

Advertising Age

The last decade has introduced new choices for marketers, agency execs and media professionals to look for information and insight. In a world of many options, where there are so many things competing for attention and time, Advertising Age remains the clear leader for all of these groups. Whether you need to build your brand, establish yourself as a thought leader or make meaningful connections, align yourself with the most powerful brand in the business.

WE REACH | **100** LEADING
OF THE NATIONAL
100 ADVERTISERS

100 LEADING
OF THE NATIONAL
100 AGENCIES

AD AGE RANKED

MOST

CREDIBLE

MOST

TRUSTWORTHY

MOST

INFLUENTIAL

**TURNED TO
MOST OFTEN**

ACROSS ALL AGE GROUPS

MARKETERS ARE
50%
MORE LIKELY
TO TURN TO **Ad Age**
THAN ANY OTHER
MEDIA BRAND

Compared with Harvard Business Review, NY Times, Wall Street Journal, Forbes, Adweek, Fast Company, Business Insider, Mashable, MediaPost, eMarketer, TechCrunch, MarketingProfs, ReCode, Digiday, ClickZ and more than 200 other brands.

MIRRORING MARKETER SPEND

Our print circulation is crafted to match spending trends in the industry.

A SAMPLE OF COMPANIES IN EACH SEGMENT.

AUTO

Toyota
BMW
Mercedes-Benz
Honda
Ford
Volkswagen
Audi
Chevrolet
Hyundai
Volvo

CPG

P&G
Unilever
L'Oréal
LVMH
Kimberly-Clark
Colgate-Palmolive
J&J
Reckitt Benckiser
Nestlé
Avon

PHARMA

AstraZeneca
Pfizer
Merck & Co.
Novartis
GlaxoSmithKline
Johnson & Johnson

FOOD

General Mills
Kellogg Co.
Campbell Soup Co.
Kraft Foods
Mondelez
Mars
Dean
Tyson
Del Monte
Frito-Lay

BEVERAGES

Coca-Cola
Pepsi
Budweiser
Red Bull

Arizona
Gatorade
Monster
Snapple
Danone
MolsonCoors

RETAIL

Walmart
Target
Amazon
Best Buy
FedEx
Gap
Staples
Walgreen's
CVS
Williams-Sonoma
Bloomingdale's

QSR

McDonald's
Subway
Burger King
Wendy's
Starbucks
Taco Bell
Dunkin Donuts
Pizza Hut
KFC
Sonic

FINANCIAL

American Express
Mastercard
Visa
Morgan Stanley
Charles Schwab
JPMorgan Chase
Capital One
Bank of America
BNY Mellon
Citigroup

INSURANCE

State Farm
Allstate
Liberty Mutual
Geico
Travelers

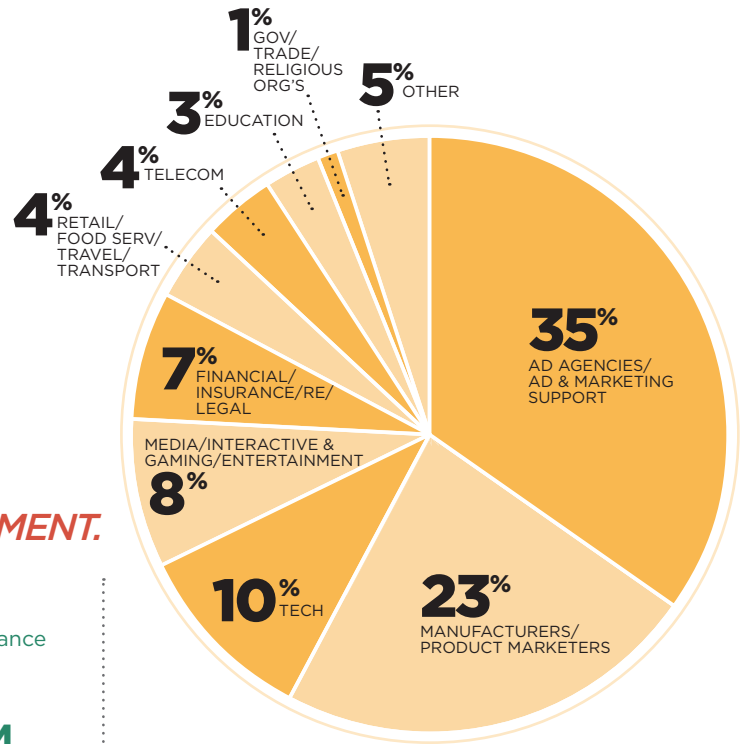
Nationwide
Progressive
Farmers Insurance

TECH & TELECOM

IBM
Microsoft
Dell
HP
Google
Apple
Intel
Cisco
Siemens
Verizon
AT&T
Sprint
Motorola

AGENCIES

Epsilon
Acxiom
SapientNitro
BBDO
Ogilvy
Starcom
MEC
Leo Burnett
Publicis
MediaVest
McCann Erickson
GroupM
Y&R
MediaCom
Havas Worldwide
Horizon Media
JWT
FCB
Initiative
Rapp
PHD
Digitas LBi
Universal McCann
IPG Mediabrands
OMD



Source: Ad Age Subscriber Base, August 2014

BEYOND THE PORTALS

THE TOP 25 SOURCES OF BRAND AND AGENCY TRAFFIC

- Ogilvy Group
- WPP
- CBS
- Coca-Cola Co.
- MediaCom
- BBDO
- Procter & Gamble Co.
- Walt Disney Co.
- Viacom
- Grey
- McCann Erickson
- Edelman PR
- Havas Worldwide
- Apple
- Microsoft Corp.
- DDB Worldwide
- Pepsi-Cola Co.
- Omnicom Group
- Target
- Kirschenbaum Bond Senecal & Partners
- Rapp Worldwide
- Goodby, Silverstein & Partners
- Johnson & Johnson
- Anheuser-Busch
- General Mills

Source: Google Analytics, June 2014

85% OF USERS SHARE CONTENT FROM ADAGE.COM

650K TWITTER FOLLOWERS

241K FACEBOOK LIKES

Source: Advertising Age Profile Survey 2014; Base 1,365