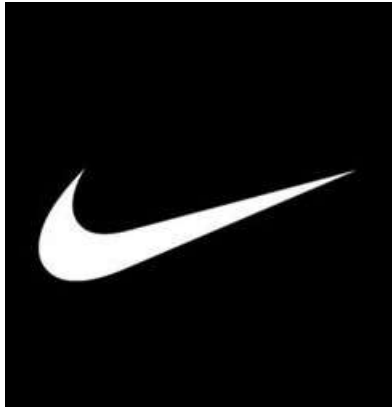

ADVERTISING INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the advertising industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the advertising industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The *Cobra* database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

Available at the BIPC and online with a library card

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Advertising Agency BOP480

Business Information Fact Sheets (BIF)

Choosing the Right Promotional Medium BIF056

The UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (the CAP Code) BIF073

Sources of Business Information (SOU)

Advertising Association SOU130

Advertising Standards Authority SOU056

Sector Update (SEC)

Marketing and Promotion (April 2016) SEC009

BRAD – British Rates And Data

The **British Rates And Data directory**, better known as **BRAD**, is the comprehensive online authority for essential advertising information on over 12,800 UK media titles.

An easy to use and exhaustive reference source. Includes circulation stats, editorial profile, advertising fees, etc.

BRAD empowers planners at advertisers and advertising agencies to plan the most effective media campaigns to reach the right audiences and maximise the effectiveness of advertising spend.

Available to search in the BIPC.

ALF

ALF contains over 40,000 contacts in the Marketing, Media and Advertising industry. The number one source for insight into the advertising industry, providing Marketing and Sales teams with accurate information on their top prospects.

Small Business Help Books

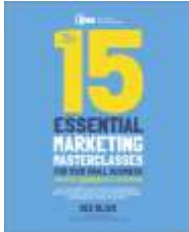
This is a collection of books with practical information aimed at those starting and running a business. There are many more available throughout Manchester Libraries – search on the online catalogue for titles.



Copywriting : successful writing for design, advertising and marketing
by Mark Shaw (Lawrence King, 2012)



Improve Your Copywriting by J. Jonathan Gabay (Teach Yourself Books, 2010)



The 15 Essential Marketing Masterclasses For Your Small Business by Dee Blick (Capstone, 2013)

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research. Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



Digital Advertising – UK- March 2016

Provides top-level content together with in-depth analysis.

- **Category overview: Media and Advertising**
Constantly updated aggregation of media and advertising news, trends, reports, statistics, brand research, analyst insights and consumer data



- Advertising Agencies in the UK – May 2016
Provides figures for overall size and annual growth of the industry, and market share of the major companies.



Euromonitor Passport: business intelligence on consumer markets in Western Europe and North America. Search under “Keyword”

Other electronic resources:

Many articles about the advertising industry (from business journals and newspapers) are available from our electronic source **Newsbank**.

Contact details and individual reports of companies in this industry are available from:

Creditsafe; Experian; D & B Hoovers.

Trade Magazines

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services.



Campaign (Haymarket Business Media, weekly)
News, features, awards and appointments information for the United Kingdom advertising industry. <http://www.campaignlive.co.uk/>



Marketing Week (Centaur Media, weekly)
News and analysis of the UK marketing industry with a global perspective. <http://www.marketingweek.co.uk/>

Directories



The A List: A guide to who's who in media, marketing and advertising (Haymarket Management Publications, 2017) DIR 672
Contains brief biographical profiles of over 300 individuals in the advertising industry.

Internet Sources

Websites containing free sources of industry statistics, information and contacts

Ad Forum

Resources for the worldwide advertising community.

<http://www.adforum.com/index.asp>

Advertising Age

Marketing and advertising news and analysis from the USA and the rest of the world. Includes profiles of the top 100 advertisers in the US and profiles of the world's top 30 agencies.

<http://www.adage.com/>

Advertising Association

Federation of 28 trade bodies representing the advertising and promotional marketing industries including advertisers, agencies, media and support services.

<http://www.adassoc.org.uk>

Advertising Standards Authority

An independent, self-regulatory body for non-broadcast advertisements in the UK ensuring that advertisements are legal, decent, honest and truthful.

<http://www.asa.org.uk/asa/>

The History of Advertising Trust

Contains some two million items of advertising, marketing, media, public relations and related material, together with a supporting library of books and periodicals. The oldest material is the archive of R.F.White (c.1800), the UK's first ad agency; the newest is last month's TV commercials.

<http://www.hatads.org.uk/>

Incorporated Society of British Advertisers

Represents the interests of UK advertisers in all areas of marketing communications, including TV advertising, new media, press, radio, outdoor, direct marketing, sponsorship and sales promotion.

<http://www.isba.org.uk/>

Institute of Practitioners in Advertising

Trade body and professional institute for leading agencies in the UK's advertising, media and marketing communications industry.

<http://www.ipa.co.uk/>

Office of Communications (OFCOM)

OFCOM is the independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services. OFCOM frequently publishes research on broadcast advertising matters.

<http://www.ofcom.org.uk/>

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Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



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