A SUPPLEMENT TO
Advertising Age

2ND ANNUAL
GUIDE TO
ADVERTISING
& MARKETING

FACT PACK 2004 EDITION

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FACT PACK

TOP LINE DATA ON THE ADVERTISING AND MEDIA INDUSTRIES

Who are the top ad spenders in the U.S. and on a global basis? What are the hot ads and how much do they cost? Who are the big ad organizations and how do their agency brands stack up against their competition? How big and far-reaching are those media monoliths? 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 pulled from Advertising Age's 48th annual 100 Leading National Advertisers, and the publication's 200 Megabrand and Global Marketers reports. The LNA report breaks out total ad spending by media for the 100 largest U.S. advertisers and charts the hotly contested industry categories by market share and brand spending.

The Media section's primary source is the 100 Leading Media Companies, an annual ranking of the nation's media companies by net revenue.

The Agency Report section, in its 58th version, ranks nearly 500 U.S. agency brands, the world's top agency brands, the world's top 30 ad organizations, and the top media specialist companies.

NEW THIS YEAR

New to the FactPack this year is a chart showing the major accounts of the top five U.S. advertisers and the agencies covering them; a chart delineating properties of the top 10 U.S. media companies; and a chart that identifies the major networks and agencies connected to the world's top four ad organizations.

FREE DIGITAL EDITION

A free pdf edition of the FactPack can be read using Adobe Acrobat. Go to AdAge.com and use **QwikFIND aap36o**. Where indicated, a more comprehensive ranking is posted on AdAge.com.

AD AGE DATACENTER

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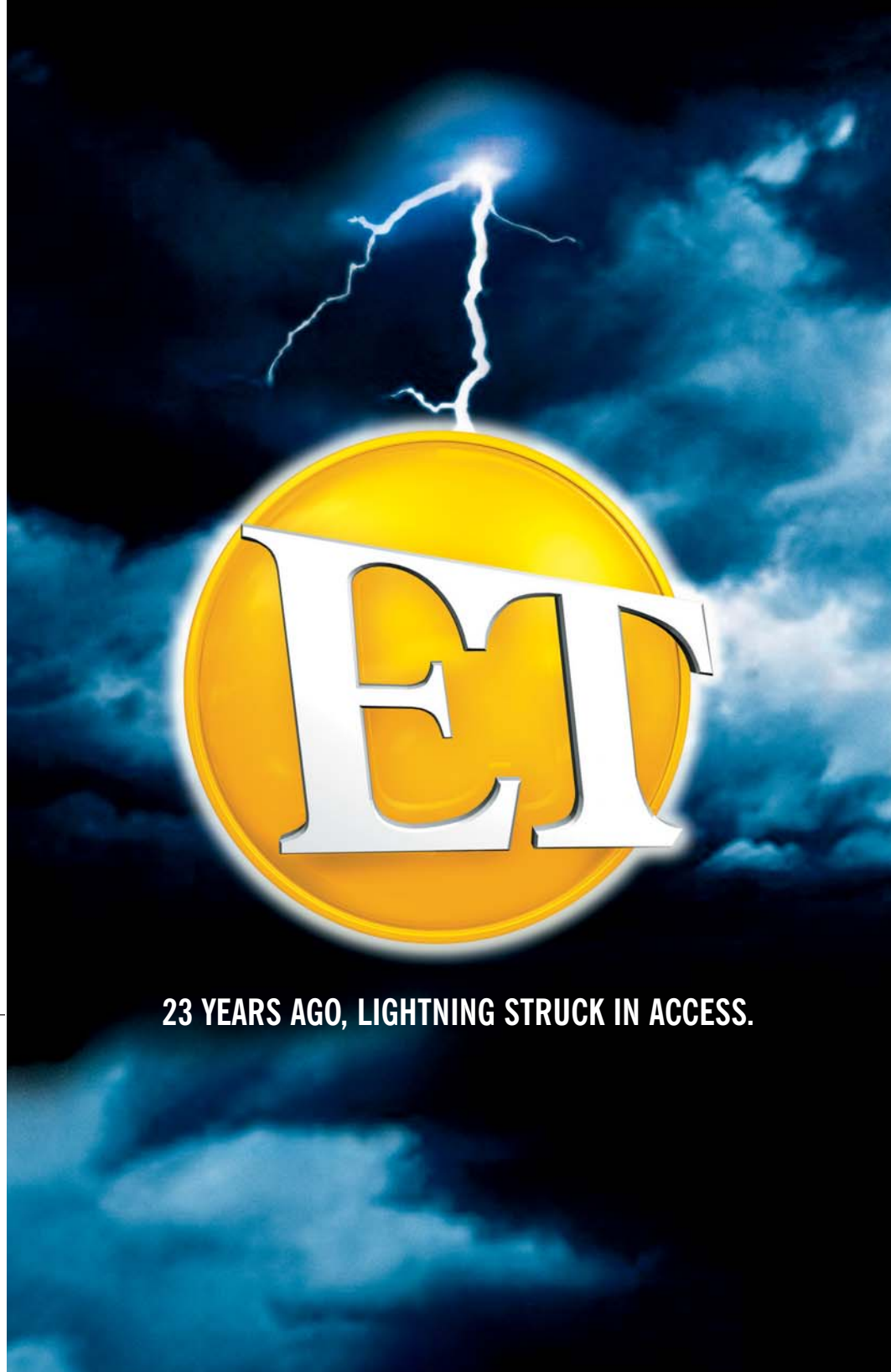

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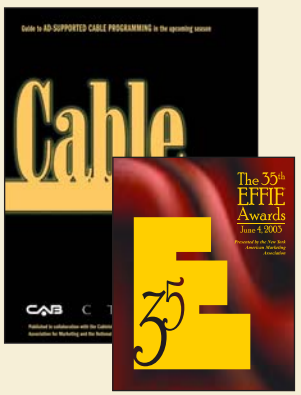

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ADVERTISING & MARKETING

Top U.S. advertiser in 2002

GENERAL MOTORS CORP. HITS $3.65 BILLION

Top megabrand

VERIZON REACHES $1.02 BILLION

Biggest advertising medium

ADVERTISERS SPEND $46.07 BIL. ON DIRECT MAIL

Content, sources for marketer rankings

AD SPENDING BY THE WORLD'S TOP MARKETERS, from media tracked by domestic and global monitoring services to estimated non-media totals developed by Ad Age, is the thrust of this Advertising & Marketing section.

U.S. spending for the top U.S. marketers (Page 12) is a composite of media advertising measured in 13 national consumer media by TNS Media Intelligence/CMR, Internet from TNS' Evaliant, Yellow Pages from Yellow Pages Integrated Media Assn., and unmeasured spending (direct mail, promotion, co-op, coupons, catalogs, business and farm journals, and special events, to name a few) estimated by Ad Age.

The 100 Leading National Advertiser's report (June 23, 2003) further breaks out a marketer's dollar totals by advertising medium, and presents the methodology used to estimate unmeasured tallies for public and private companies alike. That same report isolates by media spend and share data the competitive battles in the major marketing categories: Autos (Page 18 in the FactPack), fast food and movies (Page 20), razors (Page 22), bottled water (Page 23) and more.

Data for the top global marketers (Pages 16-17) are gleaned from monitoring services TNS Media Intelligence/CMR in the U.S., and Nielsen Media Research, Ibope and others in 78 markets around the globe.

Ad Age produces two reports a year on super brands by collating media spending from TNS Media Intelligence/CMR into "megabrands," all brands, products and services bearing the same name such as Coke, a composite of Diet Coke, Cherry Coke and Coca-Cola Classic. A top 200 megabrand had to spend $67.5 million in 2002.

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

PRIMARY AGENCIES COLOR CODED BY PARENT COMPANY

1. General Motors Corp.

Buick Motor Division
McCann-Erickson Worldwide

Cadillac Motor Division
chemistri

Chevrolet Motor Division
Campbell-Ewald

General Motors Service & Parts Operations
Campbell-Ewald

GMAC
Campbell-Ewald

Hummer
Modernista

Oldsmobile
Leo Burnett Worldwide

OnStar Corp.
Campbell-Ewald

Pontiac-GMC Division
chemistri; Lowe & Partners Worldwide

Saab Cars USA
Lowe & Partners Worldwide

Saturn Corp.
Goodby Silverstein & Partners

2. Time Warner

America Online
BBDO Worldwide; Wieden & Kennedy

Home Box Office
BBDO Worldwide

Time Inc.
Fallon Worldwide; Mullen

Time4 Media
In-house; Ryan Partnership

Turner Broadcasting System
Assigned on a project basis

Warner Bros. Entertainment
In-house

Warner Music Group
In-house

3. Procter & Gamble Co.

Cover Girl, Downy, Febreze, Mr. Clean, Pantene, Clairol, Pringles, Sure, Zest
Grey Worldwide

Dawn, Swiffer
Kaplan Thaler Group

Alldays, Always, Bounce, Era, Max Factor, Pert Plus, Secret, Swiffer, Tampax, Vidal Sassoon
Leo Burnett Worldwide

Bounty, Charmin, Dayquil, Intrinsa, Metamucil, Nyquil, Pepto-Bismol, Prilosec, Puffs, ThermaCare, Vicks
Publicis Worldwide

Cascade, Crest, Dreft, Eukanuba, Fixodent, Folgers, Head & Shoulders, Pampers, Physique, Pur, Safeguard, Sunny Delight, Tide
Saatchi & Saatchi

4. Pfizer

Aquoron Pharmaceuticals
Abelson-Taylor

PFIZER CONSUMER HEALTHCARE Luden's, Dramamine, Kaopectate, Pediacare
Avrett, Free & Ginsberg

Lubriderm, Nicotrol, Prograine, Rogaine
BBDO Health

Ben Gay, Cortizone, Plax, Unisom
Cline Davis & Mann

Benadryl, Efferdent, e.p.t., Listerine, Listerine Pocket Paks, Tucks, Actifed, Desitin, Neosporin, Rolaids, Sudafed, Visine, Zantac
J. Walter Thompson Co.

PFIZER PHARMACEUTICALS GROUP Accupril, Genotropin, Dynastat
Euro RSCG Life LM&P

Aricept
TBWA Health

Bextra
McCann-Erickson Worldwide

Celebrex, Zoloft
Kaplan Thaler Group

Detrol
Saatchi & Saatchi Healthcare

Diflucan, Viagra
Cline Davis & Mann

Inspra, Xanax XR
Euro RSCG Becker Life

Lipitor
Merkley + Partners

Relpax
Publicis Worldwide

Zyrtec
Berlin Cameron/Red Cell

5. Ford Motor Co.

Jaguar-Land Rover
Y&R Advertising

Ford Customer Service Division
Ogilvy & Mather Worldwide

Ford Division
J. Walter Thompson Co.

Hertz Corp.
DDB Worldwide Communications

Lincoln-Mercury
Y&R Advertising

Volvo Cars of North America
Euro RSCG MVBMS Partners

COLOR KEY FOR AGENCY HOLDING COMPANIES

Omnicom Group
Interpublic Group of Cos.
WPP Group
Publicis Group
Havas

Not all brands and divisions are listed. For more information on advertisers and their agencies, see Ad Age's Leading National Advertisers pdf at AdAge.com QwikFIND aao76f or CLICK HERE

TOP 25 U.S. ADVERTISERS

From 100 Leading National Advertisers (AA, June 23, 2003). Table ranks marketers by their 2002 U.S. spending, the sum of measured media from TNS Media Intelligence/CMR and unmeasured estimates by Ad Age that include promotion and direct marketing, etc. Dollars are in billions.

RANK	MARKETER	U.S. AD SPENDING	% CHANGE
1	General Motors Corp.	$3.65	8.5
2	Time Warner	2.92	3.3
3	Procter & Gamble Co.	2.67	6.7
4	Pfizer	2.57	10.1
5	Ford Motor Co.	2.25	-4.5
6	DaimlerChrysler	2.03	2.5
7	Walt Disney Co.	1.80	3.0
8	Johnson & Johnson	1.80	15.3
9	Sears, Roebuck & Co.	1.66	9.9
10	Unilever	1.64	4.5
11	Sony Corp.	1.62	23.5
12	GlaxoSmithKline	1.55	1.2
13	Toyota Motor Corp.	1.55	10.8
14	Verizon Communications	1.53	9.5
15	McDonald's Corp.	1.34	0.4
16	Viacom	1.26	0.7
17	Altria Group	1.21	-8.6
18	Honda Motor Co.	1.19	7.5
19	Merck & Co.	1.16	2.2
20	L'Oreal	1.12	7.0
21	PepsiCo	1.11	8.3
22	J.C. Penney Co.	1.11	16.5
23	SBC Communications	1.09	26.9
24	U.S. Government	1.08	1.5
25	Nestle	1.07	11.5

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao78r or CLICK HERE

TOP 25 U.S. MEGABRANDS

From Megabrands (AA, July 21, 2003). Basic data from TNS Media Intelligence/CMR. Measured media total are AA estimates in millions for calendar 2002. *Includes AT&T Corp. and AT&T Wireless, now separate companies. **SBC Communications owns 60% and BellSouth Corp. 40%.

RANK	MEGABRAND	U.S. AD SPENDING	% CHANGE
1	Verizon telecommunications	$1,021.7	23.9
2	AT&T phone services*	1,014.6	10.1
3	Ford vehicles	834.0	27.2
4	Chevrolet vehicles	795.4	2.0
5	Toyota vehicles	638.5	12.3
6	Sprint telecommunications	636.5	2.6
7	McDonald's restaurants	548.2	-13.7
8	Nissan vehicles	546.5	27.7
9	Sears stores	535.3	4.8
10	Cingular wireless service**	504.4	22.6
11	Honda vehicles	495.9	9.6
12	Dodge vehicles	472.3	-5.4
13	Chrysler vehicles	416.5	-12.2
14	Home Depot stores	390.3	12.4
15	Macy's stores	387.7	1.8
16	Wal-Mart stores	384.7	16.8
17	Volkswagen vehicles	365.0	-0.5
18	Dell computers	360.7	59.0
19	Target stores	355.3	13.4
20	J.C. Penney stores	352.4	14.3
21	T-Mobile telecommunications	346.5	70.1
22	Burger King restaurants	336.3	12.7
23	IBM computers	310.9	2.0
24	Best Buy stores	301.4	13.3
25	Mitsubishi vehicles	281.7	23.8

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao89p or CLICK HERE

TOP ADVERTISERS BY MEDIA

From 100 Leading National Advertisers (AA, June 23, 2003). Table ranks advertisers by measured media. Ad spending figures are for calendar 2002 from Ad Age and TNS Media Intelligence/CMR. Dollars are in millions.

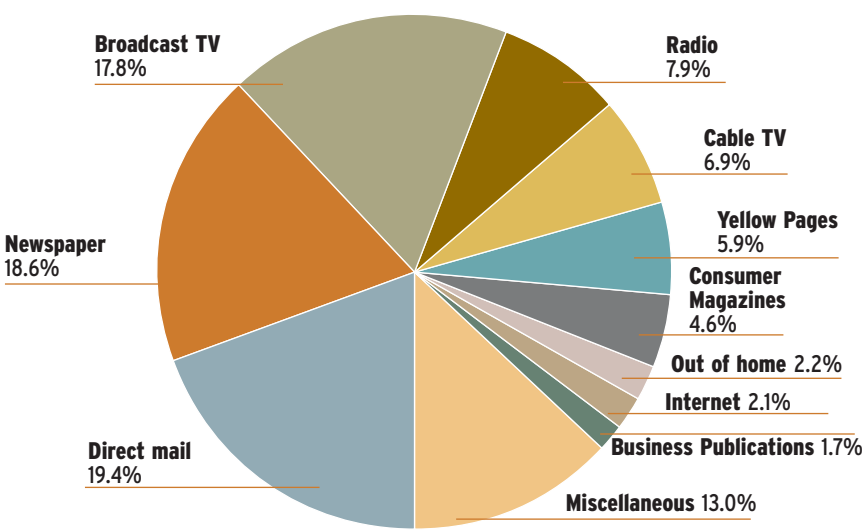
RANK	MEDIUM/MARKETER	U.S. AD SPENDING	% CHANGE
1	Network TV	$20,015	7.4
	General Motors Corp.	$778	17.5
2	Newspaper	19,347	9.1
	Federated Department Stores	478	-1.5
3	Magazine	16,749	2.0
	Procter & Gamble Co.	495	5.0
4	Spot TV	16,172	14.7
	DaimlerChrysler	557	-0.4
5	Cable TV networks	10,783	4.8
	Procter & Gamble Co.	386	44.6
6	Internet	5,740	-11.9
	Time Warner	292	12.5
7	Syndicated TV	2,946	-7.7
	Procter & Gamble Co.	218	15.6
8	National newspaper	2,799	-4.6
	Time Warner	71	32.1
9	National spot radio	2,446	13.1
	SBC Communications	109	48.4
10	Outdoor	2,398	0.7
	Anheuser-Busch Cos.	49	10.3
11	Sunday magazine	1,314	13.6
	National Syndications	133	-3.6
12	Network radio	965	15.8
	AutoZone	35	83.7

For a more comprehensive look at this table, go to AdAge.com QwikFIND aao78t and aao79d or CLICK HERE

U.S. AD SPENDING TOTALS BY MEDIA

From Robert J. Coen's Universal McCann U.S. Volume Report (AdAge.com, June 2003). This table shows advertising totals by media. Ad spending figures are for calendar 2002 in billions and include all commissions as well as art, mechanical and production expenses.

RANK	MEDIUM	U.S. AD SPENDING	% CHANGE
1	Direct mail	$46.07	3.0
2	Newspapers	44.03	-0.5
3	Broadcast TV	42.07	8.2
4	Radio	18.88	5.7
5	Cable TV	16.30	3.6
6	Yellow Pages	13.78	1.4
7	Consumer magazines	11.00	-0.9
8	Out of home	5.18	0.8
9	Internet	4.88	-13.5
10	Business publications	3.98	-11.0
	Misc. total	30.73	2.8
	Total	236.88	2.4



For a more comprehensive look at this table, go to AdAge.com QwikFIND aao80g or CLICK HERE

TOP 25 GLOBAL MARKETERS

From Global Marketing (AA, Nov. 10, 2003). Essential data from Nielsen Media Research, TNS Media Intelligence/CMR, Ibope and others. Figures are Ad Age estimates in millions of U.S. dollars and include measured media only.

RANK	GLOBAL MARKETER	2002 AD SPENDING	% CHANGE
1	Procter & Gamble Co.	$4,479	21.9
2	Unilever	3,315	19.2
3	General Motors Corp.	3,218	9.0
4	Toyota Motor Corp.	2,405	11.2
5	Ford Motor Co.	2,387	7.2
6	Time Warner	2,349	2.4
7	DaimlerChrysler	1,800	0.5
8	L'Oreal	1,683	15.4
9	Nestle	1,547	-4.2
10	Sony Corp.	1,513	22.2
11	Johnson & Johnson	1,453	18.5
12	Walt Disney Co.	1,428	8.6
13	Altria Group	1,425	-13.1
14	Honda Motor Co.	1,383	-0.7
15	Volkswagen	1,349	-3.0
16	Nissan Motor Co.	1,280	11.7
17	Coca-Cola Co.	1,199	-7.9
18	McDonald's Corp.	1,183	-12.9
19	Vivendi Universal	1,176	11.7
20	GlaxoSmithKline	1,157	2.7
21	PepsiCo	1,096	9.0
22	Pfizer	1,075	1.2
23	PSA Peugeot Citroen	904	8.0
24	Mars Inc.	870	-3.2
25	Viacom	827	-0.1

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aap13a or CLICK HERE

TOP ADVERTISERS IN TOP 10 COUNTRIES OUTSIDE THE U.S.

From Global Marketing (AA, Nov. 10, 2003). Estimated totals by country from ZenithOptimedia's "Advertising Expenditure Forecasts," December 2003 edition. Data by advertiser from Nielsen Media Research, TNS Media Intelligence/CMR, Ibope and others. Advertiser figures are Ad Age estimates in millions of U.S. dollars and include measured media only.

RANK	COUNTRY/LEAD MARKETER	2002 AD SPENDING	% CHANGE
1	Japan	$33,516	-6.8
	Toyota Motor Corp.	$983	4.1
2	Germany	16,973	-4.1
	Procter & Gamble Co.	288	37.0
3	United Kingdom	15,249	0.2
	Procter & Gamble Co.	288	27.8
4	France	9,031	-1.4
	Vivendi Universal	514	27.8
5	Italy	7,087	-3.4
	Fiat	88	-7.7
6	Brazil	7,020	NA
	Telefonica	92	5.8
7	China	6,339	23.8
	Procter & Gamble Co.	202	97.3
8	South Korea	6,013	19.4
	KT Corp.	163	51.9
9	Spain	5,083	-0.6
	Telefonica	118	-6.2
10	Canada	5,218	3.7
	BCE	83	4.4

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aap13a or CLICK HERE

TOP AUTOMOTIVE MODELS

From 100 Leading National Advertisers (AA, June 23, 2003). Ad spending is in millions of dollars from TNS Media Intelligence/CMR. Share is based on U.S. unit sales of 21 models identified by Automotive News as "near-luxury" and 23 models identified as luxury.

TOP 10 NEAR-LUXURY CAR MODELS

RANK	AUTO BRAND	2002 U.S. MARKET SHARE	% CHANGE
1	BMW 325	11.5%	10.6
2	Lexus ES 300	11.3	52.7
3	Mercedes-Benz C class	10.1	20.2
4	Acura TL	9.6	-16.5
5	Lincoln LS	6.3	-4.5
6	Cadillac CTS	6.0	NA
7	Volvo 70 series	5.4	-25.0
8	BMW 330	5.2	-7.1
9	Jaguar X-Type	5.2	225.0
10	Chrysler 300M	5.1	-15.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79h or CLICK HERE

TOP 10 LUXURY CAR MODELS

RANK	AUTO BRAND	2002 U.S. MARKET SHARE	% CHANGE
1	Cadillac DeVille	19.1%	-1.5
2	Lincoln Town Car	13.4	-1.5
3	Mercedes-Benz E class	9.6	6.7
4	BMW 5 series	9.2	13.6
5	Lexus LS 430	5.9	-6.3
6	BMW 7 series	5.0	85.2
7	Cadillac Seville	4.8	-5.9
8	Mercedes-Benz S class	4.8	-9.4
9	Mercedes-Benz CLK class	3.9	-2.5
10	Jaguar S-Type	3.6	-10.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79l or CLICK HERE

VEHICLE AD SPEND LEVELS

From 100 Leading National Advertisers (AA, June 23, 2003). 2002 dollars are actual. Media from TNS Media Intelligence/CMR; vehicle sales from Automotive News. *Includes Kia Motors America.

RANK	AUTO COMPANY	U.S. AD SPENDING PER VEHICLE	% CHANGE
1	Volkswagen	$1,435.78	10.7
2	Nissan Motor Co.	1,351.92	14.1
3	Mazda Motor Corp.	1,179.96	23.7
4	Mitsubishi Motors Corp.	1,035.25	16.0
5	Toyota Motor Corp.	932.41	12.7
6	DaimlerChrysler	819.62	7.8
7	Ford Motor Co.	754.79	23.6
8	Honda Motor Co.	739.17	6.9
9	General Motors Corp.	731.01	20.3
10	Hyundai Group*	610.24	3.1

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aa079g or CLICK HERE

TOP 10 INSURANCE MARKETERS

From 100 Leading National Advertisers (AA, June 23, 2003). Ad spending in millions is from TNS Media Intelligence/CMR for calendar 2002. Revenue in millions is from public documents.

RANK	MARKETER	U.S. AD SPENDING	REVENUE
1	State Farm Mutual Auto Insurance	$182.4	$49,700
2	GEICO (Berkshire Hathaway)	142.8	6,670
3	Progressive Corp.	136.3	9,294
4	Allstate Corp.	104	29,583
5	Blue Cross & Blue Shield	79.8	143,200
6	AIG	43.9	67,482
7	AFLAC	41.7	10,257
8	Pacific Life Insurance Co.	30.6	NA
9	Zurich Financial Services Group	29.1	40,448
10	Liberty Mutual	27.3	14,544

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79s or CLICK HERE

TOP 10 FAST FOOD CHAINS

From 100 Leading National Advertisers (AA, June 23, 2003). 2002 ad spending in millions from TNS Media Intelligence/CMR. Share, from Technomic Information Services, based on all restaurants.

RANK	CHAIN	U.S. MARKET SHARE	AD SPENDING
1	McDonald's	7.3%	$548.3
2	Burger King	3.0	335.1
3	Wendy's	2.4	273.6
4	Subway	1.9	218.7
5	Taco Bell	1.9	195.8
6	Pizza Hut	1.8	154.1
7	KFC	1.7	224.5
8	Applebee's	1.1	93.6
9	Starbucks	1.1	5.0
10	Domino's Pizza	1.0	122.3

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79p or CLICK HERE

TOP 10 MOVIE STUDIOS BY AD EFFICIENCY

From 100 Leading National Advertisers (AA, June 23, 2003). Ad spending is in millions from TNS Media Intelligence/CMR for calendar 2002. Box-office revenue per ad $ is an ad efficiency metric base on a studio's revenues from its movies in *Variety's* top 100 divided by their ad spending.

RANK	STUDIO (PARENT COMPANY)	B.O. REVENUE PER AD $	AD SPENDING
1	New Line (Time Warner)	$4.23	$223.9
2	20th Century Fox (News Corp.)	3.88	279.1
3	Buena Vista (Walt Disney Co.)	3.70	399.1
4	Sony Pictures (Sony Corp.)	3.38	550.5
5	Universal (Vivendi Universal)	3.31	306.0
6	Warner Bros. (Time Warner)	3.31	494.3
7	Paramount (Viacom)	3.22	346.4
8	MGM/UA (Tracinda Corp.)	3.16	160.0
9	DreamWorks (DreamWorks SKG)	3.04	173.4
10	Miramax (Walt Disney Co.)	2.54	175.2

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79q or CLICK HERE

TOP DENTAL CARE MARKETERS

From 100 Leading National Advertisers (AA, June 23, 2003). Measured media advertising spending is in millions of dollars from TNS Media Intelligence/CMR for calendar 2002. Market share is calculated from Information Resources Inc.'s three-outlet sales data.

TOP 10 TOOTH WHITENERS

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Crest Whitestrips	63.1%	$67.8
2	Colgate Simply White	18.3	13.7
3	Rembrandt Dazzling White	4.0	1.1
4	Rembrandt Plus	3.0	5.9
5	Natural White 5 Minute	2.2	0.0
6	Plus White Ultra	1.9	0.0
7	Natural White Rapid White	1.3	0.0
8	Natural White Pro	1.3	0.2
9	Plus White	1.0	2.2
10	Mentadent Tooth Bleaching	1.0	0.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aa079u or CLICK HERE

TOP 10 TOOTHPASTE & WHITENERS MARKETERS

RANK	MARKETER	U.S. MARKET SHARE	AD SPENDING
1	Procter & Gamble Co.	35.0%	$115.0
2	Colgate-Palmolive Co.	31.7	64.4
3	GlaxoSmithKline	11.7	50.0
4	Unilever	5.7	2.9
5	Church & Dwight Co.	5.0	12.0
6	Den-Mat Corp.	3.5	12.2
7	Pfizer	1.1	7.2
8	Toms of Maine	0.9	0.0
9	Natural White	0.8	0.7
10	Gillette Co.	0.7	0.1

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79v or CLICK HERE

TOP SHAVING BRANDS & MARKETERS

From 100 Leading National Advertisers (AA, June 23, 2003). Measured media advertising spending is in millions of dollars from TNS Media Intelligence/CMR. Share is from Information Resources Inc. from mass merchandisers, drug and food store sales. Most ad spending supports razors, whereas refill cartridges are the bulk of consumer spending. Category totals (bottom chart) are for all wet-shaving instruments.

TOP 10 RAZORS

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Gillette Mach3 refill blades	17.7%	$0.4
2	Gillette Venus refill blades	6.4	35.2
3	Gillette Mach3 Turbo refill blades	5.7	52.8
4	Gillette Sensor Excel refill blades	5.3	0.3
5	Gillette Sensor refill blades	4.5	0.0
6	Schick Slim Twin disposable	4.2	0.0
7	Schick Xtreme 3 disposable	3.2	22.2
8	Gillette Custom Plus disposable	2.9	0.0
9	Gillette Venus razors	2.9	0.0
10	Gillette Good News disposable	2.5	0.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79w or CLICK HERE

TOP 5 RAZOR MARKETERS

RANK	MARKETER	U.S. MARKET SHARE	AD SPENDING
1	Gillette Co.	68.0%	$98.8
2	Energizer Holdings (Schick)	13.3	23.8
3	Societe Bic	5.9	0.0
4	Private label	5.1	0.0
5	Revlon	1.6	0.0
	Total top 5	93.8	122.5
	Total category in $ millions	$1,331.2	204.8

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79x or CLICK HERE

TOP 10 READY-TO-SERVE SOUPS

From 100 Leading National Advertisers (AA, June 23, 2003). Ad spending is in millions from TNS Media Intelligence/CMR for calendar 2002. Share is from Information Resources Inc. The Swanson brand's ad figure is for the Swanson line, which is virtually all broth-related products.

RANK	BRAND	U.S. MARKET SHARE	AD SPENDING
1	Campbell's Chunky	27.2%	$35.0
2	Progresso	23.5	41.6
3	Campbell's Select	11.4	21.1
4	Swanson	7.7	14.5
5	Private label	4.9	0.0
6	Campbell's	4.5	2.4
7	Healthy Choice	3.8	0.5
8	Wolfgang Puck's	3.0	0.4
9	College Inn	2.7	0.0
10	Swanson Natural Goodness	1.7	0.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79y or CLICK HERE

TOP 10 BOTTLED WATER BRANDS

From 100 Leading National Advertisers (AA, June 23, 2003). Ad spending is in millions from TNS Media Intelligence/CMR for calendar 2002. Share from "Beverage Digest."

RANK	BRAND (MARKETER)	U.S. MARKET SHARE	AD SPENDING
1	Aquafina (PepsiCo)	15.1%	$33.9
2	Dasani (Coca-Cola Co.)	13.8	20.4
3	Poland Spring (Nestle)	11.5	4.0
4	Arrowhead (Nestle)	6.8	7.1
5	Crystal Geyser (Roxanne)	6.0	1.0
6	Aberfoyle (Nestle)	4.5	0.0
7	Deer Park (Nestle)	4.1	3.1
8	Ozarka (Nestle)	3.9	2.4
9	Ice Mountain (Nestle)	3.9	3.0
10	Zephyrhills (Nestle)	2.9	1.9

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao79z or CLICK HERE

IAG'S TOP SPOTS OF 2003

From a regular Ad Age feature (AA, June 23, 2003).

Five of the top 10 ads on Advertising Age/Intermedia Advertising Group's year-end, most-liked list made their debut during the 2003 Super Bowl—including the top-ranking Budweiser "Replay" spot. Meanwhile, several ads outside the Big Game also resonated, including Nike's eye-catching "Streaker."

But on the measure of Recall, Pepsi Twist's "Osbournes" was the only Super Bowl ad to place in the Top 10. Close behind was the final work from KFC to include Jason Alexander. Old Navy and Pier 1 Imports were among the most memorable retailers.

During the fourth quarter of 2003, a holiday-themed ad from Toys "R" Us achieved the highest level of Recall. Victoria's Secret's "What is Sexy?" campaign was also top-of-mind at Nos. 2 & 3.

A spot from Pepsi's "It's the Cola" campaign ranked as the quarter's most-liked, followed by an AT&T Wireless "Reach Out" spot. Sneaker giants Nike and Reebok—both featuring athlete endorsers—were also among the best-received ads during Q4.

MOST RECALLED:

MOST RECALLED ADS OF 2003

RANK	BRAND	AD DESCRIPTION	INDEX
1	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie, Diet Pepsi Twist tag (:30)	259
2	KFC	Honey BBQ & Boneless Wings–Annika Sorenstam & Jason Alexander (:15)	259
3	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie, Diet Pepsi Twist tag (:45)	256
4	KFC	Honey BBQ & Boneless Wings–Annika Sorenstam & Jason Alexander (:30)	254
5	Pizza Hut	Stuffed Crust Gold–man in golden light, choir music	250
6	Capital One	No-Hassle Card–mermaids purchase luxury items	244
7	Old Navy	Boot-Cut Jeans– Morgan Fairchild and three male contestants	244
8	Pier 1 Imports	Kirstie Alley does "magic"	243
9	Subway	Turkey Breast w/ Honey Mustard Sauce–Herman & Sherman lost 100 lbs	242
10	Old Navy	Item of the Week–"Love Boat," Captain, Cruise Director, Morgan Fairchild	241

MOST LIKED ADS OF 2003

RANK	BRAND	AD DESCRIPTION	INDEX
1	Budweiser	Clydesdales replay, zebra referee watches horses' hooves running	262
2	FedEx	Bearded man delivers package, "Cast Away" spoof	220
3	Reebok	Felcher recruits Terry Tate, "Office Linebacker"	212
4	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie, Diet Pepsi Twist tag	211
5	Ford	Explorer–car wash employees admire black SUV	208
6	Apple	PowerBook–Yao Ming & Mini-me on plane, 12" & 17" screens	195
7	Coca-Cola	Courteney Cox & David Arquette, pinball, "true love"	190
8	Nike	Shox–streaker at soccer game	190
9	Pepsi	Man sets down Pepsi next to sandwich, dog steals both, puts cat on plate	187
10	Budweiser	Bud Light–Reggae, man walks dog, sees "no pets" sign, puts dog on head	187

MEDIA

Top U.S. media company in 2002

TIME WARNER HITS $28.63 BILLION IN REVENUE

Top cable TV network in 2002

ESPN BAGS $920.2 MILLION IN AD REVENUE

Top magazine by circulation in 2002

"AARP THE MAGAZINE" COUNTS 20 MILLION SUBS

Top newspaper by circulation 2002

"USA TODAY" NABS AVERAGE DAILY CIRCULATION OF 2.15 MILLION

Most expensive weekly TV show in prime time

"FRIENDS" IN THE MONEY AT $473,500 PER :30

Content, sources for media rankings

IN THIS SECTION, IT IS ALL ABOUT MEDIA, broadly defined as media distribution businesses supported by advertising.

The nation's 12 largest media monoliths, from Time Warner to Tribune Co. (Pages 28-29), were identified among the nation's 100 top media companies in Ad Age's 100 Leading Media Companies report (AA, Aug. 18, 2003).

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, movie and TV production, 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 and TV 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 Ad Age 300 Magazine report (AA, Sept. 22, 2003). The top 10 are presented on Page 37. Other rankings—magazines and newspapers by circulation and gross ad revenue, web sites by ad revenue, TV networks and Spanish TV by their ad take—are from leading industry monitoring services such as Publishers Information Bureau, TNS Media Intelligence/CMR and Audit Bureau of Circulations.

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

PRIMARY PROPERTIES COLOR CODED BY MEDIA TYPE

1. Time Warner

Turner Broadcasting System
TBS Superstation, CNN, CNN.com

Home Box Office Services
HBO, Cinemax

Time Inc.
Time, People, Sports Illustrated, Fortune

Sunset Publishing Corp.
Sunset

Southern Progress Corp.
Southern Living

Time4 Media
Golf Magazine

America Online
AOL

Time Warner Cable

Warner Bros. Entertainment
WB Network

2. Viacom

MTV Networks
MTV, Nickelodeon/Nick at Nite, VH-1, SpikeTV

BET Cable Network

Showtime
Showtime, The Movie Channel

UPN Network
KBHK-TV (San Francisco)

CBS TV Network
WCBS-TV (New York)

Infinity Broadcasting Corp.
KROQ (Los Angeles)

Viacom Outdoor

3. Comcast Corp.

Comcast Cable Systems

E! Networks
E! Entertainment Television

QVC

Golf Channel

4. Walt Disney Co.

ABC Inc.

ABC TV Network
WABC-TV (New York)

ABC Radio Networks
KGO-AM (San Francisco)

ABC Family

ESPN Inc.
ESPN, ESPN.com
ESPN, The Magazine

A&E Television Networks
A&E, History Channel

Lifetime Entertainment Services
Lifetime Channel

Disney Channel
Disney Channel
Discover

Us Weekly

5. NBC-TV (General Electric Co.)

NBC TV Network
WNBC-TV (New York)

CNBC

Telemundo Communications Group
Telemundo

MSNBC
MSNBC, MSNBC.com

6. Cox Enterprises

Cox Television
KTVU-TV (San Francisco)

Cox Newspapers
The Atlanta Journal-Constitution

Cox Communications

Cox Radio Inc.
WSB-AM (Atlanta)

7. News Corp.

Fox Entertainment Group

Fox Broadcasting Co.
WNYW-TV (New York)

Fox Cable Networks Group
Fox Sports Networks, FX, Fox News Channel, National Geographic Channel

New York Post

Weekly Standard

News America Marketing

8. DirecTV (Hughes Corp.)

DirecTV

9. Clear Channel Communications

WKRC-TV (Cincinnati)

WLTW-FM (New York)

Clear Channel Outdoor

10. Gannett Co.

USA Today

KUSA-TV (Denver)

11. Advance Publications

Newhouse Newspapers
The Star-Ledger (Newark)

Parade

Conde Nast Publications
Vogue, Vanity Fair, The New Yorker, Glamour, Architectural Digest, GQ

Fairchild Publications
W, Jane, Details

Golf Digest Cos.
Golf Digest, Golf World

12. Tribune Co.

Chicago Tribune, Los Angeles Times

WPIX-TV (New York)

WGN-AM (Chicago)

WGN Superstation

Chicago Magazine

MEDIA PROPERTY COLOR CODES

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

The Top 12 are based on media revenue in 2002. Not all properties owned by the companies are shown. Properties shown may be partly owned. A diagram illustrating owership of properties of more than 20 top U.S. media companies appeared in the 100 Leading Media Companies Special Report (AA Aug. 18, 2003) and can also be downloaded from AdAge.com QwikFIND aa092l. The family tree diagram includes revenue, circulation and some subscriber data.

AD AGE'S FALL 2003 PRIME TIME PRICING SURVEY

From an annual feaure (AA, Sept. 15, 2003), average costs for a 30-second spot are compiled from estimates of advertising agencies and media-buying companies.

MONDAY

8 p.m.		9 p.m.		10 p.m.
Primetime Monday $79,300		Monday Night Football $272,867		
Yes, Dear $149,333	Still Standing $152,700	Raymond $257,700	2 1/2 Men $200,350	CSI: Miami $183,520
Fear Factor $125,800		Las Vegas $167,167		Third Watch $134,756
Joe Millionaire $256,704		Skin $175,000		No programming
7th Heaven $101,840		Everwood $78,183		No programming
The Parkers $46,825	Opposite Sex $45,733	Girlfriends $59,575	Half & Half $52,423	No programming

TUESDAY

8 p.m.		9 p.m.		10 p.m.
8 Simple $151,240	I'm With Her $129,970	According $159,208	Less/Perfect $126,935	NYPD Blue $141,644
Navy NCIS $105,948		The Guardian $89,717		Judging Amy $115,500
Whoopi $73,500	Happy Family $103,500	Frasier $195,200	Good ... Miami $167,000	Law & Order: SVU $163,143
American Juniors $176,667		24 $292,200		No programming
Gilmore Girls $100,371		One Tree Hill $93,839		No programming
One on One $40,100	All of Us $39,150	Rock Me Baby $26,240	The Mullets $22,775	No programming

WED.

8 p.m.		9 p.m.		10 p.m.
My Wife $170,650	Relative $145,640	The Bachelor $253,940		Karen Sisco $111,679
60 Minutes II $67,000		King of Queens $90,800	Stones $73,000	Brotherhood $48,063
Ed $102,033		West Wing $229,429		Law & Order $264,889
70's Show $184,607	Stan Hooper $155,050	Bernie Mac $165,617	Cedric $123,748	No programming
Smallville $142,333		Angel $75,256		No programming
Enterprise $65,682		Jake 2.0 $40,450		No programming

SUNDAY

7 p.m. (ET)		8 p.m.		9 p.m.		10 p.m.
America's Funniest Home $97,600		10-8 $90,970		Alias $170,761		The Practice $154,118
60 Minutes $88,567		Cold Case $106, 633		CBS Sunday Movie $67,222		
Dateline $61,188		American Dreams $105,220		Law & Order: Criminal Intent $197,050		The Lyon's Den $139,250
Oliver Beene $147,100	King of the Hill $146,700	Simpsons $296,440	Ortegas $204,080	Malcolm $251,575	Arrested Dev. $181,750	No programming
Smallville: Beginnings $38,477		Charmed $80,850		Tarzan and Jane $63,443		No programming

THURSDAY

8 p.m.		9 p.m.		10 p.m.
Threat Matrix $66,375		Extreme Makeover $74,750		Primetime $76,580
Survivor $390,367		CSI $310,324		Without a Trace $168,571
Friends $473,500	Scrubs $360,950	Will & Grace $414,500	Coupling $316,400	ER $404,814
Tru Calling $84,714		The O.C. $115,004		No programming
Steve Harvey $34,371	J. Kennedy $46,525	What I Like $48,800	Run of House $48,500	No programming
WWE Smackdown $34,333				No programming

FRIDAY

8 p.m.		9 p.m.		10 p.m.
George Lopez $100,183	Back to Kansas $60,733	Hope & Faith $89,175	Bonnie $96,480	20/20 $78,800
Joan of Arcadia $75,400		JAG $69,333		The Handler $77,583
Miss Match $113,267		Dateline $82,833		Boomtown $105,500
Wanda $73,433	Luis $73,000	Boston Public $86,007		No programming
Reba $65,942	Like Family $55,500	Grounded* $60,550	Andersons $59,333	No programming
UPN Movie Friday $12,209				No programming

SATURDAY

8 p.m.		9 p.m.		10 p.m.
Wonderful World of Disney $69,707				L.A. Dragnet $69,277
48 Hours Investigates $45,250		Hack $58,720		The District $58,213
NBC Saturday Movie $64,267				
Cops $58,300	Cops $59,333	America's Most Wanted $67,608		No programming

TOP 25 U.S. MEDIA COMPANIES

From 100 Leading Media Cos. (AA, Aug. 18, 2003). *Estimated 2002 media revenue in millions of dollars is U.S.-only and from media distribution businesses supported by advertising. Sources include BIA Financial Network, Kagan World Media, TNS Media Intelligence/CMR, Audit Bureau of Circulations.

RANK	MEDIA COMPANY	NET MEDIA REVENUE*	% CHANGE
1	Time Warner	$28,629	9.3
2	Viacom	16,326	5.1
3	Comcast Corp.	16,043	2.8
4	Walt Disney Co.	9,763	-3.9
5	NBC-TV (General Electric Co.)	7,390	16.3
6	Cox Enterprises	7,349	16.6
7	News Corp.	6,645	10.0
8	DirecTV (Hughes Corp.)	6,445	16.1
9	Clear Channel Communications	5,851	7.2
10	Gannett Co.	5,617	1.6
11	Advance Publications	5,420	3.3
12	Tribune Co.	5,162	2.6
13	Charter Communications	4,566	19.9
14	EchoStar Communications Corp.	4,430	22.9
15	Hearst Corp.	4,231	6.7
16	Adelphia Communications Corp.	3,426	12.0
17	Cablevision Systems Corp.	3,292	7.4
18	The New York Times Co.	3,092	2.1
19	Knight Ridder	2,841	-2.0
20	Bloomberg	2,240	6.2
21	The Washington Post Co.	1,963	2.4
22	Primedia	1,684	7.3
23	Dow Jones & Co.	1,559	-12.1
24	Belo	1,428	4.6
25	E.W. Scripps Co.	1,402	7.6

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP MEDIA COMPANIES BY SECTOR

From 100 Leading Media Cos. (AA, Aug. 18, 2003). Estimated 2002 media revenue in millions of dollars is U.S.-only and from media distribution businesses supported by advertising. Sources include BIA Financial Network, Kagan World Media, TNS Media Intelligence/CMR, Audit Bureau of Circulations. Companies by sector continue on Page 34.

TOP 10 NEWSPAPER COMPANIES

RANK	MEDIA COMPANY	NET NEWSPAPER REVENUE	% CHANGE
1	Gannett Co.	$4,760	-0.7
2	Tribune Co.	3,848	0.5
3	New York Times Co.	2,864	1.3
4	Knight Ridder	2,786	-2.5
5	Advance Publications	2,015	-0.5
6	Cox Enterprises	1,350	0.0
7	Hearst Corp.	1,320	-0.2
8	Dow Jones & Co.	1,250	-14.1
9	McClatchy Co.	1,052	0.1
10	Washington Post Co.	806	-0.8

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP 10 MAGAZINE COMPANIES

RANK	MEDIA COMPANY	NET MAGAZINE REVENUE	% CHANGE
1	Time Warner	$4,850	7.8
2	Hearst Corp.	2,190	9.5
3	Advance Publications	1,950	-1.3
4	Primedia	1,472	8.3
5	Reader's Digest Association	854	31.6
6	International Data Group	801	-16.5
7	Gruner & Jahr USA (Bertelsmann)	772	5.0
8	Meredith Corp.	703	15.1
9	McGraw-Hill Cos.	698	-5.3
10	Reed Elsevier	648	-24.2

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP MEDIA COMPANIES BY SECTOR

From 100 Leading Media Cos. (AA, Aug. 18, 2003). Calendar 2002 media revenue are U.S.-only media distribution businesses supported by advertising. Figures are estimates in millions of dollars. Primary sources include BIA Financial Network, Kagan World Media, TNS Media Intelligence/CMR, Audit Bureau of Circulations and public documents. Outdoor companies are ranked from the 100 Leading Media Cos. only. *For this ranking Internet companies are ranked by subscriber and advertising dollars. Microsoft figures include subscriber and ad revenue for MSN Network only. (MSNBC, a joint venture of General Electric Co.-owned NBC and Microsoft, is excluded.) Yahoo! Inc. figures are solely advertising revenue.

TOP 10 CABLE COMPANIES

RANK	MEDIA COMPANY	NET CABLE REVENUE	% CHANGE
1	Comcast Corp.	$16,043	2.8
2	Time Warner	14,192	12.3
3	Viacom	5,052	10.0
4	Cox Enterprises	5,040	23.9
5	Charter Communications	4,566	19.9
6	Walt Disney Co.	4,428	10.7
7	Adelphia Communications Corp.	3,426	12.0
8	Cablevision Systems Corp.	3,292	7.4
9	News Corp.	1,660	14.1
10	Advance Publications	1,455	16.7

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP 10 BROADCAST TV COMPANIES

RANK	MEDIA COMPANY	NET TV REVENUE	% CHANGE
1	Viacom	$7,490	3.3
2	NBC TV (General Electric Co.)	6,763	20.2
3	Walt Disney Co.	4,485	–16.9
4	News Corp.	4,301	9.6
5	Tribune Co.	1,179	9.8
6	Univision Communications	993	16.8
7	Gannett Co.	771	16.4
8	Sinclair Broadcast Group	731	7.9
9	Time Warner	723	10.0
10	Hearst Corp.	721	12.4

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP 10 RADIO COMPANIES

RANK	MEDIA COMPANY	NET RADIO REVENUE	% CHANGE
1	Clear Channel Communications	$3,717	7.6
2	Viacom	1,859	4.5
3	Walt Disney Co.	579	5.9
4	Westwood One	551	6.8
5	Cox Enterprises	421	6.5
6	Entercom Communications Corp.	391	17.5
7	Citadel Broadcasting Corp.	310	16.3
8	Radio One	296	21.3
9	Hispanic Broadcasting (Univision)	257	6.5
10	Cumulus Media	253	25.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP 3 OUTDOOR COMPANIES

RANK	MEDIA COMPANY	NET OUTDOOR REVENUE	% CHANGE
1	Viacom	$1,896	0.2
2	Clear Channel Communications	1,860	6.4
3	Lamar Advertising Co.	776	6.4

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP 3 INTERNET COMPANIES*

RANK	MEDIA COMPANY	NET INTERNET REVENUE	% CHANGE
1	Time Warner (AOL)	$9,094	5.6
2	Microsoft Corp. (MSN)	1,953	24.3
3	Yahoo! Inc.	807	35.7

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao92b or CLICK HERE

TOP 25 MAGAZINES BY CIRCULATION

From the DataCenter (AA, Aug. 25, 2003). This table ranks U.S. consumer magazines by paid circulation (combined subscription and newsstand). Figures are actual and averages for six months ended June 30, 2003. Data from Audit Bureau of Circulations. *Audited by BPA International.

RANK	MAGAZINE	CIRCULATION	% CHANGE
1	AARP The Magazine	20,018,227	14.1
2	Reader's Digest	11,090,349	-9.2
3	TV Guide	9,026,852	-0.5
4	Better Homes & Gardens	7,611,005	0.1
5	National Geographic	6,685,684	-3.0
6	Good Housekeeping	4,603,989	-2.2
7	Family Circle	4,578,589	-2.0
8	My Generation	4,269,163	11.0
9	Ladies' Home Journal	4,100,068	0.0
10	Time	4,095,935	-0.4
11	Woman's Day	4,065,406	-2.5
12	People	3,628,982	0.3
13	MediZine*	3,478,505	0.0
14	Westways	3,442,681	3.4
15	Home & Away	3,332,431	0.6
16	Prevention	3,277,746	4.7
17	Sports Illustrated	3,266,796	0.4
18	Newsweek	3,175,389	-2.2
19	Playboy	3,154,942	-1.9
20	Cosmopolitan	2,860,024	-3.5
21	Guideposts	2,638,814	-4.0
22	VIA Magazine	2,625,166	-1.1
23	Southern Living	2,600,732	2.1
24	American Legion Magazine	2,594,631	-1.9
25	O, The Oprah Magazine	2,532,621	11.3

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao95f or CLICK HERE

TOP 10 MAGAZINES BY AD PAGES

From the DataCenter (AA, Jan. 26, 2004). Table ranks U.S. consumer magazines by ad pages January through December 2003 from Publishers Information Bureau.

RANK	MAGAZINE	AD PAGES	% CHANGE
1	People	3,705.31	0.2
2	The New York Times Magazine	3,363.20	1.5
3	Bridal Guide	3,128.05	35.1
4	Forbes	3,124.67	-10.8
5	Fortune	3,054.14	-8.3
6	In Style	3,045.65	0.5
7	BusinessWeek	3,034.65	-9.0
8	Vogue	2,958.11	2.4
9	Bride's Magazine	2,956.50	5.4
10	Transworld Skateboarding	2,496.38	-13.5

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aap35l or CLICK HERE

TOP 10 MAGAZINES BY GROSS REVENUE

From the Magazine 300 Special Report (AA, Sept. 22, 2003). Table ranks magazines by 2002 gross revenue, the combination of circulation and ad revenue.

RANK	MAGAZINE	TOTAL GROSS REVENUE	% CHANGE
1	People	$1,199.5	6.0
2	Sports Illustrated	919.4	9.2
3	TV Guide	904.5	-5.4
4	Time	836.4	-0.8
5	Better Homes & Gardens	704.6	9.8
6	Parade	608.4	6.7
7	Reader's Digest	606.3	4.4
8	Newsweek	545.1	5.4
9	Good Housekeeping	446.9	8.4
10	BusinessWeek	416.8	-8.4

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aap01g or CLICK HERE

TOP 10 NEWSPAPERS BY AD REVENUE

Table ranks newspapers by ad revenue January through December 2002. Data are from TNS Media Intelligence/CMR. Dollars are in millions.

RANK	NEWSPAPER	AD REVENUE	% CHANGE
1	Los Angeles Times	$1,459.5	11.1
2	New York Times	1,237.6	5.6
3	Wall Street Journal	974.0	-13.4
4	Chicago Tribune	821.8	3.1
5	Dallas Morning News	714.0	15.7
6	Washington Post	647.7	-2.0
7	USA Today	602.0	-7.4
8	Philadelphia Inquirer	511.4	10.3
9	Boston Globe	508.9	5.6
10	Newsday	507.6	3.6

TOP 10 WEB SITES BY AD REVENUE

Table ranks Internet web sites by ad revenue January through December 2002. Data are from TNS Media Intelligence/CMR. Dollars are in millions.

RANK	WEB SITE	AD REVENUE	% CHANGE
1	AOL.com	$452.1	28.4
2	MSN.com	427.5	-18.4
3	Yahoo Sports	312.7	NA
4	Yahoo!	162.5	-76.5
5	Excite Music	148.5	NA
6	Netscape	142.9	-8.5
7	MSNBC	133.8	-16.9
8	Ebay	122.1	-52.4
9	Ubid.com	110.5	193.6
10	Netscape Music	110.0	805.0

TV SYNDICATION'S TOP ADVERTISERS

From the DataCenter (AA, May 12, 2003 TV Upfront Special Report pull-out poster). This table ranks top U.S. syndicated advertisers by 2002 spending. Data are from Nielsen Media Research/Nielsen Monitor-Plus. Dollars in millions.

RANK	COMPANY	2002	% CHANGE
1	Procter & Gamble Co.	$217.8	15.6
2	GlaxoSmithKline	100.2	-21.5
3	Pfizer	77.5	3.8
4	Time Warner	60.1	-38.5
5	Johnson & Johnson	59.8	5.2
6	Unilever	58.9	-10.3
7	Clorox Co.	57.2	139.8
8	Nestle	56.3	45.0
9	Burger King Corp.	55.1	3.7
10	PepsiCo	53.8	-1.6
11	Walt Disney Co.	50.6	-4.6
12	Mars	50.6	0.0
13	Wyeth	44.6	-21.6
14	MCI	43.7	-28.5
15	Kellogg Co.	43.1	22.5
16	Sony Corp.	42.6	-1.2
17	SC Johnson	42.1	0.5
18	Sears, Roebuck & Co.	40.1	-34.7
19	Sara Lee Corp.	37.4	22.3
20	Gap	37.2	137.4
21	Altria Group	36.7	-40.2
22	L'Oreal	35.1	44.4
23	Bayer Group	34.3	-12.8
24	Capital One Financial Corp.	33.6	66.6
25	McDonald's Corp.	32.2	-51.5

TV NETWORK AD REVENUE

Networks are ranked by ad revenue in millions for calendar 2002 from TNS Media Intelligence/CMR. *NBC TV is owned by General Electric Co. which also owns 32.5% of Paxson Communications Corp. **25% of WB is owned by Tribune Co. ***From the Cable TV Special Report (AA, June 9, 2003).

RANK	NETWORK (PARENT)	AD REVENUE	% CHANGE
BROADCAST TV			
1	NBC (NBC TV*)	$6,403	18.1
2	CBS (Viacom)	5,405	9.6
3	ABC (Walt Disney Co.)	4,488	-15.0
4	FOX (News Corp.)	2,960	17.2
5	WB (Time Warner**)	857	10.9
6	UPN (Viacom)	468	24.7
7	PAX*	224	-11.7
CABLE* **			
1	ESPN (80% Walt Disney Co.; 20% Hearst Corp.)	$920	-8.6
2	Nickelodeon (Viacom)	748	-11.6
3	MTV (Viacom)	737	10.0
4	Lifetime (50% Disney; 50% Hearst)	711	9.6
5	TBS (Time Warner)	667	22.1
6	TNT (Time Warner)	630	6.5
7	CNBC (NBC TV*)	508	7.4
8	USA Network (Vivendi Universal)	425	-13.5
9	Discovery Channel	393	-10.1
10	CNN (Time Warner)	352	19.9
SPANISH LANGUAGE TV NETWORKS			
1	Univision	$1,508	13.7
2	Telemundo (NBC TV*)	774	37.8
3	TeleFutura (Univision)	85	NA

SUPER BOWL SPOT COSTS

From AdAge.com. 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
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
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

For a more comprehensive look at this table, go to AdAge.com QwikFIND aap28c or CLICK HERE

AGENCY REPORT

World's top advertising organization by gross income

OMNICOM GROUP NOTCHES $7.54 BILLION IN 2002

Top core U.S. agency brand by revenue

J. WALTER THOMPSON CO. HITS $393.7 MILLION

World's top core agency brand by revenue

DENTSU COLLECTS $1.44 BILLION

Top U.S. Hispanic agency by revenue

BRAVO GROUP RECORDS $27.9 MILLION

Top media specialist company by worldwide billings

STARCOM MEDIAVEST BAGS $18.40 BILLION

Top advertising organization by worldwide media billings

PUBLICIS GROUPE AMASSES $34.55 BILLION

Content, methodologies for ad agencies

THE 59TH ANNUAL AGENCY REPORT is largely the source for this agency segment. Among its many charts are rankings of the world's top advertising organizations (Page 48); the leading U.S. ad agency core "brands" (Page 50); and the U.S. agency rankings by multicultural specialty (Page 58). Rankings are by revenue.

An ad organization is typically an agency holding company. Figures come from public documents or are supplied voluntarily. The agency brands of the world's top four ad organizations (Pages 46-47) hold nearly 69% of the global agency business.

Agency brands in the U.S. include traditional ad agencies, healthcare and business-to-business shops. "Branding" identifies the core agency by stripping contributions from subsidiaries and specialty units. Rankings of specialty units, Interactive, direct marketing and sales promotion shops (Pages 52-54) come from Ad Age's Integrated Agency Report (May 19, 2003).

The world's top media specialist companies (Pages 56-57), are ranked by media purchases monitored by Recma Institute, Paris (worldwide), and Ad Age (U.S.).

SUDDENLY, WORDS LIKE "SOLID" AND "RIVETING" ARE STARTING TO POP UP ON WEEKENDS, TOO.

HOT ticket™

MAXIMUM EXPOSURE™

Paramount
A VIACOM COMPANY

MAJOR NETWORKS, AGENCIES OF TOP FOUR GLOBAL AD ORGANIZATIONS

AGENCIES COLOR CODED BY DISCIPLINE

1. Omnicom Group

BBDO Worldwide
- AtmosphereBBDO
- BBDO Detroit CRM

DDB Worldwide Communications

TBWA Worldwide

Other Omnicom agencies
- 1Health Communications
- Alcone Marketing Group
- Arnell Group
- Bernard Hodes Group
- Cline Davis & Mann
- Corbett Accel Healthcare Group
- Dieste, Harmel & Partners
- Doremus & Co.
- Eden Communications Group
- Element 79 Partners
- GMR Marketing
- Goodby, Silverstein & Partners
- Grizzard Communications Group
- GSD&M
- Harrison & Star Business Group
- Integer Group
- KPR
- Lieber, Levett, Koenig, Farese, Babcock
- Lyons Lavey Nickel Swift
- Martin/Williams
- Merkley + Partners
- OMD Worldwide
- Organic
- PHD
- Rapp Collins Worldwide
- Russ Reid Co.
- Targetbase
- Tracy Locke Partnership
- TPG
- U.S. Marketing & Promotions Agency
- Zimmerman & Partners

2. Interpublic Group of Cos.

Foote, Cone & Belding Worldwide
- FCB HealthCare
- FCBi
- Hacker Group
- Marketing Drive Worldwide
- R/GA

Lowe + Draft Partnership
- Berenter Greenhouse & Webster
- Dailey & Associates
- DraftWorldwide
- Lowe & Partners Worldwide
- Lowe Healthcare Worldwide
- Media First International
- Mullen
- Tierney DeGregorio
- Zipatoni Co.

McCann-Erickson WorldGroup
- Adair-Greene
- Austin Kelley
- Avrett, Free & Ginsburg
- Campbell Mithun
- McCann-Erickson Worldwide
- Momentum Worldwide
- MRM Partners
- Nationwide Advertising Service
- Temerlin McClain
- Torre Lazur McCann Healthcare Worldwide
- Universal McCann Worldwide
- Zentropy Partners

Other Interpublic agencies
- Botsford Group
- Campbell-Ewald
- Carmichael Lynch
- Deutsch
- Gotham
- Hill, Holiday, Connors, Cosmopulos
- Initiative Media Worldwide
- Jack Morton Worldwide
- Martin Agency

3. WPP Group

Red Cell
- Berlin Cameron/Red Cell
- Cole & Weber/Red Cell

J. Walter Thompson Co.
- JWT Specialized Communications
- Synergy@jwt

Ogilvy & Mather Worldwide
- Ogilvy & Mather Interactive
- OgilvyOne Worldwide

Y&R Advertising
- Bravo Group
- Kang & Lee
- Mediaedge:cia
- SicolaMartin
- Sudler & Hennessey
- Wunderman

Other WPP agencies
- Brouillard Communications
- CommonHealth
- Einson Freeman
- Mendoza Dillon & Asociados
- MindShare
- RTC Relationship Marketing
- UniWorld Group
- VML

4. Publicis Groupe

Leo Burnett Worldwide
- Frankel
- iLeo
- Lapiz
- Semaphore Partners
- Williams-Labadie

Publicis Worldwide
- Publicis & Hal Riney

Saatchi & Saatchi
- Conill Advertising
- Team One Advertising

Other Publicis Groupe agencies
- Fallon Worldwide
- Kaplan Thaler Group
- Klemtner Advertising
- Medicus Group International
- Nelson Communications Worldwide
- Starcom MediaVest Worldwide
- Zenith Optimedia Group

COLOR CODES BY DISCPLINE

Global Network

Traditional agency | Media specialist

Multicultural specialist | Healthcare

Direct, promotion, & interactive

Not all agencies owned by the companies are shown. Agencies shown may be partly owned. A diagram illustrating ownership of agencies of the top 6 advertising organizations worldwide appeared as a pullout poster in the Agency Report (AA April 21, 2003) and can be downloaded from AdAge.com QwikFIND aan55n. The diagram, presented as a family tree, includes revenue for agencies and media specialists, as well as ownership equity.

TOP 25 ADVERTISING ORGANIZATIONS

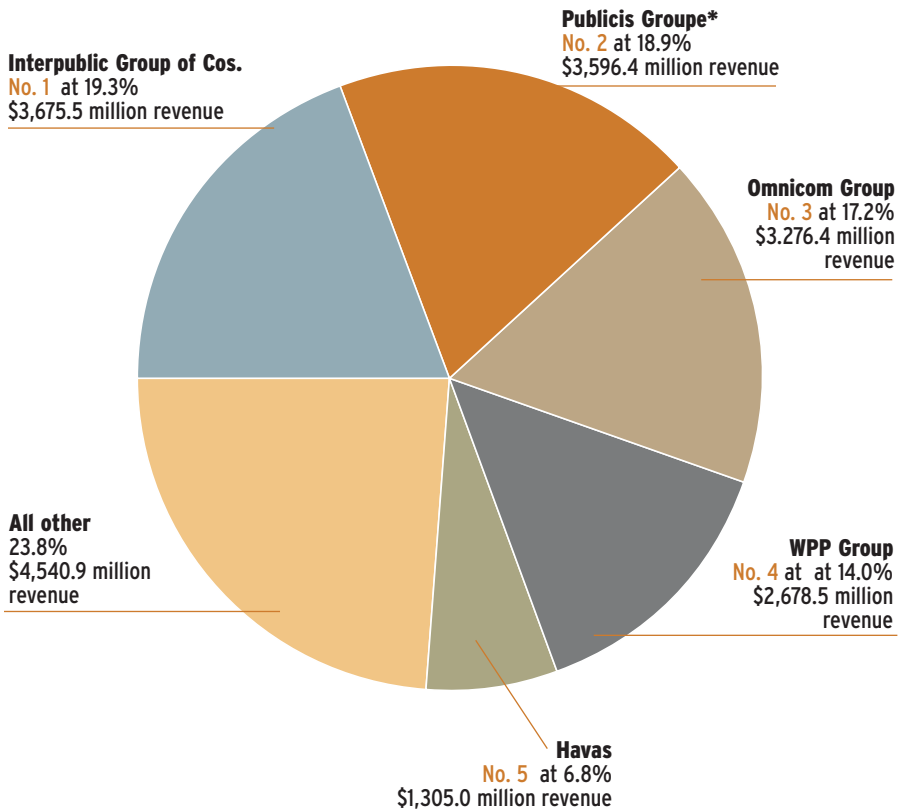
From the Agency Report (AA, April 21, 2003). Table ranks ad organizations by their worldwide revenue 2002. Dollars are in millions. WPP Group bought out No. 9 Cordiant Communications Group at mid-year 2003 and dissolved Bates USA's remaining clients into WPP network shops.

RANK	AD ORGANIZATION	WORLDWIDE REVENUE	% CHANGE
1	Omnicom Group	$7,536.3	9.4
2	Interpublic Group of Cos.	6,203.6	-8.7
3	WPP Group	5,781.5	-0.3
4	Publicis Groupe	2,711.9	24.3
5	Dentsu	2,060.9	-8.0
6	Havas	1,841.6	-9.8
7	Grey Global Group	1,199.7	-1.4
8	Hakuhodo	860.8	-1.1
9	Cordiant Communications Group	788.5	-9.6
10	Asatsu-DK	339.5	-15.1
11	TMP Worldwide	335.3	-17.2
12	Carlson Marketing Group	328.5	-7.8
13	Incepta Group	240.9	-3.0
14	Protocol Marketing Group	225.0	NA
15	Digitas	203.9	-13.4
16	Daiko Advertising	192.2	-5.4
17	Tokyu Agency	180.4	-11.5
18	Maxxcom	169.5	-4.3
19	Cheil Communications	165.0	16.2
20	George P. Johnson Co.	149.3	14.0
21	Aspen Marketing Group	125.0	9.6
22	Doner	121.5	6.4
23	Select Communications	110.0	12.2
24	ChoicePoint Precision Marketing	105.8	38.4
25	Alloy	101.2	15.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60q or CLICK HERE

AGENCY BUSINESS MARKET SHARE

From the Agency Report (AA, April 21, 2003). Shares based on $19.07 billion worldwide revenue from core agency activities. Figures include only core advertising. Disciplines such as direct marketing, sales promotion, healthcare, interactive, public relations, research and non-advertising units are excluded. All figures are Ad Age estimates for calendar 2002. *Includes Bcom3 for the entire year.



For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60o or CLICK HERE

TOP 25 U.S. AGENCY BRANDS

From the Agency Report (AA, April 21, 2003). Table ranks core agencies by U.S. revenue in 2002 (in millions). The agency "core" excludes revenue from billed media, and specialty subsidiaries. *Estimate. Bates USA and parent CCG were dissolved in mid-'03 by new owner WPP Group.

RANK	AGENCY BRAND	U.S. REVENUE	% CHANGE
1	J. Walter Thompson Co.*	$393.7	-1.8
2	Leo Burnett Worldwide*	379.0	8.0
3	McCann-Erickson Worldwide*	327.1	-10.5
4	BBDO Worldwide*	251.8	7.1
5	DDB Worldwide Communications*	236.0	7.3
6	Euro RSCG Worldwide*	235.5	-1.9
7	Grey Worldwide*	229.4	6.1
8	Ogilvy & Mather Worldwide*	200.2	-0.2
9	Foote, Cone & Belding Worldwide*	193.2	-29.5
10	Y&R Advertising*	191.2	-7.8
11	Saatchi & Saatchi*	176.4	4.1
12	Deutsch*	158.2	7.3
13	Campbell-Ewald*	151.3	-2.9
14	Publicis Worldwide*	124.2	-7.6
15	Bates USA*	118.1	-15.3
16	TBWA Worldwide*	114.0	7.9
17	Doner	109.7	8.8
18	Arnold Worldwide*	105.6	-5.3
19	Lowe & Partners Worldwide*	104.0	-22.7
20	Richards Group	101.0	19.5
21	Hill, Holliday, Connors, Cosmopulos*	100.9	-8.9
22	Campbell Mithun*	95.5	-5.2
23	Rubin Postaer & Associates	91.4	1.2
24	Zimmerman & Partners*	80.3	10.6
25	Cramer-Krasselt	74.6	2.6

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aa60r or CLICK HERE

WORLD'S TOP 10 CORE AGENCY BRANDS

From the Agency Report (AA, April 21, 2003). Table ranks ad agencies by estimated 2002 worldwide revenue in millions. *Estimates exclude revenue from billed media and specialty subsidiaries.

RANK	AGENCY	WORLDWIDE REVENUE	% CHANGE
1	Dentsu*	$1,442.6	-11.9
2	McCann-Erickson Worldwide*	1,238.5	-8.0
3	BBDO Worldwide*	1,062.7	9.8
4	J. Walter Thompson Co.*	996.9	-3.3
5	Euro RSCG Worldwide *	976.0	-9.5
6	Publicis Worldwide*	909.9	0.2
7	Hakuhodo	860.8	-1.1
8	DDB Worldwide Communications*	815.0	9.7
9	Leo Burnett Worldwide*	801.9	6.5
10	TBWA Worldwide*	665.9	10.2

WORLD'S TOP 10 INDIE NETWORKS

From the Agency Report (AdAge.com, April 21, 2003). Table ranks worldwide independent agency networks. Dollars are in millions. * Indicates networks are agency owned. Other networks tend to have loosely affiliated structures with central secretariats. ICP is estimated.

RANK	INDEPENDENT NETWORK	WORLDWIDE REVENUE	% CHANGE
1	Worldwide Partners*	$453.1	-16.8
2	AMIN	349.0	-6.7
3	ICOM	303.0	-18.8
4	IN*	282.0	22.1
5	MAGNET	199.0	-11.9
6	BBN*	108.0	-4.4
7	TAAN	98.9	-38.2
8	Interpartners*	90.2	-8.7
9	ICP	83.0	-4.6
10	Crossworld	79.0	31.7

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aa62d or CLICK HERE

TOP 25 INTERACTIVE AGENCIES

From the Integrated Agency Rankings (AA, May 19, 2003). Table ranks ad agencies by 2002 U.S. interactive revenue in thousands. * Indicates estimate. Ad Age estimates composites of the major advertising organizations rather than isolating and then estimating the individual agencies.

RANK	COMPANY/AGENCY	U.S. INTERACTIVE REVENUE	% CHANGE
1	Interpublic Group of Cos.*	$126,369	-14.9
2	Havas*	102,239	-15.9
3	WPP Group*	90,024	-0.9
4	TMP Worldwide	77,803	-15.4
5	Digitas	69,649	-13.0
6	Grey Global Group*	68,458	-4.9
7	Agency.com*	59,500	-15.4
8	Modem Media	56,909	-19.9
9	Omnicom Group*	53,346	13.9
10	SBI & Co.	48,750	25.0
11	Publicis Groupe*	44,711	-18.0
12	AKQA*	35,000	6.1
13	Critical Mass	32,000	6.7
14	Fry	23,000	-23.3
15	Macquarium Intelligent Comms.	22,600	0.0
16	Carat Interactive	21,000	5.0
17	IconMedialab North America	18,000	-51.4
18	Blue Dingo/GB	17,000	-9.3
19	Planning Group International	16,100	34.2
20	IMC2	15,100	7.9
21	Rubin Postaer & Associates	12,800	1.6
22	Marden-Kane	12,522	10.2
23	Medical Broadcasting Co.*	12,500	7.9
24	Molecular	11,728	-35.9
25	Genex	11,500	2.7

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao68z or CLICK HERE

TOP 25 DIRECT MARKETING AGENCIES

From Integrated Agency Rankings (AA, May 19, 2003). Table ranks ad agencies by 2002 U.S. direct marketing revenue in thousands. * Indicates estimate. Ad Age estimated composites of the major advertising organizations rather than break these companies into individual agencies.

RANK	COMPANY	U.S. DIRECT MARKETING REVENUE	% CHANGE
1	WPP Group*	$410,067	-0.9
2	Omnicom Group*	354,188	13.8
3	Interpublic Group of Cos.*	334,576	-14.9
4	Digitas	129,347	-13.0
5	ChoicePoint Precision Marketing	105,833	38.4
6	Havas*	102,470	-15.9
7	TMP Worldwide	95,853	-1.3
8	Aspen Marketing Services	91,000	2.2
9	Carlson Marketing Group	74,202	-3.9
10	Protocol Direct Marketing	68,300	-23.3
11	Harte-Hanks Direct	56,477	7.7
12	Data Marketing	51,000	13.3
13	Grey Global Group*	47,065	-4.9
14	Alloy	39,100	26.1
15	MKTG Services	38,972	-2.1
16	PreVision Marketing	36,900	-6.1
17	Berry Network	36,808	2.9
18	Ambrosi	36,000	3.4
19	GSP Marketing Services	33,392	-2.6
20	Accent Marketing Services*	30,000	1.7
21	Brierley & Partners	26,881	-18.2
22	Mosaic Marketing	21,102	-2.0
23	TargetCom	20,721	32.1
24	Sigma Marketing Group	16,266	4.3
25	CFM Direct	13,708	11.2

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao68x or CLICK HERE

TOP 25 SALES PROMOTION AGENCIES

From the Integrated Agency Rankings (AA, May 19, 2003). Table ranks ad agencies by 2002 U.S. sales promotion revenue in thousands. * Indicates estimate. Ad Age estimates composites of the major advertising organizations rather than isolating and then estimating the individual agencies.

RANK	COMPANY	U.S. SALES PROMOTION REVENUE	% CHANGE
1	Omnicom Group*	$396,134	13.8
2	Carlson Marketing Group	174,094	-10.0
3	Interpublic Group of Cos.*	140,079	-14.9
4	George P. Johnson Co.	120,365	15.3
5	Havas*	92,854	-15.9
6	Publicis Groupe*	77,448	-18.0
7	SPAR Group	66,699	-3.1
8	Alloy	55,200	15.0
9	WPP Group*	53,532	-0.9
10	DVC Worldwide	37,613	-9.8
11	Flair Communications Agency*	37,000	-5.6
12	Ryan Partnership	36,896	-7.9
13	Gage	36,352	1.0
14	Aspen Marketing Services	23,000	64.3
15	Colangelo Synergy Marketing	18,499	10.7
16	Cordiant Communications Group*	16,681	-24.8
17	Grey Global Group*	15,492	-4.9
18	Coddington, Chadwick & Meyerson*	15,000	-5.7
19	National Tour	12,422	-2.3
20	Harwood Marketing Group	10,683	52.4
21	Noble Communications	9,065	14.0
22	QLM Marketing	8,349	-71.4
23	Marden-Kane	8,348	-11.2
24	Marketing Support	7,578	1.2
25	Medical Broadcasting Co.*	7,500	20.1

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao68y or CLICK HERE

TOP 25 HEALTHCARE AGENCIES

From the Agency Report (AA, April 19, 2003). Table ranks ad agencies by 2002 U.S. healthcare agency revenue in millions. * Indicates estimate. Ad Age estimated composites of the major advertising organizations rather than break these companies into individual agencies.

RANK	COMPANY	U.S. HEALTHCARE REVENUE	% CHANGE
1	Interpublic Group of Cos.*	$265.1	4.4
2	Publicis Groupe*	259.1	4.3
3	WPP Group*	250.3	2.9
4	Omnicom Group*	205.1	20.0
5	Havas*	91.0	-0.4
6	Cordiant Communications Group*	71.0	4.0
7	Grey Global Group*	63.0	8.4
8	Gerbig, Snell/Weishemer	47.9	-2.7
9	Abelson-Taylor	38.5	1.9
10	HealthAnswers	34.7	9.0
11	Medical Broadcasting Co.*	25.9	13.6
12	Vox Medica	20.1	-10.5
13	Pacific Communications	18.1	1.6
14	Fahlgren	17.4	8.5
15	Goble & Associates	16.6	-4.6
16	Hamilton Communications Group	15.4	2.7
17	Dorland Global Health Comms.	13.0	10.2
18	Kane & Finkel Healthcare Comms.	10.9	6.5
19	Donahoe Purohit Miller*	7.7	10.5
20	Natrel Communications	7.4	-4.4
21	Sandler & Recht Communications	6.9	14.8
22	Mehigan, Robert & Bellone	5.6	1.4
23	Roska Direct	5.5	-27.3
24	Ad-Tech Communications	5.5	1.9
25	Topin & Associates*	4.9	0.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60v or CLICK HERE

TOP MEDIA SPECIALIST COMPANIES

From the Agency Report (AA, April 19, 2003). Table ranks media specialist companies by 2002 worldwide 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.

TOP 10 MEDIA SPECIALIST COS. BY WORLDWIDE BILLINGS

RANK	COMPANY	WORLDWIDE BILLINGS	% CHANGE
1	Starcom MediaVest Worldwide	$18.40	6.0
2	MindShare Worldwide	18.00	5.1
3	OMD Worldwide	17.90	1.3
4	Initiative Media Worldwide	16.85	–6.4
5	Carat	16.65	7.1
6	ZenithOptimedia Group	16.15	8.1
7	Universal McCann	14.95	8.5
8	Mediaedge:cia Worldwide	13.55	2.9
9	MediaCom	12.35	14.2
10	MPG	8.55	3.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60t or CLICK HERE

TOP 10 MEDIA SPECIALIST COS. BY U.S. BILLINGS

RANK	COMPANY	U.S. BILLINGS	% CHANGE
1	Starcom MediaVest	$10.85	7.2
2	MindShare Worldwide	8.65	5.5
3	Initiative Media Worldwide	8.40	–15.2
4	OMD Worldwide	7.75	1.4
5	Universal McCann	7.10	16.2
6	ZenithOptimedia Group	7.00	16.7
7	Mediaedge:cia Worldwide	4.66	4.1
8	Carat North America	4.32	15.8
9	MediaCom	4.15	14.7
10	PHD	3.67	4.9

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60t or CLICK HERE

TOP 10 MEDIA SPECIALIST COS. BY BILLINGS OUTSIDE THE U.S.

RANK	COMPANY	BILLINGS OUTSIDE THE U.S.	% CHANGE
1	Carat	$12.33	4.4
2	OMD Worldwide	10.15	1.2
3	MindShare Worldwide	9.35	4.7
4	ZenithOptimedia Group	9.15	6.5
5	Mediaedge:cia Worldwide	8.89	2.3
6	Initiative Media Worldwide	8.45	4.4
7	MediaCom	8.15	13.2
8	Universal McCann	7.85	2.3
9	Starcom MediaVest Worldwide	7.55	4.4
10	MPG	5.70	12.6

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60t or CLICK HERE

PARENT COMPANIES OF MEDIA SPECIALISTS

RANK	COMPANY	WORLDWIDE BILLINGS	% CHANGE
1	Publicis Groupe	$34.55	7.0
2	Interpublic Group of Cos.	31.80	0.1
3	WPP Group	31.55	4.1
4	Omnicom Group	22.50	8.2
5	Aegis Group	16.65	7.1
6	Grey Global Group	12.60	15.1
7	Havas	8.55	3.0
8	Newspaper Services of America	1.40	–12.5
9	Horizon Media	0.90	24.1
10	Active International	0.75	2.4

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60t or CLICK HERE

TOP MULTICULTURAL AGENCIES

From the Agency Report (AA, April 19, 2003). Table ranks multicultural specialty agencies for calendar 2002 by U.S. revenue. Dollars are in thousands. * Indicates figures are Ad Age estimates. GlobalHue is the largest overall multicultural specialist agency in the U.S. at an estimated $52.5 million in 2002—up 6.1% from $49.5 million in 2001—but GlobalHue could not be listed in these segmented tables because the agency does not break out its figures by cultural specialty.

BY REVENUE FROM MARKETING TO HISPANICS

RANK	AGENCY	U.S. REVENUE	% CHANGE
1	Bravo Group*	$27,919	6.0
2	Bromley Communications*	17,700	7.1
3	Zubi Advertising Services	14,900	14.6
4	La Agencia de Orci & Asociados*	13,474	9.5
5	Dieste, Harmel & Partners*	13,082	17.3

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60u or CLICK HERE

BY REVENUE FROM MARKETING TO AFRICAN-AMERICANS

RANK	AGENCY	U.S. REVENUE	% CHANGE
1	Burrell Communications Group	$24,830	2.9
2	UniWorld Group	23,752	-6.9
3	Carol H. Williams Advertising	20,000	-52.4
4	Images USA	12,000	6.2
5	Chisholm-Mingo*	7,110	-21.0

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60u or CLICK HERE

BY REVENUE FROM MARKETING TO ASIAN-AMERICANS

RANK	AGENCY	U.S. REVENUE	% CHANGE
1	A Partnership	$6,639	38.7
2	Kang & Lee*	6,558	-0.8
3	Time Advertising	6,094	3.7
4	PanCom	5,700	50.0
5	IW Group*	5,600	5.7

For a more comprehensive look at this ranking, go to AdAge.com QwikFIND aao60u or CLICK HERE

CLASSIC MOVIES TITLES

Star Trek V: The Final Frontier
The Greatest Show On Earth
Star Trek VI: The Undiscovered Country
Ferris Bueller's Day Off
The Godfather
The Godfather: Part II
White Christmas
A Very Brady Christmas
Santa Claus: The Movie
Major League

SO WHAT IF PEOPLE DON'T READ THE CLASSICS ANYMORE, IT'S MORE FUN TO WATCH THEM.

The Real Blonde
Summer School
Night Falls On Manhattan
Rent-A-Kid
Hard Rain
Romeo Is Bleeding
The Next Best Thing
Sliver
Naked Gun 2 1/2: The Smell Of Fear
Necessary Roughness
Jimmy Hollywood

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PREMIERING FALL 2004

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