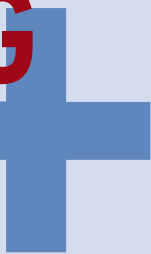


A SUPPLEMENT TO
AdvertisingAge

2006

FACT PACK

**4th ANNUAL GUIDE TO
ADVERTISING
MARKETING**



FACT PACK 2006

TOP LINE DATA ON THE ADVERTISING AND MEDIA INDUSTRIES

GENERAL MOTORS CORP. is the top marketer by ad spending in the U.S. but who ranks first on a global basis? A spot for Fox TV's American Idol on Wednesdays at prime-time commands the most dollars per :30 (\$518,466), but how much more is that than a spot for runner-up CSI:Crime Scene Investigation on CBS-TV the following night? And what about that growth in a Super Bowl :30 spot since the \$42,000 average cost paid per :30 at Super Bowl I in 1967? Omnicom Group may be the world's biggest marketing organization but how do its agency networks stack up against their competition? How big and far-reaching are those multifaceted media goliaths? It's all in the FactPack, whether in print form on your desk, or a click away on your computer or network.

The FactPack is presented in three sections:

Advertising and Marketing section data were taken from *Advertising Age's* 50th annual 100 Leading National Advertisers, and the publication's 200 Megabrand and Global Marketing reports. The 100 LNA report breaks out total ad spending by media for the largest U.S. advertisers and adds an *Ad Age*-proprietary unmeasured number to media spending for a comprehensive U.S. ad total. The LNA report also charts hotly contested industry categories by U.S. market share and brand spending, and lists agencies serving brands of each top 100 marketer.

The Media section's primary sources are the 100 Leading Media Companies, an annual ranking of the nation's media companies by net revenue, and the *Ad Age* Magazine 300 report, an annual ranking of leading consumer and trade magazines by their combined gross revenue from advertising and circulation.

The Agency Report section draws its content from *Ad Age's* 61st annual Agency Report which ranks by revenue nearly 500 U.S. agency brands, the leading U.S. specialty and multicultural shops, the top 10 global agency brands and the world's top 50 marketing organizations—the top four alone accounting for 56% of U.S. marketing communications spending. The Agency Report also ranks by billings the top media specialist companies in the U.S. and on an international and global basis.

FREE DIGITAL EDITION

A free pdf edition of the FactPack can be downloaded using Adobe Acrobat. Go to AdAge.com and use **QwikFIND aar44L**. Where indicated, a more comprehensive ranking is posted on AdAge.com and can be purchased.

TO REACH US

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ADVERTISING & MARKETING

Top U.S. marketer by ad expenditures

GENERAL MOTORS HITS \$4 BILLION

Top U.S. megabrand

VERIZON REACHES \$1.51 BILLION

Biggest U.S. ad medium

DIRECT MAIL DRAWS \$52.19 BILLION

Top global marketer by ad spending

PROCTER & GAMBLE SPENDS \$7.92 BILLION

How marketer data are compiled

AD SPENDING BY U.S. AND GLOBAL MARKETERS is the thrust of this section.

Spending by U.S. marketers (Page 8) is a composite of media advertising and unmeasured spending found in the annual 100 Leading National Advertisers report (AA, June 27, 2005). Data include 19 national media, 17 of which are monitored by TNS Media Intelligence, and free-standing inserts from TNS's Marx Promotion Intelligence and Yellow Pages from Yellow Pages Association. Unmeasured (direct, promotion, co-op, coupons, CRM, etc.) spending volumes are *Ad Age* estimates.

The 100 LNA further breaks out a marketer's dollar totals by ad medium and isolates by media spending and share data competitive battles in major categories: Cellular phone service providers and sport-utility vehicles (Page 16), hand and body lotion brands and laundry detergents (Page 18), casual dining and restaurants (Page 19), anti-cholesterol drugs (Page 20) and cereal megabrands (Page 21), and more.

Global marketers spending data (Pages 14-15) are obtained from TNS, Nielsen Media Research, Ibope and others for marketers in 77 countries and massaged by *Ad Age* into a global top 100.

U.S. megabrands, ranked in two reports each year, are pulled from TNS and represent all brands, products and services bearing the same name. Spending by the top 200 megabrands (Top 25 on Page 9) account for one-third of all U.S. measured spending. A brand required media expenditures of \$89.6 million in '04 to make the list.

Just the Marketing Facts

Interactive Fact Pack

Publishes April 17 • Closes March 13

Details hard-to-get data on all aspects of this fast-growing, rapidly evolving media segment. Includes data on top online spending categories, how consumers use the Web, the influence of blogs and blog aggregators on consumers and more. Digest-sized and distributed to *Advertising Age's* full circulation with the April 17th issue.



Bonus distribution to...

Ad:Tech San Francisco (April 26-28 • San Francisco, CA)

iMedia Agency Summit (May 21-24 • Amelia Island, FL)

IAB Leadership Forum: Broadband and Beyond (May • New York, NY)

Ad:Tech Chicago (July 24-25 • Chicago, IL)

iMedia Brand Summit (September 10-13 • Las Vegas, NV)

IAB Annual Member Meeting (October • New York, NY)

Ad:Tech New York (November 6-8 • New York, NY)

IAB Leadership Forum: Agency Summit (November • New York, NY)

iMedia Agency Summit (December 3-6 • Scottsdale, AZ)

Bay Area Interactive Group (BIG) Events (Dates & Locations TBD)

Hispanic Fact Pack

Publishes July 17 • Closes June 5

Tap into the phenomenal power of the U.S. Hispanic media and consumer. Includes data on top Hispanic media outlets, top ad spending categories and brands, data and awards profiles on Hispanic-focused agencies, plus tons of demographic information. Digest-sized and distributed to *Advertising Age's* full circulation with the July 17th issue.



Bonus distribution to...

AHAA Semi-Annual Meeting (September 2006)

SRI's Annual Marketing to U.S. Hispanics & Latin America Event (January 2007)

AHAA Semi-Annual Meeting (April 2007)

SRI's Annual Hispanic Boom & Profitable Customer Relationship Strategies (June 2007)

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

MAJOR ACCOUNTS AND AGENCIES FOR THE FIVE LARGEST U.S. MARKETERS

PRIMARY AGENCIES COLOR CODED BY PARENT COMPANY

1. General Motors Corp.

Buick-Pontiac-GMC

Buick vehicles

McCann Erickson Worldwide

GMC vehicles

Lowe Worldwide

Pontiac vehicles

Leo Burnett Detroit

Cadillac Motor Car Division

Leo Burnett Detroit

Chevrolet Motor Division

Campbell-Ewald

GM Service & Parts Operations

Campbell-Ewald; Leo Burnett Detroit

GMAC

Campbell-Ewald

Hummer

Modernista!

OnStar Corp.

Campbell-Ewald

Saab Cars USA

Lowe Worldwide

Saturn Corp.

Goodby, Silverstein & Partners

2. Procter & Gamble Co.*

Clairol, Cover Girl, Downy, Febreze, Hydrience, Joy, Natural Instincts, Nice 'n Easy, Pantene, Pringles, Sure, Torgos, Ultres, Zest

Grey Worldwide

Aussie, Daily Defense, Dawn, Herbal Essences, Infusium 23, Renewal 5X, Swiffer

Kaplan Thaler Group

Always, Bounce, Cheer, Gain, Max Factor, Noxzema, Pert Plus, Secret, Tampax

Leo Burnett Worldwide

Asacol, Intrinsic, Metamucil, oral care franchise, Prilosec OTC, ThermaCare

Publicis Healthcare Communications Grp.

Asacol, Bounty, Charmin, DayQuil, Metamucil, NyQuil, Pepto-Bismol, Prilosec, Puffs, ThermaCare, Vicks

Publicis USA

Cascade, Crest, Dreft, Fixodent, Folgers, Head & Shoulders, Iams, Luvs, Millstone, Olay, Pampers, Plastic Booster, Pur, Safeguard, Scent Expression, Scope, Tide

Saatchi & Saatchi

Eukanuba, Old Spice

Wieden & Kennedy

3. Time Warner

America Online

BBDO Worldwide

Home Box Office

BBDO Worldwide

Time Inc.

Fallon Worldwide

Time4 Media

In-house

Time Warner Cable

Ogilvy & Mather Worldwide

Turner Broadcasting System

Assigned on a project basis

Warner Bros. Entertainment

Grey Entertainment

4. Pfizer

PFIZER CONSUMER HEALTHCARE

Lubriderm, Rogaine

BBDO Worldwide

Actifed, Anusol, Benadryl, Ben-Gay, Benlyn, Cortisone, Desitin, Dramamine, Efferdent, e.p.t., Kaopectate, Listerine, Listerine Essential Care Toothpaste, Listerine Pocket Paks, Ludens, Neosporin, PediaCare, Purell, Roloids, Sinutab, Sudacare, Sudafed, Tucks, Unisom, Visine, Zantac

JWT

Listerine, Zantac75, Rogaine, Nicotrol

CommonHealth

PFIZER PHARMACEUTICALS GROUP

Relpax

Arnold Worldwide

Zyrtec

Berlin Cameron United

Caduet

Cline Davis & Mann

Bextra, Dostinex, Dynastat, Genotropin, Inspra, Lasofoxifene, Lyrica, Somavert, Varenicline

Euro RSCG Life LM&P

Celebrex, Zolof, Lipitor

Kaplan Thaler Group

Bextra, Viagra

McCann Erickson Worldwide

Detroit

Saatchi & Saatchi Healthcare

Macugen

Medicus Group International

5. DaimlerChrysler

Chrysler Division

BBDO Detroit

Dodge Division

BBDO Detroit

Jeep Division

BBDO Detroit

Mercedes-Benz USA

Merkley & Partners

COLOR KEY FOR AGENCY
HOLDING COMPANIES

Omnicom Group

Interpublic Group of Cos.

WPP Group

Publicis Groupe

Havas

TOP 25 U.S. ADVERTISERS

From 100 Leading National Advertisers (AA, June 27, 2005). Table ranks marketers by their 2004 U.S. spending, the sum of measured media from TNS Media Intelligence and unmeasured estimates by *Ad Age* that include promotion and direct marketing, etc. Dollars are in millions. *SBC acquired AT&T Corp. in late 2005 and changed the SBC moniker to AT&T. The next edition of this Special Report will be published June 26, 2006.

RANK	MARKETER	U.S. AD SPENDING	% CHANGE
1	General Motors Corp.	\$3,997	6.3
2	Procter & Gamble Co.	3,920	17.0
3	Time Warner	3,283	6.8
4	Pfizer	2,957	10.3
5	SBC Communications*	2,687	3.4
6	DaimlerChrysler	2,462	3.2
7	Ford Motor Co.	2,458	11.4
8	Walt Disney Co.	2,242	10.1
9	Verizon Communications	2,197	31.4
10	Johnson & Johnson	2,176	10.9
11	GlaxoSmithKline	1,828	17.0
12	Sears Holdings Corp.	1,823	-10.9
13	Toyota Motor Corp.	1,821	11.1
14	General Electric Co.	1,819	5.5
15	Sony Corp.	1,665	-7.8
16	Nissan Motor Co.	1,540	17.6
17	Altria Group	1,399	1.0
18	McDonald's Corp.	1,389	1.4
19	L'Oreal	1,341	6.1
20	Unilever	1,319	-1.3
21	Novartis	1,285	34.2
22	PepsiCo	1,262	4.3
23	Home Depot	1,256	22.6
24	Merck & Co.	1,250	11.2
25	U.S. Government	1,229	9.4

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1130> or [CLICK HERE](#)

TOP 25 U.S. MEGABRANDS

From Megabrands (AA, July 18, 2005). Basic data from TNS Media Intelligence. Measured media totals are AA estimates in millions for calendar 2004. *Cingular absorbed AT&T Wireless in 2005 eliminating the AT&T Wireless megabrand. The next edition of this Special Report will be published July 17, 2006.

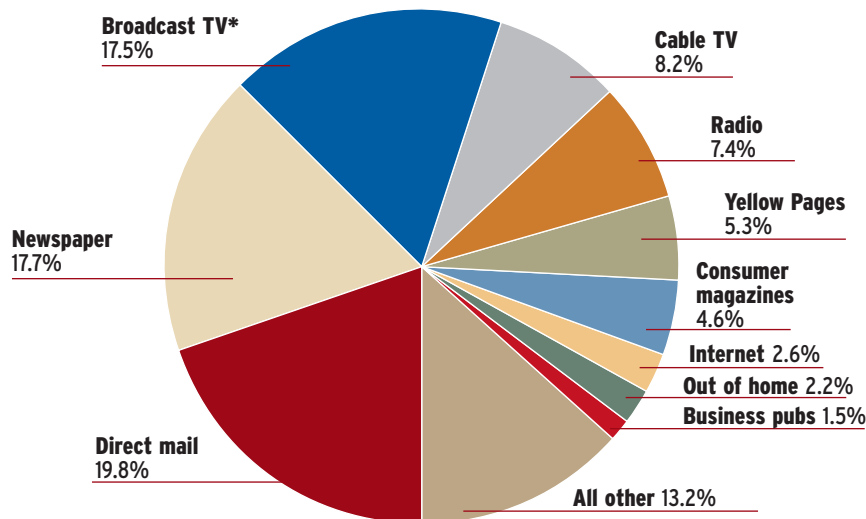
RANK	MEGABRAND	U.S. AD SPENDING	% CHANGE
1	Verizon	\$1,505.9	27.5
2	Ford	948.0	10.9
3	Nissan	901.0	15.2
4	Chevrolet	895.2	29.1
5	Sprint	857.4	9.7
6	Cingular*	833.7	34.6
7	Toyota	792.7	5.3
8	Dodge	707.6	22.6
9	Dell Computers	625.0	26.1
10	McDonald's	614.0	-1.0
11	AT&T Wireless*	591.2	-23.4
12	Wal-Mart	578.4	21.3
13	Honda	565.1	16.4
14	Sears	560.9	-13.5
15	Citibank	549.7	117.7
16	Chrysler	540.9	4.7
17	Hewlett-Packard	530.6	23.2
18	Macy's	530.5	-3.7
19	Target stores	523.2	10.7
20	Home Depot	518.3	-5.5
21	GM corporate	508.8	35.0
22	T-Mobile	440.5	26.0
23	J.C. Penney	430.4	0.5
24	American Express	395.6	5.4
25	Best Buy	387.6	13.4

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1149> or [CLICK HERE](#)

U.S. AD SPENDING TOTALS BY MEDIA

From Robert J. Coen's Universal McCann U.S. Volume Report as reported in 100 Leading National Advertisers (AA, June, 27, 2005). This table shows advertising totals by media. Ad spending figures are for calendar 2004 in billions and include all commissions as well as art, mechanical and production expenses. *Includes network, spot, syndicated and Spanish-language TV.

RANK	MEDIUM	U.S. AD SPENDING	% CHANGE
1	Direct mail	\$52.19	7.9
2	Newspaper	46.61	3.9
3	Broadcast TV*	46.26	10.3
4	Cable TV	21.53	14.4
5	Radio	19.58	2.5
6	Yellow Pages	14.00	0.8
7	Consumer magazine	12.25	7.1
8	Internet	6.85	21.3
9	Out of home	5.77	6.0
10	Business publications	4.07	1.7
	All other	34.65	8.3
	Total	263.77	7.5



To purchase a more comprehensive table, go to <http://www.adage.com/page.cms?pagelId=1132> or [CLICK HERE](#)

TOP U.S. ADVERTISERS BY MEDIA

From 100 Leading National Advertisers (AA, June 27, 2005). Tables rank advertisers by measured media in the U.S. Ad spending figures are for calendar 2004 from *Ad Age* and TNS Media Intelligence. Dollars are in millions. Rankings continue on Pages 12 and 13.

RANK	MARKETER	AD SPENDING IN MEDIUM	% CHANGE
------	----------	-----------------------	----------

CONSUMER AND LOCAL MAGAZINE

1	Procter & Gamble Co.	\$619.8	4.3
2	General Motors Corp.	478.2	4.5
3	Altria Group	419.8	11.8
4	Ford Motor Co.	370.6	31.1

SUNDAY MAGAZINE

1	Dell	\$83.6	6.6
2	Bose Corp.	65.0	12.7
3	Bradford Exchange	59.4	9.6
4	National Consumer Marketing	42.4	-31.6

NATIONAL AND LOCAL NEWSPAPER

1	SBC Communications	\$804.8	-7.1
2	Verizon Communications	644.3	26.6
3	Federated Department Stores	474.6	-5.3
4	General Motors Corp.	459.3	68.8

FSI

1	Procter & Gamble Co.	\$105.1	-0.4
2	General Mills	56.8	5.4
3	SC Johnson	42.2	-3.1
4	Unilever	36.5	-21.0

OUTDOOR

1	Time Warner	\$70.9	91.2
2	Anheuser-Busch Cos.	58.8	-0.5
3	General Motors Corp.	48.3	49.2
4	Verizon Communications	41.4	46.7

TOP U.S. ADVERTISERS BY MEDIA

From 100 Leading National Advertisers (AA, June 27, 2005). Tables rank advertisers by U.S. measured media. Ad spending, for calendar 2004, is from *Ad Age* and TNS Media Intelligence. Dollars are in millions. Media spending by top marketers is detailed in the 100 Leading National

RANK	MARKETER	EXPENDITURE IN MEDIUM	% CHANGE
------	----------	-----------------------	----------

INTERNET

1	Netflix.com	\$170.4	-27.8
2	Microsoft Corp.	153.7	144.0
3	Time Warner	145.3	-4.7
4	Hewlett-Packard Co.	137.5	97.4

NETWORK TV

1	Procter & Gamble Co.	\$858.2	2.9
2	General Motors Corp.	753.5	17.5
3	Johnson & Johnson	521.6	-1.1
4	Ford Motor Co.	497.6	10.7

SPOT TV

1	DaimlerChrysler	\$604.6	1.4
2	General Motors Corp.	444.6	13.1
3	Nissan Motor Co.	389.7	21.7
4	Honda Motor Co.	384.1	16.1

SYNDICATED TV

1	Procter & Gamble Co.	\$340.3	3.4
2	Johnson & Johnson	129.4	27.5
3	Pfizer	110.7	30.4
4	GlaxoSmithKline	84.0	-10.4

CABLE TV

1	Procter & Gamble Co.	\$704.7	36.9
2	General Motors Corp.	303.9	-2.4
3	Time Warner	209.4	0.2
4	GlaxoSmithKline	202.9	44.5

Advertisers Profile Edition, which can be downloaded at <http://www.adage.com/page.cms?pageld=1146>. The supplement also includes listings of top brands and key marketing personnel for each top 100 company.

RANK	MARKETER	EXPENDITURE IN MEDIUM	% CHANGE
------	----------	-----------------------	----------

SPANISH-LANGUAGE TV NETWORK

1	Lexicon Marketing Corp.	\$172.3	-20.3
2	Procter & Gamble Co.	132.4	-9.2
3	Sears Holdings Corp.	97.4	-20.8
4	Univision Communications	81.5	50.3

SPANISH-LANGUAGE MAGAZINE

1	Procter & Gamble Co.	\$11.2	-28.2
2	General Motors Corp.	9.6	5.7
3	L'Oreal	9.0	24.7
4	Ford Motor Co.	8.2	-29.3

SPANISH-LANGUAGE NEWSPAPER

1	SBC Communications	\$9.2	48.9
2	Sears Holdings Corp.	4.0	-13.2
3	Verizon Communications	3.9	146.3
4	Univision Communications	3.1	128.8

NETWORK RADIO

1	General Motors Corp.	\$45.2	25.3
2	AutoZone	30.3	-12.5
3	Pfizer	26.1	-1.0
4	RadioShack Corp.	24.6	-20.3

NATIONAL SPOT RADIO

1	SBC Communications	\$102.7	-43.8
2	Verizon Communications	101.7	28.4
3	Home Depot	86.0	-16.2
4	Time Warner	78.6	7.1

TOP 25 GLOBAL MARKETERS

From Global Marketing (AA, Nov. 14, 2005). Essential data are from Nielsen Media Research, TNS Media Intelligence, Ibope and others. Figures are *Ad Age* estimates in millions of U.S. dollars and include measured media only. The next edition of the Global Marketing special report will be published on Nov. 20, 2006.

RANK	GLOBAL MARKETER	2004 AD SPENDING	% CHANGE
1	Procter & Gamble Co.	\$7,922	17.6
2	General Motors Corp.	3,918	19.0
3	Unilever	3,462	2.0
4	Ford Motor Co.	2,798	15.0
5	L'Oreal	2,646	15.8
6	Toyota Motor Corp.	2,608	5.4
7	Time Warner	2,495	8.4
8	DaimlerChrysler	2,371	14.0
9	Johnson & Johnson	1,922	13.0
10	Nestle	1,899	2.8
11	Walt Disney Co.	1,895	5.6
12	Nissan Motor Co.	1,812	11.1
13	Altria Group	1,645	9.4
14	Honda Motor Co.	1,642	12.3
15	Coca-Cola Co.	1,507	17.4
16	Sony Corp.	1,480	-1.0
17	Volkswagen	1,455	6.7
18	McDonald's Corp.	1,442	8.5
19	Pfizer	1,349	4.7
20	GlaxoSmithKline	1,303	11.1
21	PepsiCo	1,286	-0.1
22	Reckitt Benckiser	1,278	32.2
23	Danone Group	1,278	23.5
24	Deutsche Telekom	1,097	38.1
25	General Electric Co.	1,043	11.7

TOP ADVERTISERS IN TOP 10 COUNTRIES, EXCLUDING THE U.S.

From Global Marketing (AA, Nov. 14, 2005). Estimated totals, in millions, are by country from ZenithOptimedia's "Advertising Expenditure Forecasts," December 2004 and 2003 editions. Data by advertiser from Nielsen Media Research, TNS Media Intelligence, Ibope, Nikkei Advertising Research Institute, Carat, Pan Arab Research Center and others. Advertiser figures are *Ad Age* estimates in millions of U.S. dollars and include measured media only. Figures are converted to U.S. dollars using average annual exchange rates on an historical basis. By comparison, the U.S. ranking is led by Procter & Gamble Co. at \$3 billion in total measured spending out of a national measured total of \$141.09 billion, according to TNS. The next edition of this Global Marketing feature will be published Nov. 20, 2006.

RANK	COUNTRY/LEAD MARKETER	2004 AD SPENDING	% CHANGE
1	Japan	\$38,019.0	5.0
	Toyota Motor Corp.	\$760.4	-6.5
2	United Kingdom	18,400.0	8.0
	Procter & Gamble Co.	516.8	19.8
3	Germany	18,309.0	1.5
	Procter & Gamble Co.	435.5	50.5
4	France	11,149.0	3.5
	France Telecom	532.2	32.5
5	Italy	9,454.0	7.1
	Procter & Gamble Co.	111.9	24.8
6	China	9,036.0	18.0
	Procter & Gamble Co.	1,195.8	131.1
7	Spain	6,653.0	6.0
	Telefonica	134.8	-7.9
8	Canada	6,381.0	4.6
	Procter & Gamble Co.	174.5	29.0
9	South Korea	6,415.0	-5.5
	Samsung Group	195.2	17.1
10	Australia	5,972.0	9.9
	Coles Myer	251.4	36.1

TOP 7 CELLULAR PHONE SERVICE PROVIDERS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from Cellular Telecommunications & Internet Association.

RANK	SERVICE PROVIDER	U.S. MARKET SHARE	AD SPENDING
1	Cingular Wireless	27.0%	\$1,424.9
2	Verizon Wireless	24.0	1,505.9
3	Sprint Corp.	11.8	857.4
4	T-Mobile USA	9.5	440.5
5	Nextel Communications	8.9	339.7
6	Alltel Corp.	4.7	108.6
7	U.S. Cellular	2.7	54.7

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1143> or [CLICK HERE](#)

TOP 5 PVR SERVICE PROVIDERS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Subscriber figures from In-Stat.

RANK	MEDIA COMPANY	SUBSCRIBERS	AD SPENDING
1	EchoStar	3,095,000	\$76.0
2	TiVo	3,005,000	28.3
3	Warner Cable	998,000	84.1
4	Comcast	600,000	207.1
5	Bright House Networks	180,000	11.9

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1142> or [CLICK HERE](#)

TOP 5 MID-RANGE AND LARGE SPORT UTILITY VEHICLES

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Unit sales in 2004 from Automotive News.

RANK	NAMEPLATE	UNIT SALES	AD SPENDING
1	Ford Explorer	339,333	\$85.0
2	Chevrolet TrailBlazer	283,484	60.2
3	Chevrolet Tahoe	186,161	11.5
4	Jeep Grand Cherokee	182,313	156.1
5	Ford Expedition	159,846	64.6

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1145> or [CLICK HERE](#)

The Ad Age Group™ Directory of Services



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For 75 years, *Advertising Age* has led the way covering advertising news and marketing trends. In book and online, *Advertising Age* offers an unmatched **weekly distribution to over 300,000** advertising, marketing and media professionals.

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For classified: Angela Carola. Tel: 800.248.1299 or acarola@crain.com.

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For classified: Sylvia Kaplan. Tel: 212.210.0407 or skaplan@crain.com.

AD AGE GROUP CUSTOM PROGRAMS

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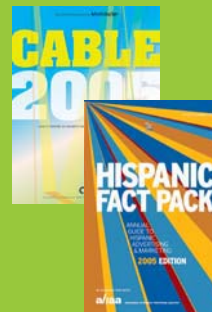
To develop your own custom program: Suzanne Hermalyn, Director, Business Development. Tel: 508.497.8688 or shermalyn@crain.com.

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Bringing together leaders and top executives from marketing, agency and media, Ad Age Group Events are a great place to network and build your brand among the industry's top-level decision makers.

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For information on specific events, go to www.adage.com/events or call 212.210.0155.



TOP 10 HAND & BODY LOTION BRANDS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from dollar sales in supermarkets, drugstores and mass merchandisers excluding Wal-Mart. Source: IRI.

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Vaseline	7.8%	\$26.5
2	Nivea	6.9	65.7
3	Aveeno	6.4	53.0
4	Private Label	6.2	0.0
5	Lubriderm	4.9	15.5
6	Eucerin	3.7	14.1
7	Cetaphil	3.6	0.7
8	Curel	3.5	9.1
9	Jergens	3.3	28.4
10	St. Ives	3.2	12.6

To purchase a more comprehensive ranking, <http://www.adage.com/page.cms?pagelid=1135> or [CLICK HERE](#)

TOP 10 LAUNDRY DETERGENT BRANDS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from dollar sales in supermarkets, drugstores and mass merchandisers excluding Wal-Mart. Source: IRI.

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Tide	41.3%	\$73.7
2	All	7.9	23.6
3	Purex	7.8	0.1
4	Gain	8.9	17.5
5	Xtra	4.1	0.0
6	Wisk	3.9	2.1
7	Cheer	5.3	12.2
8	Arm & Hammer	4.9	1.3
9	Era	2.5	0.0
10	Private label	2.3	0.0

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1136> or [CLICK HERE](#)

TOP 10 CASUAL DINING RESTAURANTS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from Technomic's top 200 chains.

RANK	CHAIN	U.S. MARKET SHARE	AD SPENDING
1	Applebee's	2.5%	\$126.9
2	Chili's Grill & Bar	1.8	98.7
3	Outback Steakhouse	1.7	59.6
4	Red Lobster	1.5	90.6
5	Olive Garden	1.5	98.2
6	T.G.I. Friday's	1.2	71.0
7	Ruby Tuesday	1.0	15.0
8	Cheesecake Factory	0.6	0.0
9	Hooters	0.5	7.1
10	Romano's Macaroni Grill	0.5	13.3

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1141> or [CLICK HERE](#)

TOP 10 RESTAURANTS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from Technomic's top 200 chains.

RANK	CHAIN	U.S. MARKET SHARE	AD SPENDING
1	McDonald's	7.9%	\$601.1
2	Subway	3.0	310.2
3	Starbucks	2.5	51.6
4	Taco Bell	2.4	200.9
5	KFC	2.3	223.6
6	Pizza Hut	2.2	203.4
7	Sonic	1.6	73.8
8	Jack in the Box	1.0	84.5
9	Popeyes	0.6	21.8
10	Church's Chicken	0.4	12.6

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1140> or [CLICK HERE](#)

TOP 10 ICE CREAM BRANDS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from dollar sales in supermarkets, drugstores and mass merchandisers excluding Wal-Mart. Source: IRI.

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Private Label	21.0%	\$0.0
2	Dreyers/Edys	17.3	28.9
3	Breyers	16.9	4.7
4	Blue Bell	6.1	3.8
5	Haagen-Dazs	5.7	8.8
6	Ben & Jerry's	5.1	2.1
7	Wells' Blue Bunny	2.9	1.3
8	Turkey Hill	2.9	1.1
9	Friendly	1.8	0.0
10	Healthy Choice	1.6	0.0

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1138> or [CLICK HERE](#)

TOP 10 ANTI-CHOLESTEROL DRUGS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share of \$19.82 billion in anti-cholesterol drug sales paid by retailers to middlemen (TRx dollars). Source: NDC Health.

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Lipitor	42.2%	\$112.1
2	Zocor	22.9	91.0
3	Pravachol	11.1	22.3
4	Tricor	4.7	0.0
5	Zetia	4.4	0.4
6	Crestor	3.4	216.2
7	Lovastatin	3.2	0.0
8	Niaspan	2.0	0.0
9	Gemfibrozil	1.7	0.0
10	Lescol XL	1.4	0.0

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1139> or [CLICK HERE](#)

TOP 10 CEREAL MEGABRANDS

From 100 Leading National Advertisers (AA, June 27, 2005). Ad spending in 2004 in millions from TNS Media Intelligence. Share from dollar sales in supermarkets, drugstores and mass merchandisers excluding Wal-Mart. Source: IRI.

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	General Mills	31.5%	\$247.4
2	Kellogg's	31.3	254.2
3	Post	14.3	119.7
4	Private Label	8.5	0.0
5	Quaker	6.4	75.1
6	Malt-O-Meal	3.5	6.0
7	Kashi	2.1	26.0
8	Natures Path	0.3	3.3
9	Atkins	0.3	0.0
10	Barbara's	0.3	0.5

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1137> or [CLICK HERE](#)

TOP 10 MOVIE STUDIOS

From 100 Leading National Advertisers (AA, June 27, 2005). Studios are ranked by share of distributors' box office receipts from Box Office Mojo. Ad spending in millions from TNS Media Intelligence for calendar 2004.

RANK	DISTRIBUTING STUDIO	U.S. MARKET SHARE	AD SPENDING
1	Sony	14.3%	\$465.8
2	Warner Bros.	13.0	560.0
3	Buena Vista	12.4	506.3
4	DreamWorks	9.9	265.7
5	20th Century Fox	9.9	305.3
6	Universal	9.8	397.8
7	Paramount	6.7	388.7
8	New Line	4.4	222.1
9	Newmarket	4.3	46.4
10	Miramax	4.0	166.3

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1144> or [CLICK HERE](#)

IAG'S TOP SPOTS OF 2005

THE AD AGE/IAG 2005 RECALL REPORT focuses exclusively on TV ads breaking from Jan. 1 - Dec. 31, 2005. The Recall Score is the percentage of TV viewers who can recall within 24 hours the brand of the ad they were exposed to during the normal course of viewing TV. These scores are then indexed against the mean score for all new ads during the time period (Recall Index). 100 equals average.

The Likability Score is the percentage of TV viewers who report to like an ad "a lot" (among those who can recall the ad and its associated brand). These scores are then indexed against the mean score for all new ads during the time period (Likability Index). 100 equals average.

For spots with varying durations or tags, all versions are aggregated to yield one combined score. All ads under consideration must meet a minimum survey sample size of 200. The Overall Top 10 Recall ranking is based on over 9.2 million surveys of TV viewers conducted between Jan. 2, 2005 and Jan. 1, 2006.

MOST RECALLED ADS OF 2005

RANK	BRAND	AD DESCRIPTION	INDEX
1	Blockbuster	The End of Late Fees; people celebrate when sign is revealed, fireworks	280
2	Blockbuster	Blockbuster.com, get rentals online, men pick up and return movies in mailbox	247
3	Hallmark	Daughters tease Mom about romantic card from their Dad	235
4	Capital One	David Spade tells angry caller in office that he is the man in the yellow shirt	234
5	Windex	Birds play joke on man, close glass door behind him, he runs into door	234
6	America Online	Two men in cafeteria, ham sandwich and tuna comparison, protection from spam and viruses	232
7	Febreze	Boy counting from 5,314, other boys hiding in closet	228
8	Subway	Toasted Subs--cop investigates parked car, rolls down car window to reveal two men eating subs	226
9	Citibank	PremierPass Card--man weighs himself, runs around room, weighs himself again	224
10	Subway	Toasted Subs--woman melts snow off her green car	220

MOST RECALLED: Blockbuster



MOST LIKED: Anheuser-Busch



MOST LIKED ADS OF 2005

RANK	BRAND	AD DESCRIPTION	INDEX
1	Anheuser-Busch	People in airport start applauding soldiers walking past; thank you	252
2	Sprite	Thirst doll meditating in forest, fights off gang of martial artists, all you had to do was say please	208
3	Budweiser	Clydesdales kick snowballs at another group, another bumps tree, snow falls on opponents	198
4	Coca-Cola	Polar bear family watches penguins dance, baby bear falls down hill, penguins give them Coke	195
5	M&M's	Dark Chocolate--Red and Yellow M&M sit at table with Darth Vader, Darth Vader chokes red M&M	190
6	Real California Cheese	Happy Cows--cows taunt bulls on other side of fence; cow kicks football into water	181
7	General Electric	Ecomagination--animals in rainy jungle watch as elephant dances to Singing in the Rain	181
8	Mountain Dew	Man with afro gets soda from vending machine; basketball rolls out, he plays against monsters	179
9	Ford	Convertible Mustang--officer stops behind red car stopped at green light; convertible driver frozen stiff	178
10	NFL Network	Joe Montana on beach; Curtis Martin singing with other NFL players; Tomorrow..tomorrow..	174

MEDIA

Top U.S. media company

TIME WARNER: \$37 BILLION FROM MEDIA

Top cable TV network in ad revenue

ESPN: \$1.30 BILLION

Top magazine by gross revenue from advertising, circulation

"PEOPLE": \$1.27 BILLION

Top newspaper by circulation

"USA TODAY": AVERAGE DAILY CIRCULATION OF
2.2 MILLION

Most expensive weekly TV show in prime time

FOX'S "AMERICAN IDOL": \$518,466 PER :30

Content, sources for media rankings

IN THIS SECTION, IT IS ALL ABOUT MEDIA, broadly defined as information and entertainment distribution systems in which advertising is a key element of support. Media thus ranges from newspapers and broadcast to movies, TV production and DVDs.

Properties of the nation's 10 largest media monoliths, from Time Warner to Clear Channel Communications, are shown on Pages 26-27. The companies, led by Time Warner's \$37 billion in '04 media (see chart Page 25), were ranked in *Ad Age's* 100 Leading Media Companies report (AA, Aug. 22, 2005).

That ranking was based on the flow of net revenue from each company's U.S. media properties, which may or may not equate to a company's total corporate revenue. Revenue streams from book publishing, book and record clubs, media-buying services, electronic retailing, paper mills, wireless services, and trade show divisions are excluded from media totals.

In preparing this annual list, *Ad Age* draws on public documents in general, BIA Financial Network specifically for radio, TV and newspapers, and Kagan World Media for cable networks. Other informed sources also were used.

Gross revenue from advertising and circulation is the metric used to rank 300 magazines in the Magazine 300 report (AA, Sept. 26, 2005), led by *People's* \$1.27 billion (see chart Page 35). Other rankings—magazines and newspapers by circulation and gross ad revenue, web sites by ad revenue, TV and cable networks by their ad take—are from leading industry monitoring services such as Publishers Information Bureau, TNS Media Intelligence and Audit Bureau of Circulations.

TOP 25 U.S. MEDIA COMPANIES

From 100 Leading Media Cos. (AA, Aug. 22, 2005). *Estimated 2004 media revenue in millions of dollars is U.S.-only and includes information and entertainment distribution systems in which advertising is a key element of support. Many of these companies have non-media units. Sources: BIA Financial Network, Kagan World Media, TNS Media Intelligence, Audit Bureau of Circulations. Next edition will be published Aug. 21, 2006.

RANK	MEDIA COMPANY	NET MEDIA REVENUE*	% CHANGE
1	Time Warner	\$37,008	6.6
2	Viacom	21,473	9.3
3	Comcast Corp.	20,103	10.9
4	Walt Disney Co.	17,408	6.8
5	NBC Universal (General Electric Co.)	12,463	14.3
6	News Corp.	11,405	8.7
7	DirectTV Group	9,764	26.9
8	Cox Enterprises	8,579	9.9
9	EchoStar Communications Corp.	6,677	23.4
10	Clear Channel Communications	6,490	5.7
11	Advance Publications	6,464	9.4
12	Gannett Co.	5,772	8.0
13	Tribune Co.	5,525	2.4
14	Charter Communications	4,977	3.3
15	Cablevision Systems Corp.	4,448	20.4
16	Hearst Corp.	4,181	8.7
17	Adelphia Communications Corp.	3,920	11.2
18	Sony Corp.	3,859	14.2
19	The New York Times Co.	3,304	2.4
20	Knight Ridder	3,014	2.3
21	Yahoo	2,653	95.8
22	The Washington Post Co.	2,165	8.2
23	Google	2,083	107.0
24	Meredith Corp.	1,823	3.1
25	E.W. Scripps Co.	1,770	15.6

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pageId=1158> or [CLICK HERE](#)

MAJOR DIVISIONS, PROPERTIES OF THE NATION'S LEADING MEDIA COMPANIES

PRIMARY PROPERTIES COLOR CODED BY MEDIA TYPE

1. Time Warner

America Online

Home Box Office

HBO, Cinemax, HBO Films

New Line Cinema Corp.

Time Inc.

People, Sports Illustrated, Time, InStyle

Essence Communications

Essence

Southern Progress Corp.

Southern Living, Cooking Light, Sunset

Time4 Media

Golf Magazine, Field & Stream

Time Warner Cable

Time Warner Cable, Road Runner

Turner Broadcasting System

CNN, CNN.com, TBS, TCM, TNT

Warner Bros. Entertainment

Castle Rock Entertainment, Warner Bros. Pictures

Warner Bros. Television Group

Warner Bros. Television Production

WB TV Network*

Warner Home Video

2. Viacom**

CBS Corp.

CBS Broadcasting

CBS TV Network

WCBS-TV (New York)

King World Productions

Paramount Network Television

CBS Outdoor (formerly Viacom Outdoor)

CBS Radio (formerly Infinity Broadcasting)

WINS AM (New York)

Showtime Networks

Showtime, Movie Channel, Flix

UPN*

KTXA-TV (Dallas-Fort Worth)

Viacom

BET Holdings

BET, BET Gospel, BET Hip Hop, BET Jazz

MTV Networks

Nickelodeon, MTV, Comedy Central, VH1

Paramount Pictures

3. Comcast Corp.

Comcast Cable Communications

Cable Networks

Golf Channel, Outdoor Life, G4techTV

E! Networks

E! Entertainment Television, Style

4. Walt Disney Co.

ABC Inc.

A&E Television Networks (37.5% owned)

A&E, History Channel

ABC Radio Networks

WPLJ FM (New York)

ABC TV Network

WABC-TV (New York)

Buena Vista Television

Disney ABC Cable Networks Group

Disney Channel, ABC Family

ESPN Inc.

Lifetime Entertainment Svcs (50% owned)

Lifetime, Lifetime Movie Network

Touchstone Television

Disney Publishing Worldwide

ESPN Magazine, FamilyFun, Discover,

Us Weekly (Wenner Media owns 50%)

Walt Disney Internet Group

ABCNews.com, Disney Online, ESPN.com

Walt Disney Studios

Walt Disney Pictures, Touchstone Pictures,

Hollywood Pictures, Miramax Film Corp.,

Buena Vista Home Entertainment

5. NBC Universal General Electric Co.

NBC TV Network

WNBC-TV (New York)

NBC Universal Cable

USA Network, CNBC, Sci Fi, Bravo, MSNBC

NBC Universal Television Studio

Paxson Communications Corp. (32% owned)

WPXN-TV (New York)

Telemundo Communications Group

KVEA-TV (Los Angeles)

Universal Studios

Universal Pictures, Focus Features

6. News Corp.

Fox Entertainment Group

Fox Broadcasting Co.

Fox TV Network

KTTV-TV (Los Angeles)

Fox Cable Networks Group

Fox Sports Net, FX, Fox News

Fox Filmed Entertainment

20th Century Fox, Fox Searchlight, Fox

Animation, Fox Home Entertainment

Gemstar-TV Guide International (41% owned)

TV Guide, TV Guide Channel

New York Post, Weekly Standard

News America Marketing

7. DirecTV Group News Corp. 34%

DirecTV

8. Cox Enterprises

Cox Communications

Cox Cable, Cox High Speed Internet

Cox Newspapers

Atlanta Journal-Constitution

Cox Radio

WSB AM (Atlanta)

Cox Television

KTVU-TV (San Francisco)

9. EchoStar

Communications Corp.

DISH Network

10. Clear Channel Communications

Clear Channel Radio

WLTW-FM (New York)

Clear Channel Television

WKRC-TV (Cincinnati)

Clear Channel Outdoor Holdings

MEDIA PROPERTY COLOR CODES

Division, Magazine, Newspaper, TV, Cable/Satellite, Internet, Radio, Studios/Distribution

The Top 10 are based on media revenue in 2004, as ranked in the 100 Leading Media Companies Special Report (AA, Aug. 22, 2005). Not all properties owned by the companies are shown. Properties shown may be partly owned. *In January 2006 Time Warner and CBS

Corp. announced the creation of a joint venture that would merge UPN and WB TV into a new unit called the CW Network. **In late 2005 Viacom split its assets into two new companies: CBS Corp. and Viacom. The division of assets is outlined above.

PRIME TIME NETWORK TV PRICING SURVEY FOR 2005-2006

From an annual feature (AA, Sept. 19, 2005), average costs for a 30-second spot are compiled from estimates of media-buying agencies. 1) January shows: "Emily's Reasons Why Not," "Jake in Progress," "What About Brian," "24," "American Idol," "Bones" (moves from 9 p.m. to 8 p.m.). N.R. indicates no response from any agencies.

MONDAY	8 p.m.	9 p.m.	10 p.m.
	Wife Swap/The Bachelor¹ \$92,850/\$100,000	Mon. Night Football/Emily/Jake¹ \$346,500/\$108,000/\$91,000	MNF/What About Brian¹ \$346,500/\$176,000
	King of Queens \$182,800	Met Your Mother \$151,630	CSI: Miami \$229,000
	Surface \$116,003	Las Vegas \$155,400	Medium \$228,950
	Arrested Dev./Hse.¹ \$175,550/N.R.	Kitchen Con. \$59,432	Prison Break / 24¹ \$160,669/\$309,000
	One on One \$41,500	All of Us \$32,066	Girlfriends \$52,975
	7th Heaven \$92,100	Just Legal \$57,200	Half and Half \$46,450
			No Fox programming
			No UPN programming
			No WB programming

TUESDAY	8 p.m.	9 p.m.	10 p.m.
	According to Jim \$192,900	Rodney \$132,600	Commander in Chief \$182,580
	NCIS \$133,300	The Amazing Race \$210,900	Boston Legal \$191,100
	The Biggest Loser \$130,748	My Name is Earl \$189,536	The Office \$217,000
	Bones/American Idol¹ \$101,328/\$496,866	House/Bones¹ \$204,533/\$210,000	Law & Order: SVU \$191,776
	America's Next Top Model \$32,669	Sex, Lies and Secrets \$24,751	No Fox programming
	Gilmore Girls \$112,900	Supernatural \$115,056	No UPN programming
			No WB programming

WEDNESDAY	8 p.m.	9 p.m.	10 p.m.
	George Lopez \$134,389	Freddie 153,900	Lost \$333,166
	Still Standing \$107,800	Yes, Dear \$119,150	Invasion \$217,000
	The Apprentice: Martha \$163,146	Criminal Minds \$128,400	CSI: New York \$163,000
	That '70s Show \$133,040	Head Cases/American Idol¹ \$153,250/\$518,466	Law & Order \$178,314
	America's Next Top Model \$62,319	E-Ring \$149,500	No Fox programming
	One Tree Hill \$100,456	Veronica Mars \$51,500	No UPN programming
		Related \$58,476	No WB programming

SUNDAY	7 p.m. (ET)	8 p.m.	9 p.m.	10 p.m.
	America's Funniest Home Videos \$86,302	Extreme Makeover: Home Ed. \$342,000	Desperate Housewives \$439,499	Grey's Anatomy \$352,569
	60 Minutes \$109,980	Cold Case \$130,978	CBS Sunday Movie \$94,200	
	Dateline \$64,490	West Wing \$120,000	Law & Order: Criminal Intent \$141,870	Crossing Jordan \$154,563
	Animation \$79,300	King of the Hill \$143,700	The Simpsons \$340,700	War at Home \$148,461
	Reba \$36,000	Reba \$36,000	Family Guy \$166,378	American Dad \$218,000
		Charmed \$63,200	Blue Collar TV \$58,500	Blue Collar TV \$55,000
				No Fox programming
				No WB programming

THURSDAY	8 p.m.	9 p.m.	10 p.m.
	Alias \$112,650	The Night Stalker \$120,050	Prime Time Live \$119,376
	Survivor: Guatemala \$351,000	CSI: Crime Scene Investigation \$478,000	Without a Trace \$265,700
	Joey \$149,475	Will & Grace \$238,266	The Apprentice \$299,600
	The O.C. \$172,200	Reunion \$130,000	ER \$344,166
	Hates Chris \$140,900	Love, Inc. \$28,424	Eve \$47,750
	Smallville \$71,776	Cuts \$30,174	Everwood \$55,000
			No Fox programming
			No UPN programming
			No WB programming

FRIDAY	8 p.m.	9 p.m.	10 p.m.
	Supernanny \$96,576	Hope & Faith \$154,450	Hot Properties \$120,650
	Ghost Whisperer \$83,701	Threshold \$80,250	20/20 \$119,000
	Dateline \$73,692	Numbers \$111,340	Three Wishes \$82,700
	Bernie Mac N.R.	Malcolm 129,000	Inconceivable \$136,000
		Killer Instinct \$76,600	No Fox programming
	WWE Smackdown \$22,000		No UPN programming
	What I Like \$37,900	Twins \$54,400	Reba \$62,350
		Living w/Fran \$40,798	No WB programming

SATURDAY	8 p.m.	9 p.m.	10 p.m.
	ABC Movie of the Week \$94,300		
	Crime Time Saturday \$62,500	Crime Time Saturday \$93,100	48 Hours Mystery \$87,800
	NBC Saturday Night Movie \$53,175		
	Cops \$69,397	Cops \$64,977	America's Most Wanted \$69,150
			No Fox programming

TOP MEDIA COMPANIES BY SECTOR

From 100 Leading Media Cos. (AA, Aug. 22, 2005). Estimated 2004 media revenue in millions of dollars is U.S.-only and includes information and entertainment distribution systems in which advertising is a key element of support. Sources include BIA Financial Network, Kagan World Media, TNS Media Intelligence, Audit Bureau of Circulations. Companies by sector continue on Pages 32-33.

TOP 10 NEWSPAPER COMPANIES

RANK	MEDIA COMPANY	NET NEWSPAPER REVENUE	% CHANGE
1	Gannett Co.	\$4,951	7.0
2	Tribune Co.	4,109	2.3
3	The New York Times Co.	3,143	2.0
4	Knight Ridder	2,900	1.2
5	Advance Publications	2,285	7.4
6	Hearst Corp.	1,564	7.3
7	Dow Jones & Co.	1,293	5.4
8	McClatchy Co.	1,163	5.8
9	Cox Enterprises	1,160	5.5
10	Lee Enterprises	1,140	5.6

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1159> or [CLICK HERE](#)

TOP 10 MAGAZINE COMPANIES

RANK	MEDIA COMPANY	NET MAGAZINE REVENUE	% CHANGE
1	Time Warner	\$4,851	7.5
2	Advance Publications	2,420	10.2
3	Hearst Corp.	1,837	7.9
4	Meredith Corp.	1,534	2.6
5	Primedia	1,206	1.0
6	Reader's Digest Association	917	-0.2
7	International Data Group	755	-0.7
8	McGraw-Hill Cos.	687	2.9
9	Reed Elsevier	594	-1.1
10	Hachette Filipacchi Media U.S.	552	3.8

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1160> or [CLICK HERE](#)

TOP 10 CABLE NETWORK COMPANIES

RANK	MEDIA COMPANY	NET CABLE REVENUE	% CHANGE
1	Time Warner	\$8,354	7.5
2	Viacom	6,698	19.7
3	Walt Disney Co.	6,410	16.1
4	News Corp.	2,492	7.7
5	NBC Universal	2,110	6.3
6	Discovery Communications	1,561	7.4
7	Cablevision Systems Corp.	1,324	35.3
8	A&E Television Networks	980	11.1
9	Lifetime Entertainment Services	827	3.1
10	Comcast Corp.	787	25.3

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1162> or [CLICK HERE](#)

TOP 10 CABLE SYSTEM/DBS COMPANIES

RANK	MEDIA COMPANY	NET SYSTEM REVENUE	% CHG
1	Comcast Corp.	\$19,316	10.4
2	DirecTV Group	9,764	26.9
3	Time Warner	8,484	10.2
4	EchoStar Communications Corp.	6,677	23.4
5	Cox Enterprises	6,425	11.6
6	Charter Communications	4,977	3.3
7	Adelphia Communications Corp.	3,920	11.2
8	Cablevision Systems Corp.	3,124	15.0
9	Advance Publications	1,759	11.0
10	Mediacom Communications Corp.	1,057	5.2

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1162> or [CLICK HERE](#)

TOP MEDIA COMPANIES BY SECTOR

From 100 Leading Media Cos. (AA, Aug. 22, 2005). Calendar 2004 media revenue are U.S.-only and include information and entertainment distribution systems in which advertising is a key element of support. Figures are estimates in millions of dollars. Primary sources include BIA Financial Network, Kagan World Media, TNS Media Intelligence, Audit Bureau of Circulations and public documents.

TOP 10 BROADCAST TV COMPANIES

RANK	MEDIA COMPANY	NET TV REVENUE	% CHANGE
1	Viacom	\$8,505	9.6
2	NBC Universal	7,487	20.9
3	Walt Disney Co.	4,756	-1.0
4	News Corp.	4,538	2.6
5	Tribune Co.	1,354	2.3
6	Univision Communications	1,262	14.9
7	Gannett Co.	822	14.1
8	Hearst Corp.	780	13.6
9	Sinclair Broadcast Group	695	3.2
10	Time Warner	700	6.1

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1161> or [CLICK HERE](#)

TOP 10 RADIO COMPANIES

RANK	MEDIA COMPANY	NET RADIO REVENUE	% CHANGE
1	Clear Channel Communications	\$3,754	1.6
2	Viacom	2,096	-0.1
3	Walt Disney Co.	612	0.0
4	Westwood One	562	4.3
5	Cox Enterprises	438	2.9
6	Entercom Communications Corp.	424	5.6
7	Citadel Broadcasting Corp.	412	10.8
8	Univision Communications*	328	292.8
9	Cumulus Media	320	13.5
10	Radio One	320	5.5

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1163> or [CLICK HERE](#)

MORE MEDIA COMPANIES BY SECTOR

From 100 Leading Media Cos. (AA, Aug. 22, 2005).

TOP 3 INTERNET COMPANIES

RANK	MEDIA COMPANY	NET INTERNET AD REVENUE	% CHANGE
1	Time Warner	\$8,692	1.1
2	Yahoo	2,653	95.8
3	Google	2,083	107.0

TOP 3 OUTDOOR COMPANIES

RANK	MEDIA COMPANY	NET OUTDOOR REVENUE	% CHANGE
1	Clear Channel Communications	\$2,447	12.5
2	Viacom	1,880	7.5
3	Lamar Advertising Co.	884	9.1

FREE-STANDING INSERT COMPANIES

RANK	MEDIA COMPANY	NET FSI REVENUE	% CHANGE
1	News Corp. (News America Marketing)	\$590	-8.1
2	Valassis Communications (Valassis FSIs)	494	0.7

MOVIE AND RELATED SERVICE COMPANIES

RANK	MEDIA COMPANY (LEAD STUDIO)	NET MOVIE REVENUE	% CHANGE
1	Time Warner (Warner Bros.)	\$5,927	8.1
2	Walt Disney Co. (Buena Vista)	5,273	4.8
3	Sony Corp. (Sony Pictures Entertainment)	3,859	14.2

YELLOW PAGES COMPANIES

RANK	MEDIA COMPANY	NET DIRECTORY REVENUE	% CHANGE
1	SBC Communications	\$3,759	-0.4
2	Verizon Communications	3,615	-5.6
3	BellSouth Corp.	2,019	-1.5
4	Dex Media	1,649	1.1
5	Yellow Book USA (Yell Group)	1,142	25.7

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1163> or [CLICK HERE](#)

TOP 10 NEWSPAPERS BY AD REVENUE

Table ranks newspapers by ad revenue, January through December 2004. Data are from TNS Media Intelligence. Dollars are in millions. Data on newspaper companies are detailed in *Ad Age's* 100 Leading Media Companies Special Report (Aug. 22, 2005)

RANK	NEWSPAPER	AD REVENUE	% CHANGE
1	New York Times	\$1,535.1	7.1
2	Los Angeles Times	1,522.4	-0.6
3	Chicago Tribune	1,169.6	7.6
4	Wall Street Journal	1,055.9	5.2
5	Dallas Morning News	765.9	13.9
6	Washington Post	750.7	2.8
7	USA Today	712.5	6.7
8	Newsday	708.4	25.0
9	South Florida Sun Sentinel	671.6	21.1
10	Boston Globe	670.9	1.7

TOP 10 NEWSPAPERS BY CIRCULATION

From twice yearly newspaper circulation rankings in *Ad Age*. Table ranks U.S. newspapers by average weekday circulation for six-months ended September 30, 2005, from Audit Bureau of Circulations. *Figures adjusted by *Ad Age* to indicate average weekday circulation.

RANK	NEWSPAPER	CIRCULATION	% CHANGE
1	USA Today	2,199,052	0.3
2	Wall Street Journal	2,070,498	-0.8
3	New York Times	1,136,433	0.2
4	Los Angeles Times*	907,997	-6.5
5	Washington Post	751,871	-2.7
6	New York Daily News	735,536	-1.5
7	New York Post	678,086	0.0
8	Chicago Tribune*	574,754	-6.5
9	Houston Chronicle*	527,744	-3.9
10	San Francisco Chronicle*	468,739	-6.5

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1128> or [CLICK HERE](#)

TOP 10 MAGAZINES BY AD PAGES

From the DataCenter (AA, Jan. 2006). Ranks U.S. consumer magazines by ad pages January through December 2005 from Publishers Information Bureau. Published quarterly.

RANK	MAGAZINE	AD PAGES	% CHANGE
1	People	3,852.97	6.4
2	The New York Times Magazine	3,783.70	9.1
3	InStyle	3,503.08	4.0
4	Forbes	3,359.36	-2.9
5	Fortune	3,069.80	-9.8
6	New York Magazine	3,041.79	14.7
7	Vogue	2,958.23	-1.8
8	Time Out New York	2,917.51	3.0
9	BusinessWeek	2,759.44	-12.8
10	Bridal Guide	2,735.74	-2.2

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1184> or [CLICK HERE](#)

TOP 10 MAGAZINES BY GROSS REVENUE

From the Magazine 300 Special Report (AA, Sept. 26, 2005). Table ranks magazines by 2004 gross revenue, the combination of circulation and gross ad revenue. Revenue figures are *Ad Age* estimates. Average paid subscribers for six months ending Dec. 31, 2004 from Audit Bureau of Circulations. The next edition of this Special Report will be published Oct. 23, 2006.

RANK	MAGAZINE	TOTAL GROSS REVENUE	PAID SUBSCRIBERS
1	People	\$1,271,057	3,652,022
2	Sports Illustrated	1,031,824	3,324,631
3	Time	1,018,100	4,034,061
4	TV Guide	917,598	9,015,544
5	Better Homes & Gardens	887,960	7,626,088
6	Newsweek	662,386	3,125,971
7	Parade	616,087	32,665,789
8	Reader's Digest	556,291	10,081,577
9	Good Housekeeping	543,611	4,639,941
10	Cosmopolitan	472,819	2,982,508

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1167> or [CLICK HERE](#)

TV AND CABLE NETWORK AD REVENUE

Networks are ranked by gross ad revenue in millions for calendar 2004 from TNS Media Intelligence. *In January 2006 CBS Corp. and Time Warner announced the creation of the CW network, a joint venture which will combine the WB and UPN networks. The new network will launch in Fall 2006. Tribune Co. will give up its 22% stake in the WB in exchange for an affiliation agreement with the CW network. **NBC Universal is owned by General Electric Co. which also owns a minority stake in Paxson Communications Corp. ***From the Cable TV Special Report (AA, June 6, 2005).

RANK	NETWORK (PARENT)	AD REVENUE	% CHANGE
BROADCAST TV			
1	NBC** (NBC Universal)	\$6,985	25.3
2	CBS (CBS Corp.)	6,422	10.2
3	ABC (Walt Disney Co.)	5,223	1.9
4	FOX (News Corp.)	3,159	5.3
5	Univision (Univision Communications)	1,522	-1.6
6	WB* (Time Warner)	1,073	4.8
7	Telemundo** (NBC Universal)	836	-10.9
8	UPN* (CBS Corp.)	456	-9.8
9	TeleFutura (Univision Communications)	387	60.3
10	PAX** (Paxson Communications Corp.)	154	-4.8

CABLE***

1	ESPN (80% Walt Disney Co.; 20% Hearst Corp.)	\$1,295	11.3
2	TNT (Time Warner)	914	25.2
3	MTV (Viacom)	865	3.5
4	Lifetime (50% Walt Disney Co.; 50% Hearst Corp.)	856	3.0
5	TBS (Time Warner)	774	2.8
6	Nickelodeon (Viacom)	712	-15.7
7	USA Network (NBC Universal)	708	24.9
8	Discovery Channel (Discovery Communications)	464	12.4
9	Comedy Central (Viacom)	451	16.0
10	CNN (Time Warner)	442	4.2

TOP 10 SYNDICATED TV SHOWS

Table ranks TV shows in syndication by ad revenue, January through December 2004. Data are from TNS Media Intelligence. Dollars are in millions. Figures exclude ad revenue from shows that were in first-run distribution.

RANK	SYNDICATED TV SHOW	AD REVENUE	% CHANGE
1	Friends	\$279.1	23.8
2	Everybody Loves Raymond	166.7	20.2
3	Will & Grace	137.6	6.3
4	Entertainment Tonight	130.3	26.1
5	Roseanne	120.5	NA
6	Seinfeld	120.1	-22.8
7	Oprah Winfrey Show	117.6	15.6
8	That '70s Show	106.0	15.8
9	Entertainment Tonight Weekend	99.2	9.8
10	King Of The Hill	80.3	64.7

TOP 10 WEB SITES BY AD REVENUE

Table ranks parent Internet web sites by ad revenue January through December 2004. Data are from TNS Media Intelligence. Dollars are in millions. Web sites include all branded sites. Yahoo includes Yahoo Sports and Yahoo, for example. Chart represents the value of display advertising in both standard and non-standard ad formats. Media expenditure estimates do not always take into account special considerations including publisher discounts, barter agreements, co-sponsorship, affiliate relationships, etc.

RANK	WEB SITE	AD REVENUE	% CHANGE
1	Yahoo	\$1,580.6	21.4
2	Microsoft Network	834.7	34.3
3	America Online	701.6	-17.7
4	Lycos Network	234.9	107.6
5	Excite Network	171.6	22.3
6	ABC Internet Group	157.6	45.1
7	CNET	157.0	-0.3
8	AT&T	144.6	102.2
9	ESPN Internet Group	116.1	-0.2
10	American Greetings	108.3	153.8

40 YEARS OF SUPER BOWL SPOT COSTS

Table presents average prices for 30-second spots in the Super Bowls. Rating is percentage of U.S. households. Data from *Ad Age* reports and Nielsen Media Research. Ad costs in this table are actual dollars. In 1967 the Super Bowl was shown on both CBS and NBC.

YEAR	AVERAGE :30 SPOT COST	NETWORK	RATING	VIEWERS
2006	\$2,500,000	ABC	41.6	90,720,000
2005	2,400,000	FOX	41.1	86,100,000
2004	2,250,000	CBS	41.4	89,795,000
2003	2,100,000	ABC	40.7	88,637,000
2002	1,900,000	FOX	40.4	86,801,000
2001	2,050,000	CBS	40.4	84,335,000
2000	2,100,000	ABC	43.3	88,465,000
1999	1,600,000	FOX	40.2	83,720,000
1998	1,300,000	NBC	44.5	90,000,000
1997	1,200,000	FOX	43.3	87,870,000
1996	1,100,000	NBC	46.0	94,080,000
1995	1,000,000	ABC	41.3	83,420,000
1994	900,000	NBC	45.5	90,000,000
1993	850,000	NBC	45.1	90,990,000
1992	800,000	CBS	40.3	79,590,000
1991	800,000	ABC	41.9	79,510,000
1990	700,000	CBS	39.0	73,852,000
1989	675,000	NBC	43.5	81,590,000
1988	600,000	ABC	41.9	80,140,000
1987	575,000	CBS	45.8	87,190,000

YEAR	AVERAGE :30 SPOT COST	NETWORK	RATING	VIEWERS
1986	\$550,000	NBC	48.3	92,570,000
1985	500,000	ABC	46.4	85,530,000
1984	450,000	CBS	46.4	77,620,000
1983	400,000	NBC	48.6	81,770,000
1982	345,000	CBS	49.1	85,230,000
1981	324,300	NBC	44.4	68,290,000
1980	275,000	CBS	46.3	76,240,000
1979	222,000	NBC	47.1	74,740,000
1978	185,000	CBS	47.2	78,940,000
1977	162,000	NBC	44.4	62,060,000
1976	125,000	CBS	42.3	57,710,000
1975	110,000	NBC	42.4	56,050,000
1974	107,000	CBS	41.6	51,700,000
1973	103,500	NBC	42.7	53,320,000
1972	86,000	CBS	44.2	56,640,000
1971	72,000	NBC	39.9	45,960,000
1970	78,200	CBS	39.4	44,270,000
1969	67,500	NBC	36.0	NA
1968	54,000	CBS	36.8	NA
1967	42,000	CBS+NBC	40.8	NA

AGENCY REPORT

World's top marketing organization by revenue

OMNICOM GROUP: \$9.75 BILLION

Top core U.S. agency brand by revenue

JWT: \$476.5 MILLION

World's top core agency brand by revenue

DENTSU: \$1.94 BILLION

Top U.S. Hispanic agency by revenue

BROMLEY: \$39.5 MILLION

Top media specialist company by worldwide billings

STARCOM MEDIAVEST: \$20.37 BILLION

Top marketing organization by worldwide media billings

WPP GROUP: \$48.06 BILLION

Content, methodologies for ad agencies

AMONG THE MANY CHARTS OF THE 61st annual Agency Report are rankings of the world's top marketing organizations (Page 44); leading U.S. ad agency core "brands" (Page 46); and the world's top 10 core agency brands (Page 41), by revenue.

Marketing organizations are typically publicly-held holding companies; their financial data are from public documents or supplied voluntarily. Agency brands of the world's top four marketing organizations (Pages 42-43) account for more than 56% of U.S. marketing communications spending.

Agency brands in the U.S. include traditional ad agencies, multicultural agencies and business-to-business shops. "Branding" identifies the core agency by stripping contributions from subsidiaries and specialty units.

U.S. agency rankings by multicultural specialty are topped by GlobalHue (Page 47) with splits from Hispanic advertising of \$32.1 million in revenue and African-American advertising of \$29.6 million. Specialty agencies (interactive, direct, promotion and healthcare) are paced by Rapp Collins Worldwide in direct at \$244.7 million (Pages 50-53.) Rankings by billings of media specialty companies (Pages 48-49) are from Recma Institute and *Ad Age*.

WORLD'S TOP 10 CORE AGENCY BRANDS

From the Agency Report (AA, May 2, 2005). Table ranks agencies by estimated 2004 worldwide revenue in millions. *Estimates exclude revenue from billed media and specialty subsidiaries.

RANK	AGENCY	WORLDWIDE REVENUE	% CHANGE
1	Dentsu	\$1,940	18.3
2	McCann Erickson Worldwide	1,437	12.0
3	BBDO Worldwide	1,326	12.8
4	JWT	1,325	18.4
5	DDB Worldwide Communications	1,023	14.5
6	Publicis Worldwide	1,013	11.0
7	TBWA Worldwide	838	13.8
8	Leo Burnett Worldwide	826	4.6
9	Hakuhodo	802	0.9
10	Ogilvy & Mather Worldwide	753	14.2

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1116> or [CLICK HERE](#)

TOP 10 INDEPENDENT U.S.-BASED AGENCIES

From the Agency Report (AA, May 2, 2005). Agencies are ranked by worldwide revenue in millions. *Indicates figures are *Ad Age* estimates. These agencies are not owned in any part by a marketing organization.

RANK	AGENCY	WORLDWIDE REVENUE	% CHANGE
1	Doner	\$155.7	13.7
2	Richards Group	134.0	17.0
3	RPA	99.3	7.2
4	Wieden & Kennedy*	92.6	17.7
5	Cramer-Krasselt	83.7	5.8
6	Bernstein-Rein Advertising	54.3	9.1
7	WestWayne	49.0	6.0
8	MARC USA	40.3	-9.4
9	Barkley Evergreen & Partners	39.5	10.2
10	Davidandgoliath*	36.1	33.7

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1123> or [CLICK HERE](#)

MAJOR NETWORKS, AGENCIES OF TOP FOUR MARKETING ORGANIZATIONS

U.S.-BASED AGENCIES COLOR CODED BY DISCIPLINE

1. Omnicom Group

BBD0 Worldwide

AtmosphereBBD0

DDB Worldwide Communications

Tribal DDB

Spike DDB

TBWA Worldwide

Other Omnicom agencies

Agency.com

Alcone Marketing Group

Arnell Group

Bernard Hodes Group

Cline, Davis & Mann

Corbett Accel Healthcare Group

Dieste, Harmel & Partners

Doremus & Co.

Downtown Partners

Eden Communications Group

Element 79 Partners

GMR Marketing

Goodby, Silverstein & Partners

Grizzard Communications Group

GSD&M

Harrison & Star Business Group

Integer Group

KPR

Lyons Lavey Nickel Swift

Martin/Williams

Merkley & Partners

OMD Worldwide

Organic

PHD

Rapp Collins Worldwide

Russ Reid Co.

Targetbase

TracyLocke

Unit 7

U.S. Marketing & Promotions Agency

Zimmerman & Partners

2. WPP Group

Grey Worldwide

J.Brown

Grey Direct

Grey Healthcare Group

Wing Latino

JWT

Connect@jwt

JWT Specialized Communications

JWT Technology

Malone Advertising

Ogilvy & Mather Worldwide

141 Worldwide

OgilvyOne Worldwide

Voluntarily United Group of Creative Agencies

Berlin Cameron United

Cole & Weber United

Y&R

Bravo Group (Bravo/Kang & Lee/Mosaica)

SicolaMartin

Sudler & Hennessey

Wunderman

Other WPP agencies

Brouillard Communications

CommonHealth

Einson Freeman

Mediaedge:cia

MediaCom

MindShare

Ogilvy Healthworld

RTC Relationship Marketing

UniWorld Group

VML

3. Interpublic Group of Cos.

Draft

FCB Group

Foote Cone & Belding Worldwide

Analytici

FCB HealthCare

FCBi

Hacker Group

Marketing Drive Worldwide

Low Group

Berenter Greenhouse & Webster

Low Worldwide

Low Healthcare Worldwide

Zipatoni Co.

McCann Worldgroup

Avrett, Free & Ginsberg

Campbell Mithun

Casanova Pendrill Publicidad

Fitzgerald & Co.

IW Group

McCann Erickson Worldwide

Momentum Worldwide

MRM Worldwide

NAS Recruitment Communications

Sedgwick Rd.

Ten Communications

TM Advertising

McCann Healthcare Worldwide

Universal McCann Worldwide

Other Interpublic agencies

Accentmarketing

Campbell-Ewald

Carmichael Lynch

Dailey & Associates

Deutsch

GlobalHue

Gotham

Hill Holliday

Initiative Media Worldwide

Jack Morton Worldwide

Martin Agency

Mullen

Octagon

R/GA

Stein, Rogan & Partners

Tierney Communications

4. Publicis Groupe

Leo Burnett Worldwide

Arc Worldwide (includes Frankel)

Lapiz

Vigilante

Publicis Worldwide

Saatchi & Saatchi

Conill

Team One Advertising

Other Publicis Groupe agencies

Bromley Communications

Burrell Communications Group

Fallon Worldwide

Kaplan Thaler Group

Publicis Healthcare Communications Group

Medicus/Nelson/Williams-Labadie

Starcom MediaVest

ZenithOptimedia

COLOR CODES BY DISCIPLINE

Global Network, Traditional agency, Media specialist,

Multicultural specialist, Healthcare

Direct, promotion, & interactive

Not all agencies owned by the companies are shown. Some may be minority-held. A diagram illustrating ownership of agencies of the top 6 marketing organizations appeared as a pullout poster in the Agency Report (AA, May 2, 2005). That diagram, pre-

sented as a family tree, includes revenue for agencies and media specialist companies, as well as ownership equity. Data on these two pages have been updated from that published report.

TOP 25 MARKETING ORGANIZATIONS

From the Agency Report (AA, May 2, 2005). Table ranks marketing organizations by their worldwide revenue in 2004. No. 2 WPP includes returns from Grey Global Group, acquired in the first quarter of 2005. Dollars are in millions. The next edition of this Special Report will be published May 1, 2006. *Figures are *Ad Age* estimates.

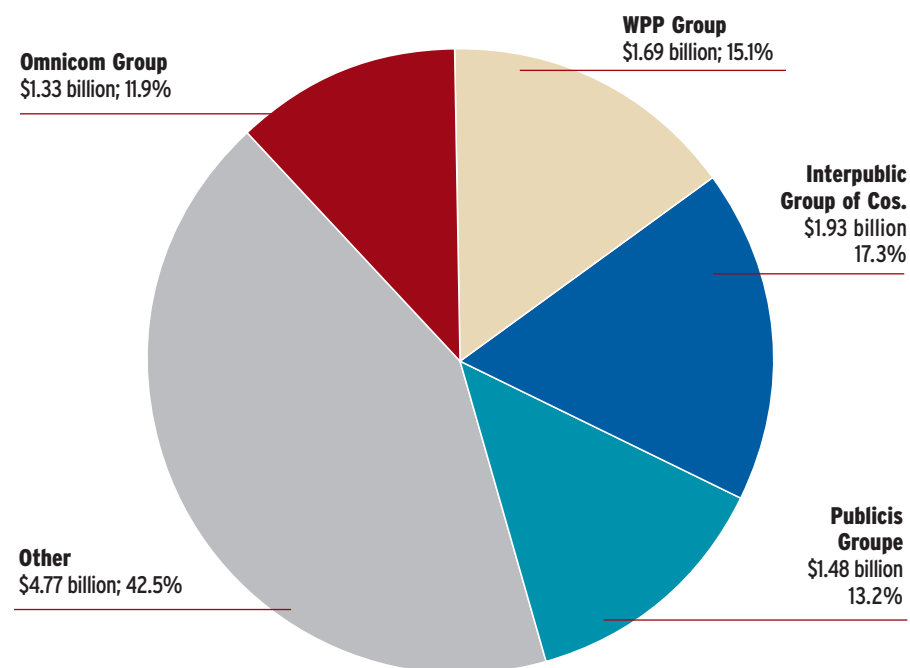
RANK	MARKETING ORGANIZATION	WORLDWIDE REVENUE	% CHANGE
1	Omnicom Group	\$9,747.2	13.1
2	WPP Group	9,370.1	16.2
3	Interpublic Group of Cos.*	6,200.6	5.8
4	Publicis Groupe	4,777.3	8.4
5	Dentsu*	2,851.0	19.1
6	Havas	1,866.0	-0.6
7	Aegis Group	1,373.6	28.7
8	Hakuhodo DY Holdings*	1,372.4	16.4
9	Asatsu-DK	473.3	14.3
10	Carlson Marketing Group	346.9	7.6
11	MDC Partners	316.8	13.6
12	Incepta Group	279.8	10.1
13	Monster Worldwide	251.6	4.2
14	Digitas	251.6	20.1
15	HealthSTAR Communications	203.0	-12.9
16	Alloy	194.1	6.3
17	Cheil Communications	185.9	7.4
18	Aspen Marketing Services	180.0	34.3
19	G2R*	180.0	NA
20	Tokyu Agency	176.0	-3.3
21	George P. Johnson Co.	172.9	15.3
22	aQuantive	157.9	NA
23	Doner	155.7	13.7
24	Clemenger Communications	147.4	24.3
25	Select Communications	145.0	20.8

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1113> or [CLICK HERE](#)

AGENCY BUSINESS MARKET SHARE

From the Agency Report (AA, May 2, 2005). Shares based on \$11.20 billion U.S. revenue from core agency advertising and media activities. Disciplines such as direct marketing, sales promotion, health-care, interactive, public relations, research and non-advertising units are excluded. All figures are *Ad Age* estimates for calendar 2004.

U.S. ADVERTISING AND MEDIA TOTALS FOR THE WORLD'S BIG FOUR



To download this image, go to http://www.adage.com/images/random/agrpt05_piechart.pdf or [CLICK HERE](#)

TOP 25 U.S. AGENCY BRANDS

From the Agency Report (AA, May 2, 2005). Table ranks core agencies by U.S. revenue in 2004 (in millions). The agency "core" excludes revenue from billed media, and specialty subsidiaries. *Estimate.

RANK	AGENCY BRAND	U.S. REVENUE	% CHANGE
1	JWT* [WPP]	\$476.5	16.0
2	Leo Burnett Worldwide* [Publicis]	362.7	0.3
3	McCann Erickson Worldwide* [Interpublic]	320.8	11.1
4	BBDO Worldwide* [Omnicom]	272.0	10.0
5	Ogilvy & Mather Worldwide* [WPP]	249.3	12.8
6	DDB Worldwide Communications* [Omnicom]	248.1	11.0
7	Grey Worldwide* [WPP]	231.9	3.5
8	Foote Cone & Belding Worldwide* [Interpublic]	225.1	5.6
9	Y&R* [WPP]	192.5	-0.9
10	Publicis Worldwide* [Publicis]	184.7	2.8
11	Saatchi & Saatchi* [Publicis]	179.8	2.8
12	Deutsch* [Interpublic]	165.1	2.7
13	Euro RSCG Worldwide* [Havas]	161.4	-10.7
14	Campbell-Ewald* [Interpublic]	143.0	1.6
15	Doner	141.3	15.2
16	Richards Group	134.0	17.0
17	TBWA Worldwide* [Omnicom]	122.6	10.2
18	Lowe Worldwide* [Interpublic]	120.9	-6.0
19	Hill, Holliday, Connors, Cosmopolos* [Interpublic]	105.9	7.4
20	RPA	99.3	7.2
21	Campbell Mithun* [Interpublic]	94.8	3.0
22	Arnold Worldwide* [Havas]	92.9	-2.6
23	Dailey & Associates* [Interpublic]	90.3	5.4
24	Zimmerman & Partners* [Omnicom]	90.3	5.5
25	Cramer-Krasselt	83.7	5.8

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1114> or [CLICK HERE](#)

TOP MULTICULTURAL AGENCIES

From the Agency Report (AA, May 2, 2005). Table ranks multicultural specialty agencies for calendar 2004 by U.S. revenue. Dollars are in thousands. An asterisk (*) indicates figures are *Ad Age* estimates. Company names in brackets indicate an affiliation with one of the top marketing organizations, but in most cases parent holding companies own only a minority stake. ***Ad Age* estimates total GlobalHue U.S. revenue for 2004 at \$63 million, up from \$57 million in 2003, a 10.5% increase. Its splits between Hispanic and African-American are *Ad Age* estimates as well. GlobalHue, truly multicultural, also has an Asian-American segment.

BY REVENUE FROM MARKETING TO HISPANICS

RANK	AGENCY [PARENT AFFILIATION]	U.S. REVENUE	% CHANGE
1	Bromley Communications* [Publicis]	\$39,500	20.1
2	Bravo Group* [WPP]	37,500	18.0
3	GlobalHue** [Interpublic]	32,130	48.3
4	Dieste, Harmel & Partners* [Omnicom]	31,000	34.8
5	Accentmarketing* [Interpublic]	18,200	40.0

BY REVENUE FROM MARKETING TO AFRICAN-AMERICANS

RANK	AGENCY	U.S. REVENUE	% CHANGE
1	GlobalHue** [Interpublic]	\$29,610	13.4
2	Burrell Communications Group* [Publicis]	28,000	7.3
3	Carol H. Williams Advertising*	21,600	NA
4	UniWorld Group [WPP]	20,573	2.5
5	Fuse	8,005	31.4

BY REVENUE FROM MARKETING TO ASIAN-AMERICANS

RANK	AGENCY	U.S. REVENUE	% CHANGE
1	Kang & Lee* [WPP]	\$9,350	22.1
2	A Partnership	8,774	-9.7
3	PanCom	8,500	44.1
4	Admerasia	7,200	50.0
5	InterTrend Communications	7,015	69.3

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelid=1115> or [CLICK HERE](#)

TOP MEDIA SPECIALIST COMPANIES

From the Agency Report (AA, May 2, 2005). Tables rank media specialist companies by 2004 billings in billions of dollars. Data are compiled by Recma Institute, Paris, which collects, analyzes and publishes intelligence on a worldwide basis on media specialist companies. 1) OMD and PHD totals do not include affiliates, subsidiaries and related companies Full Circle Entertainment, Icon and Novus, which together had \$1.11 billion in billings in 2004. 2) Carat North America does not include Marketing Mix Modeling

(MMA) and Copernicus Marketing Consulting, units that represent \$670 million in collective billings in 2004. With them, Carat is \$5.89 billion. 3) Initiative figures do not include its affiliates, subsidiaries and related companies ID Media, NSA, Outdoor Services, Wahlstrom Group, PicTV, Media Partnership and Media First, units with \$2.45 billion in aggregate billings in 2004. Initiative is \$714 billion with these companies. 4) WPP figures include MediaCom, acquired with Grey Global Group in March 2005.

BY WORLDWIDE BILLINGS

RANK	MEDIA SPECIALIST COMPANY	WORLDWIDE BILLINGS	% CHANGE
1	Starcom MediaVest Group	\$20.37	9.7
2	OMD Worldwide	20.05	9.3
3	MindShare Worldwide	18.71	8.8
4	Carat	18.62	10.6
5	Mediaedge:cia Worldwide	15.36	7.9
6	ZenithOptimedia	14.27	7.2
7	Universal McCann Worldwide	14.20	5.5
8	MediaCom	13.99	10.5
9	Initiative Media Worldwide	13.67	3.1
10	MPG	8.78	8.1

BY U.S. BILLINGS

RANK	MEDIA SPECIALIST COMPANY	U.S. BILLINGS	% CHANGE
1	MindShare Worldwide	\$9.05	9.0
2	OMD Worldwide (1)	8.94	8.7
3	Starcom	7.40	9.4
4	Universal McCann Worldwide	7.22	6.7
5	Mediaedge:cia Worldwide	6.42	7.4
6	MediaCom	5.42	13.4
7	MediaVest	5.25	12.6
8	Carat North America (2)	5.22	13.0
9	Initiative Media Worldwide (3)	4.69	5.6
10	PHD (1)	4.04	7.3

BY BILLINGS OUTSIDE THE U.S.

RANK	MEDIA SPECIALIST COMPANY	BILLINGS OUTSIDE THE U.S.	% CHANGE
1	Carat	\$13.41	9.7
2	OMD Worldwide	11.11	9.8
3	MindShare Worldwide	9.67	8.7
4	Initiative Media Worldwide	8.99	1.8
5	Mediaedge:cia Worldwide	8.94	8.3
6	MediaCom	8.57	8.7
7	ZenithOptimedia	8.27	7.6
8	Starcom MediaVest Group	7.72	8.0
9	Universal McCann Worldwide	6.99	4.2
10	MPG	5.97	15.8

PARENT COMPANIES OF MEDIA SPECIALISTS

RANK	MARKETING ORGANIZATION	WORLDWIDE BILLINGS	% CHANGE
1	WPP Group (4)	\$48.06	9.0
2	Publicis Groupe	34.64	8.6
3	Interpublic Group of Cos.	27.87	4.3
4	Omnicom Group	25.23	8.6
5	Aegis Group	20.36	10.3
6	Havas	8.78	8.1

TOP INTERACTIVE AGENCIES

From the Agency Report (AA, May 2, 2005). Tables on this page are rankings by 2004 U.S. interactive revenue in millions. *Indicates figures are *Ad Age* estimates.

RANK	AGENCY [PARENT]	U.S. INTERACTIVE REVENUE	% CHANGE
1	Avenue A/Razorfish [aQuantive]	\$139.0	12.7
2	Digitas*	112.0	33.3
3	Ogilvy Interactive* [WPP]	79.3	12.0
4	Agency.com* [Omnicom]	73.5	11.4
5	Grey Interactive Worldwide* [WPP]	68.8	7.3
6	Modem Media* [Digitas]	61.0	0.0
7	Organic* [Omnicom]	50.3	25.8
8	TMP Worldwide [Monster]	48.8	87.0
9	Tribal DDB* [Omnicom]	45.0	NA
10	FCBi* [Interpublic]	44.4	9.6
11	AKQA	42.0	16.7
12	R/GA* [Interpublic]	41.6	14.6
13	Euro RSCG 4D* [Havas]	41.2	-6.6
14	Critical Mass* [Omnicom]	40.0	17.6
15	VML* [WPP]	30.5	10.9
16	IMC2	29.2	23.2
17	IconNicholson	28.0	16.7
18	Planning Group International	27.5	17.0
19	Carat Interactive [Aegis]	26.5	26.2
20	Macquarium Intelligent Communications	25.0	4.2
21	Fry	25.0	19.0
22	Genex	21.0	23.5
23	ePrize	18.6	105.3
24	Blue Dingo	18.0	0.0
25	Nurun	17.0	42.9

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1118> or [CLICK HERE](#)

TOP DIRECT MARKETING AGENCIES

From the Agency Report (AA, May 2, 2005). Tables on this page are rankings by 2004 U.S. direct marketing revenue in millions. *Indicates figures are *Ad Age* estimates.

RANK	AGENCY [PARENT]	U.S. DIRECT MARKETING REVENUE	% CHANGE
1	Rapp Collins Worldwide* [Omnicom]	\$244.7	13.4
2	Draft* [Interpublic]	195.6	10.1
3	Wunderman* [WPP]	166.6	11.1
4	Epsilon	144.4	1.1
5	OgilvyOne Worldwide* [WPP]	139.7	12.0
6	Aspen Marketing Services	131.0	28.4
7	Digitas*	126.8	1.0
8	Euro RSCG 4D* [Havas]	112.9	-5.6
9	PGI	103.0	-17.6
10	ChoicePoint Precision Marketing	93.4	-3.3
11	SourceLink	90.0	-10.0
12	MRM Partners* [Interpublic]	88.5	9.3
13	Harte-Hanks Direct	84.7	23.3
14	Carlson Marketing Group	82.5	7.7
15	Merkle	78.7	22.5
16	Protocol Direct Marketing*	77.0	10.0
17	TMP Worldwide [Monster]	73.5	-19.8
18	Targetbase* [Omnicom]	68.9	13.5
19	Data Marketing*	62.5	9.6
20	PreVision Marketing	61.8	59.3
21	360 Youth [Alloy]	61.4	35.5
22	Accent Marketing Services [MDC]	59.7	29.5
23	Grey Direct* [WPP]	59.2	7.6
24	RMG Connect* [WPP]	53.0	6.0
25	MKTG Services*	44.0	10.0

To comprehensive ranking, go to <http://www.adage.com/page.cms?pagelId=1119> or [CLICK HERE](#)

TOP SALES PROMOTION AGENCIES

From the Agency Report (AA, May 2, 2005). Tables on this page are rankings by 2004 U.S. interactive revenue in millions. *Indicates figures are *Ad Age* estimates.

RANK	AGENCY [PARENT]	U.S. SALES PROMOTION REVENUE	% CHANGE
1	BBDO Detroit CRM* [Omnicom]	\$230.0	4.0
2	Carlson Marketing Group	160.0	3.7
3	George P. Johnson Co.	133.5	13.3
4	Integer Group* [Omnicom]	104.4	4.2
5	Momentum Worldwide* [Interpublic]	96.9	10.1
6	Grizzard Communications Group* [Omnicom]	95.1	4.6
7	Alcone Marketing Group* [Omnicom]	89.3	3.2
8	TracyLocke* [Omnicom]	81.8	6.9
9	U.S. Marketing & Promotions* [Omnicom]	80.6	6.8
10	Arc Worldwide* [Publicis]	60.0	NA
11	Euro RSCG 4D* [Havas]	57.8	-9.4
12	AMP Agency [Alloy]	51.5	-15.6
13	Marketing Drive Worldwide* [Interpublic]	50.9	19.8
14	SPAR Group	43.2	-32.9
15	Marketing Store	42.6	20.2
16	EMAK Worldwide*	40.2	0.0
17	Aspen Marketing Services	40.0	60.0
18	Ryan Partnership	38.6	8.5
19	Flair Communications Agency*	37.0	0.5
20	DVC [DVC Worldwide]	30.2	-5.2
21	141 Worldwide* [WPP]	26.3	5.2
22	Moroch Partners*	23.0	5.0
23	J. Brown* [WPP]	22.3	2.3
24	Colangelo Synergy Marketing	21.6	7.2
25	Zipatoni Co.* [Interpublic]	20.9	7.7

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagel=1120> or [CLICK HERE](#)

TOP HEALTHCARE AGENCIES

From the Agency Report (AA, May 2, 2005). Tables are rankings by 2004 U.S. healthcare revenue in thousands. *Indicates estimate. Leading marketing organizations (the top chart) do not break out revenue by agency, but they provide discipline breakouts from which *Ad Age* estimates segments such as healthcare. Thus two rankings are required for segment overview, the top representing multiple shops at marketing organizations, and the lower by agencies independent of those organizations.

FROM MARKETING ORGANIZATIONS

RANK	MARKETING ORGANIZATION	U.S. HEALTHCARE REVENUE	% CHANGE
1	Omnicom Group*	\$400.0	4.0
2	WPP Healthcare*	377.8	9.9
3	Interpublic Healthcare*	298.8	4.4
4	Publicis Healthcare Communications Group*	268.3	3.6
5	Havas Healthcare*	102.4	-4.2

FROM INDEPENDENT AGENCIES

RANK	AGENCY	U.S. HEALTHCARE REVENUE	% CHANGE
1	GSW Worldwide	\$58.1	9.6
2	Abelson-Taylor*	43.6	10.0
3	Medical Broadcasting Co.*	28.5	2.2
4	HealthSTAR Advertising*	23.0	2.7
5	Dorland Global Health Communications	22.0	38.6
6	Hal Lewis Group	19.1	4.8
7	Palio Communications	17.3	11.3
8	Pacific Communications	17.1	-3.4
9	Dudnyk Healthcare Group*	16.0	10.1
10	Goble & Associates	15.3	147.6
11	Vox Medica	15.1	-4.6
12	Lortz Direct Marketing	14.6	-5.4
13	Donahoe Purohit Miller Advertising*	14.6	5.9
14	LehmanMillet*	14.6	27.6
15	Aloft Group	10.7	32.1

To purchase a more comprehensive ranking, go to <http://www.adage.com/page.cms?pagel=1125> or [CLICK HERE](#)