



MEDIA DATABASE

REED BUSINESS INFORMATION

15,836 RECORDS

7,490 PERSONALISED RECORDS

SOURCE

Drawn from the subscriber files of B&T Weekly, B&T Yearbook, Australian Professional Marketing plus advertising agencies across all Reed titles, these are key decision makers in advertising, marketing and the media industry.

PROFILE

B&T Weekly

Australia's only weekly magazine covering the advertising, marketing and media industry and is therefore, essential reading for a wide cross-section of decision-makers. B&T's readership within advertising agencies extends from senior management through to all levels of the account service, media buying and creative departments. Within marketing companies, B&T reaches brand and product managers, marketing directors and managing directors. The magazine also circulates to PR and research companies, sales promotion, and direct marketing agencies.


B& T Yearbook

This is a publication, which lists associated companies within the media industry

Australian Professional Marketing

Australian Professional Marketing is a monthly publication, which offers in-depth examination of marketing and sales concepts, issues and strategies in all aspects of industry including fast moving consumer goods, retail service, professional and industrial sectors. The subscribers consist of managing directors, marketing directors, marketing managers, advertising account service and management creative and media, product and brand managers.

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SELECTIONS

State Breakdown

ACT	79
NSW	3952
NT	10
QLD	674
SA	325
TAS	93
VIC	2046
WA	311

Nature of Business

Media	337
Manufacturing	950
Building & Construction	230
Finance	237
IT/Telecommunications	330
Marketing/Advertising Companies	736
Government	66
Retailers	198
Education	211
Film & Video Production/Media	568
Telecommunication	30

Job Titles

Director/CEO	850
Manager	584
Engineer	63
General Manager/Managing Director	984
Advertising/Marketing Manager	1245
Creative	138
Product Manager	139
Sales Manager/Personnel	1031