

Gale

RDS BUSINESS SUITE



TableBase®

International Data

Key Tabular Business Information



INSTANT ACCESS TO ESSENTIAL BUSINESS DATA

This unique resource specializes in providing researchers with tabular data on companies, industries, products, demographics and other key business information. *RDS TableBase* covers more than 90 industries and is international in scope, giving users unparalleled access to thousands of tables from up-to-date business references. With *RDS TableBase*, this invaluable business data is available 24/7.

This detailed resource provides a wide range of business information and features precise indexing for quick retrieval of data, unambiguous table titles and links to full text. Perfect for corporate, business and information professionals as well as students and general researchers, *RDS TableBase* is indispensable for uncovering statistical data, such as:

- Company and brand rankings
- Imports and exports
- Market share
- Number of users/outlets
- Production and consumption statistics
- Trends and demographics
- Usage and capacity
- And much more

COMPLETE TABLES FROM RESPECTED SOURCES

RDS TableBase provides entire tables from each source, not a “truncated” version showing only the “Top 10” entries. Thousands of tables are added annually to the database, compiled from a range of respected business publications, most in full text. A sampling of publications include:

- ABA Banking Journal
- Adweek
- Best’s Review
- Brandweek
- Chain Store Age
- Data Monitor Industry Market Research
- Management Today
- Medical Economics
- Monthly Labor Review
- And many others

Advanced Search

Work Phrases: Internet Advertising

In Database: Business & Industry Business & Management Practices TableBase

Use CTRL to include/exclude

Dated from: to:

Company:

Concept Term:

- Any
- Newsroom
- Actions
- Accounting Systems

Industry:

- Any
- Advertising Agencies
- Advertising Sales Offices
- Agencies

Document Type:

- Any
- Business Newspaper
- Custom Web
- Journal
- Web content site

Subject:

- Any
- Media
- Business

Geo Region:

- Any
- Africa
- Asia
- Europe
- North America
- Oceania
- South America
- U.S.A.

From a specific source:

▲ Advanced search options.

<< Return to Search Results

TableBase (176)

United States top 10 brands ranked by internet advertising in growth rate percentages for 2007

17790806

Title: Where the ad dollars went: a look at '07 media spending

Source: Brandweek, 49 (14) & April 07, 2008. ISSN: 1054-4318

Publisher: BPI Communications, Inc.

Document Type: Journal, Ranking

Record Type: Fulltext

Word Count: 641

Publication Country: United States

Language: English

Table:

BRAND	PERCENTAGE
Electronic Arts	440.3%
Target Brands	420.9%
Walmart	308.3%
Agency Ratings	290.3%
QSR	222.9%
Walmart Retail Insurance	211.4%
Mountain Cruise Line	205.4%
Delta	198.6%
Countrywide Financial	189.6%
Rock Holdings	182.3%

Source: Screen Monitor-Eval, except Internet-only start: see media intelligence

Copyright 2008 BPI Communications, Inc.
 Company Names: GALE INC (SAN FRANCISCO CALIFORNIA); COUNTRYWIDE FINANCIAL CORP; DIAGEO PLC; ELECTRONIC ARTS INC; NATIONWIDE MUTUAL INSURANCE CO; NORWEGIAN CRUISE LINE LTD; ROCK HOLDINGS INC; WALMART CORP
 Concept Terms: Ad Budget; Ad Volume; Ad Strategy; Ad Market Information; Internet; Marketing Campaign
 Data Type: Business
 Geographic Area: North America (NOAM); United States (USA)
 Marketing Terms: All-media; Internet
 Special Features: Table

▲ Typical document display.

Search Results, matches 1-20 of 119

Words and Phrases: Internet Advertising

TableBase (176)

1-20

- United States top 10 brands ranked by internet advertising in growth rate percentages for 2007 Word Count: 641
Brandweek (April 07, 2008)
- United States top five association dealer associations by internet advertising expenditures in dollars and percent change for 2007 Word Count: 509
Brandweek (February 23, 2008)
- United States annual association pharmaceuticals internet advertising expenditures in dollars for 2004 to 2006, and actual data for 2007 Word Count: 444
Medical Marketing & Media (February 2008)
- United States top 20 pharmaceutical companies by estimated internet advertising expenditures in dollars for 2007 Word Count: 1088
Medical Marketing & Media (February 2008)
- United States annual internet advertising expenditures in dollars for 2002 to 2006, forecast for 2006, 2007, and expected percent change for the period 2007 to 2008 Word Count: 542
Media Week (September 24, 2007)
- United States annual internet advertising expenditures in dollars for 2002 to 2006, forecast for 2006 and 2007, and expected percent growth for the period 2007 to 2008 Word Count: 623
Adweek (September 24, 2007)
- United States annual internet advertising expenditures broken down for total advertising expenditures, and pharmaceutical advertising expenditures in dollars for 2002 to 2006, and forecast for 2007, and 2008 Word Count: 1174
Pharmaceutical Executive (March 2007)
- United States aggregate advertising budgets for top 15 business advertisers by media type in percentages for 2007 Word Count: 308
Publication Engineering (October 2006)
- United States entertainment and media revenues by selected advertising agencies in dollars and seasonal annual growth rate percentages forecast for 2006 and 2007 Word Count: 491
Entertainment Marketing Letter (July 01, 2006)
- United States annual internet advertising expenditures in dollars for 2002 to 2006, and actual data for 2006 Word Count: 108
Online Reporter (June 03, 2006)
- United States insurance industry network television and internet advertising expenditures by selected companies in dollars and percent change for 2004 and 2005 Word Count: 2477
Best's Review (May 2006)
- United States spending on internet advertising via video in dollars for 2005, and forecast for 2007 and 2008 Word Count: 788
Screen Digest (December 2006)
- United Kingdom annual net advertising expenditures by television, press, radio, cinema, outdoor, and internet advertising in pounds sterling for 2000 to 2006, and forecast for 2007 to 2010 Word Count: 434
Campaign (October 07, 2006)
- United States survey of consumer clothing purchases by information advertising level of influence in percentages as of October 2006 Word Count: 89
Research Alert (October 07, 2006)
- United States internet advertising spending in dollars for alternate years for the period 1998 to 2005 Word Count: 118
Variety (August 08, 2005)
- Asia/Pacific entertainment and media market by media category in dollars and percent change for 2000 to 2004, and forecast with percent change for 2005 to 2009 Word Count: 802
Telegraph Asia (July 2005)
- United States internet advertising revenue by media type in dollars and market share percentages for 2003 and 2004 Word Count: 788
Screen Digest (June 2005)
- United States internet advertising expenditures by nine industry subsectors in percentages for 2003 and 2004 Word Count: 48
E Content (May 2005)

▲ Typical results of an advanced search of "Internet Advertising."

RDS® BUSINESS SUITE®

RDS TableBase is also available as part of the RDS Business Suite, providing balanced and highly focused coverage of international company and industry news. RDS Business Suite includes RDS Business & Industry, RDS® Business and Management Practices® and RDS TableBase.

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