Grey Worldwide	1,715.3	1.8
7	J. Walter Thompson Co.	1,644.9	3.9
8	Ogilvy & Mather Worldwide	1,580.3	2.6
9	Young & Rubicam	1,519.3	-5.1
10	Publicis Worldwide	1,509.2	2.4
11	TBWA Worldwide	1,324.3	7.8
12	Leo Burnett Worldwide	1,129.4	6.1
13	D'Arcy Masius Benton & Bowles	903.2	3.4
14	FCB Group	862.4	-1.5
15	Bates Worldwide	728.0	-10.2
16	Saatchi & Saatchi	624.8	-5.5
17	TMP Worldwide	358.5	-13.8
18	Arnold Worldwide Partners	356.4	-10.5
19	Carlson Marketing Group	356.1	-8.7
20	CommonHealth	246.7	19.6
21	Digitas	235.5	-18.3
22	Campbell-Ewald	214.0	2.2
23	Aspen Marketing Group	189.2	-24.0
24	Healthworld	156.0	9.5
25	Doner	114.2	4.0

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 25 U.S.-BASED AGENCY BRANDS

From the Agency Report (AA, April 22, 2002), this table ranks core agencies' U.S. gross income. The core brand excludes direct marketing, sales promotion, public relations and other non-advertising income. Figures are for calendar 2001. Dollars are in millions.

Rank	Agency brand	Gross income	% change
1	Grey Worldwide	\$581.0	-4.8
2	J. Walter Thompson Co.	565.5	-1.6
3	McCann-Erickson Worldwide	528.1	8.0
4	Leo Burnett Worldwide	472.1	10.3
5	BBDO Worldwide	458.9	15.2
6	Y&R Advertising	432.2	-1.7
7	DDB Worldwide Communications	428.9	0.5
8	Euro RSCG Worldwide	418.2	-2.0
9	Ogilvy & Mather Worldwide	384.8	0.6
10	Foote, Cone & Belding Worldwide	376.3	-1.1
11	D'Arcy Masius Benton & Bowles	316.8	10.3
12	TMP Worldwide	227.9	-15.2
13	Campbell-Ewald	214.0	2.2
14	TBWA Worldwide	206.1	-9.1
15	Deutsch	202.5	22.7
16	Arnold Worldwide	193.8	-7.8
17	CommonHealth	190.8	13.0
18	Lowe & Partners Worldwide	184.9	-19.7
19	Saatchi & Saatchi	176.0	-13.8
20	Bates U.S.A.	154.5	-4.7
21	Publicis U.S.A.	139.6	2.8
22	Nelson Communications Worldwide	131.9	9.9
23	Hill, Holliday, Connors, Cosmopolos	125.0	-13.8
24	Lowe Healthcare Worldwide	124.0	-9.9
25	Campbell Mithun	118.0	14.6

[AdAge.com](http://AdAge.com) A longer ranking is available in the DataCenter

## TOP 20 INTERACTIVE AGENCIES

From the Interactive Agency Report (AA, May 27, 2002), these tables rank agencies by interactive marketing revenue. Dollars are in thousands. 1) Scient merged with iXL in August 2001. Figures are the combined pro forma totals for both years. 2) Euro RSCG Interaction is the consolidated total for all interactive shops in the Euro RSCG network. 3) Grey Digital Marketing is the consolidated total for all interactive shops in the Grey Worldwide network. 4) Agency.com was bought out by Seneca Investments in October 2001. Seneca also merged Red Sky Interactive into Agency.com. 5) Organic's publicly traded shares were bought out by Seneca Investments at the end of 2001.

Rank	Interactive agency	Interactive marketing revenue	% change
1	<b>Digitas</b>	\$235,514	-18.3
2	<b>Scient (1)</b>	166,000	-75.9
3	<b>Euro RSCG Interaction (2)</b>	161,000	2.5
4	<b>Grey Digital Marketing (3)</b>	128,000	8.5
5	<b>Agency.com (4)*</b>	91,500	-40.6
6	<b>Ogilvy &amp; Mather Interactive</b>	84,500	0.8
7	<b>Modem Media</b>	72,641	-35.0
8	<b>Razorfish</b>	65,148	-63.7
9	<b>R/GA</b>	51,000	2.0
10	<b>Organic (5)*</b>	44,600	-59.9
11	<b>Lante</b>	42,000	-44.7
12	<b>Novo/Giant Step</b>	41,232	-28.7
13	<b>digital@jwt</b>	39,400	15.2
14	<b>Zentropy Partners</b>	39,000	-11.4
15	<b>IconMedialab North America</b>	37,000	-11.9
16	<b>Tribal DDB</b>	35,088	50.9
17	<b>Viant Corp.</b>	34,606	-72.8
18	<b>AKQA</b>	33,000	65.0
19	<b>Draft Digital</b>	30,418	-16.7
20	<b>Critical Mass</b>	30,000	-7.4

A longer ranking is available in the DataCenter [AdAge.com](#)

## TOP MULTICULTURAL AGENCIES

From the Agency Report (AA, April 22, 2002), these tables rank agencies by gross income related to marketing to Hispanics and African-Americans. Figures are for calendar 2001. \*GlobalHue is a merger of Don Coleman Advertising and Montemayor & Associates. Dollars are in millions. \*\*Estimate.

### MARKETING TO HISPANICS

Rank	Agency	U.S. gross income 2001	% change
1	<b>Bravo Group</b>	\$26.1	12.0
2	<b>GlobalHue*</b>	19.8	22.2
3	<b>Dieste, Harmel &amp; Partners</b>	17.2	24.5
4	<b>Bromley Communications</b>	16.5	-5.7
5	<b>Mendoza Dillon &amp; Asociados</b>	13.0	9.5
6	<b>Zubi Advertising Services</b>	13.0	20.9
7	<b>La Agencia de Orci &amp; Asociados**</b>	12.3	9.8
8	<b>WING Latino Group</b>	12.0	9.1
9	<b>Publicis Sanchez &amp; Levitan</b>	12.0	199.8
10	<b>Lapiz</b>	10.4	15.6

[AdAge.com](#) A longer ranking is available in the DataCenter

### MARKETING TO AFRICAN-AMERICANS

Rank	Agency	U.S. gross income 2001	% change
1	<b>GlobalHue*</b>	\$29.7	22.2
2	<b>UniWorld Group</b>	25.6	0.2
3	<b>Burrell Communications Group</b>	24.1	1.0
4	<b>Chisholm-Mingo**</b>	12.1	1.0
5	<b>Images USA**</b>	11.3	13.0
6	<b>E. Morris Communications</b>	4.8	2.1
7	<b>RJ Dale Advertising &amp; PR**</b>	4.3	2.4
8	<b>Carol H. Williams Advertising**</b>	4.1	NA
9	<b>Matlock Advertising &amp; Public Relations</b>	4.0	NA
10	<b>Wimbley Group*</b>	3.6	-20.0

[AdAge.com](#) A longer ranking is available in the DataCenter

## MORE SPECIALTY AGENCIES

From the Agency Report (AA, April 22), these tables rank agencies by gross income related to advertising to Asian-Americans and by healthcare specialty shops. Figures are for calendar 2001. Dollars are in millions. \*Estimate.

### MARKETING TO ASIAN-AMERICANS

Rank	Agency	U.S. gross income	
		2001	% change
1	<b>Kang &amp; Lee</b>	\$6.6	-38.6
2	<b>Time Advertising</b>	5.9	157.0
3	<b>Admerasia</b>	5.4	-55.4
4	<b>Imada Wong Communications Group</b>	5.3	76.7
5	<b>A Partnership</b>	4.8	178.6
6	<b>Innovasia Advertising</b>	4.3	33.0
7	<b>PanCom*</b>	3.8	6.9
8	<b>InterTrend Communications</b>	2.8	16.7
9	<b>AdAsia Communications</b>	1.7	89.6
10	<b>Saeshe Advertising</b>	1.2	20.0

A longer ranking is available in the DataCenter [AdAge.com](#)

### TOP HEALTHCARE AGENCIES

Rank	Agency	U.S. gross income	
		2001	% change
1	<b>CommonHealth</b>	\$190.8	13.0
2	<b>Nelson Communications Worldwide</b>	131.9	9.9
3	<b>Low HealthCare Worldwide</b>	124.0	-9.9
4	<b>Healthworld</b>	109.7	12.8
5	<b>Grey Healthcare Group</b>	103.4	21.8
6	<b>Torre Lazur McCann Healthcare Worldwide</b>	100.0	19.0
7	<b>Lyons Lavey Nickel Swift</b>	80.8	-1.8
8	<b>Lally McFarland &amp; Pantello Euro RSCG</b>	80.5	51.4
9	<b>Cline Davis &amp; Mann</b>	74.1	25.3
10	<b>Klemtner Advertising</b>	67.4	10.0

A longer ranking is available in the DataCenter [AdAge.com](#)

## TOP 25 MEDIA SPECIALIST COMPANIES

From the Agency Report (AA, April 22, 2002), this table ranks media specialist companies by U.S. media billings. Figures are for calendar 2001. Dollars are in millions.

Rank	Media specialist company	U.S. billings	% change
1	<b>Initiative Media Worldwide</b>	\$10,087.0	-19.0
2	<b>MindShare Worldwide</b>	8,500.0	3.7
3	<b>OMD Worldwide</b>	7,640.0	0.9
4	<b>Universal McCann</b>	6,108.1	4.6
5	<b>Starcom</b>	5,360.0	-5.9
6	<b>Zenith Media Services</b>	5,300.0	31.8
7	<b>MediaVest</b>	4,922.4	15.1
8	<b>PHD</b>	4,423.0	34.1
9	<b>Mediaedge:CIA</b>	4,050.8	-13.0
10	<b>Carat</b>	3,730.0	42.4
11	<b>MediaCom</b>	3,617.0	30.5
12	<b>Media Planning Group</b>	3,226.0	-5.3
13	<b>Optimedia International U.S.</b>	2,057.0	37.4
14	<b>Newspaper Services of America</b>	1,600.0	0.0
15	<b>Horizon Media</b>	800.0	1.9
16	<b>Empower MediaMarketing</b>	600.0	-7.7
17	<b>R.J. Palmer</b>	553.0	5.3
18	<b>J.L. Media</b>	514.3	26.3
19	<b>Media Kitchen</b>	450.0	NA
20	<b>Camelot Communications</b>	421.7	1.7
21	<b>ICON International</b>	400.0	NA
22	<b>Haworth Marketing &amp; Media</b>	375.0	7.1
23	<b>Media First International</b>	320.0	7.0
24	<b>Pro Media</b>	244.0	-15.0
25	<b>Cash Plus</b>	230.0	-4.2

[AdAge.com](#) A longer ranking is available in the DataCenter

## TOP 25 MARKETING SERVICES SHOPS

From the Marketing Services Report (AA, May 20, 2002), this table ranks agencies by U.S. gross income related to sales promotion and direct marketing. Dollars are in millions for calendar 2001.

Rank	Marketing services agency	U.S. revenue	% change
1	<b>Carlson Marketing Group</b>	\$274.7	-11.3
2	<b>DraftWorldwide</b>	240.9	-4.2
3	<b>Digitas</b>	235.5	-18.3
4	<b>Rapp Collins Worldwide</b>	202.2	-6.3
5	<b>Aspen Marketing Group</b>	189.2	-24.0
6	<b>Wunderman</b>	173.0	-12.1
7	<b>OgilvyOne Worldwide</b>	169.6	-2.2
8	<b>Euro RSCG Impact</b>	142.1	-15.6
9	<b>GMR Marketing</b>	132.6	18.6
10	<b>Momentum Worldwide</b>	122.0	25.8
11	<b>TMP Worldwide</b>	120.1	-1.4
12	<b>Jack Morton Worldwide</b>	107.4	-22.8
13	<b>MRM Partners</b>	106.0	-0.9
14	<b>SPAR Group</b>	101.8	-8.3
15	<b>Brann Worldwide</b>	98.6	-4.5
16	<b>Integer Group</b>	93.9	6.2
17	<b>Frankel</b>	89.8	-9.9
18	<b>Grey Direct Marketing Group</b>	88.0	10.0
19	<b>Grizzard Communications Group</b>	85.2	6.5
20	<b>Alcone Marketing Group</b>	81.0	-31.3
21	<b>Campbell-Ewald</b>	76.3	-3.7
22	<b>Tracy Locke Partnership</b>	71.7	9.4
23	<b>Simon Marketing</b>	71.7	-50.2
24	<b>Marketing Drive Worldwide</b>	70.7	6.6
25	<b>U.S. Marketing &amp; Promotions Agency</b>	70.7	-11.2

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

## TOP 25 PUBLIC RELATIONS FIRMS

From the Agency Report (AA, April 22, 2002), this table ranks public relations companies by worldwide fee income. Figures are for calendar 2001. Dollars are in millions. Source: Council of Public Relations Firms.

Rank	PR agency	Worldwide fees	% change
1	<b>Weber Shandwick Worldwide</b>	\$426.6	-15.9
2	<b>Fleishman-Hillard</b>	345.1	2.0
3	<b>Hill &amp; Knowlton</b>	325.1	7.4
4	<b>Incepta</b>	266.0	9.1
5	<b>Burson-Marsteller</b>	259.1	-14.7
6	<b>Edelman Public Relations Worldwide</b>	223.7	-4.2
7	<b>Ketchum</b>	185.2	10.1
8	<b>Porter Novelli</b>	179.3	-13.9
9	<b>GCI Group/APCO Worldwide</b>	151.1	0.3
10	<b>Ogilvy Public Relations Worldwide</b>	145.9	-13.9
11	<b>Euro RSCG Corporate Communications</b>	124.2	15.0
12	<b>Manning, Selvage &amp; Lee</b>	116.0	-2.4
13	<b>Golin/Harris International</b>	113.2	-15.9
14	<b>Cordiant Communications Group</b>	90.7	13.6
15	<b>Ruder Finn Group</b>	80.3	-4.5
16	<b>Brodeur Worldwide</b>	70.0	-16.9
17	<b>Waggener Edstrom</b>	59.9	3.4
18	<b>Cohn &amp; Wolfe</b>	57.8	-9.1
19	<b>Rowland Communications Worldwide</b>	42.7	-6.0
20	<b>Text 100 Public Relations</b>	33.7	-0.0
21	<b>Schwartz Communications</b>	30.4	-8.5
22	<b>MWW Group</b>	29.3	-22.4
23	<b>Publicis Dialog</b>	28.6	-3.8
24	<b>FitzGerald Communications</b>	22.8	6.5
25	<b>Campbell &amp; Co.</b>	20.0	NA

# 25 YEAR U.S. AGENCY REVIEW

From the Agency Report for years shown. Figures represent total gross income and billings for the top 500 U.S.-based agencies. Dollars are in billions. \*A depressed U.S. dollar in 1987 and 1988 contributed to the huge jumps in foreign gross income and billings for U.S. agencies. During this two-

year period, the dollar was down about 15% versus the Japanese yen, 14% vs. the West German deutschmark and 10% vs. the British pound and French franc. Additionally, during this period U.S. agencies were rapidly acquiring overseas shops.

## Gross income

Year	Worldwide	% chg	U.S.	% chg	Foreign	% chg
2001	\$31.74	-2.5	\$18.54	-2.1	\$13.20	-3.1
2000	32.57	12.4	18.94	14.6	13.62	9.5
1999	28.98	13.1	16.54	10.2	12.43	17.0
1998	25.63	14.5	15.00	14.8	10.63	14.2
1997	22.38	11.3	13.07	13.0	9.31	9.0
1996	20.11	14.7	11.57	12.9	8.54	17.5
1995	17.53	10.9	10.25	9.3	7.27	13.2
1994	15.80	9.1	9.38	10.6	6.42	7.0
1993	14.48	-0.4	8.48	3.8	6.00	-5.8
1992	14.54	7.1	8.17	6.8	6.37	7.6
1991	13.57	4.7	7.65	3.0	5.92	7.1
1990	12.96	13.4	7.43	6.2	5.53	24.9
1989	11.43	1.7	7.00	2.5	4.43	0.4
1988*	11.24	16.9	6.83	9.8	4.41	29.9
1987*	9.61	11.1	6.22	-4.4	3.40	58.2
1986	8.65	5.8	6.50	3.8	2.15	12.3
1985	8.17	15.3	6.26	19.6	1.91	3.2
1984	7.09	17.1	5.24	18.3	1.85	13.6
1983	6.06	6.7	4.43	10.3	1.63	-2.0
1982	5.68	13.5	4.01	17.1	1.66	5.4
1981	5.00	7.7	3.43	9.0	1.58	4.9
1980	4.65	19.8	3.14	18.0	1.50	23.8
1979	3.88	13.8	2.66	14.0	1.21	13.4
1978	3.41	20.0	2.34	18.9	1.07	22.6
1977	2.84	15.4	1.97	11.3	0.87	25.9

## Billings

Year	Worldwide	% chg	U.S.	% chg	Foreign	% chg
2001	\$256.45	-1.1	\$149.44	-0.8	\$107.01	-1.5
2000	259.28	16.7	150.64	16.1	108.64	12.5
1999	222.19	12.2	129.80	11.7	96.57	18.2
1998	197.96	13.1	116.25	12.0	81.72	14.7
1997	174.98	11.0	103.75	13.3	71.23	7.8
1996	157.67	18.6	91.59	14.9	66.08	24.1
1995	132.94	13.2	79.68	10.9	53.26	16.7
1994	117.49	9.5	71.84	10.4	45.64	8.1
1993	107.29	3.7	65.07	8.9	42.22	-3.4
1992	103.45	7.4	59.76	6.4	43.69	8.7
1991	96.34	4.1	56.16	3.1	40.18	5.5
1990	92.57	15.5	54.47	8.9	38.1	26.6
1989	80.13	2.8	50.03	3.6	30.10	1.4
1988*	77.99	18.7	48.30	12.4	29.69	30.6
1987*	65.70	10.8	42.97	-4.0	22.73	55.9
1986	59.32	6.3	44.74	8.1	14.58	1.0
1985	55.81	15.9	41.37	16.2	14.43	15.0
1984	48.15	17.1	35.60	18.3	12.55	13.8
1983	41.12	7.2	30.09	11.3	11.03	-2.7
1982	38.37	16.1	27.04	17.7	11.33	12.7
1981	33.04	4.5	22.98	6.6	10.06	0.1
1980	31.60	19.5	21.55	18.2	10.05	22.5
1979	26.44	15.0	18.24	12.7	8.20	20.4
1978	23.00	19.7	16.18	15.7	6.81	30.5
1977	19.21	15.8	13.99	17.7	5.22	11.3

## TOP AGENCY MARKETS

From the Agency Report (AA, April 22, 2002), these tables rank markets by billings. Figures are for calendar 2001. Dollars are in millions.

### TOP 10 U.S. CITIES BY BILLINGS

Rank	Market	Billings	
		2001	% change
1	New York	\$61,264.4	-1.6
2	Chicago	17,379.9	-1.1
3	Los Angeles	10,545.6	-7.1
4	Detroit	7,946.3	5.6
5	Minneapolis	6,087.2	-5.6
6	San Francisco	5,101.9	-12.2
7	Boston	3,993.7	12.6
8	Dallas	3,234.8	-1.1
9	Atlanta	2,620.9	1.5
10	Philadelphia	2,379.6	-4.4

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)

### TOP 10 CITIES OUTSIDE THE U.S. BY BILLINGS

Rank	Market	Billings	
		2001	% change
1	Tokyo	\$36,618.2	-7.8
2	London	23,448.1	-0.9
3	Paris	13,160.2	3.6
4	Frankfurt	7,389.3	9
5	Milan	6,150.7	0.6
6	Sao Paulo	4,866.9	-8
7	Madrid	4,819.6	6.7
8	Duesseldorf	4,784.1	3.3
9	Amsterdam	4,012.7	2.7
10	Toronto	3,960.9	-2.4

A longer ranking is available in the DataCenter [AdAge.com](http://AdAge.com)