

# **BARNES** *Reports*

**U.S. Advertising Material Distribution  
Services Industry (NAICS 54187)**

- Market Reports
- Industry Trends
- Demographic Data

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# ADVERTISING MATERIAL DISTRIBUTION SERVICES (NAICS 54187)

## TABLE OF CONTENTS

- Users' Guide
- Industry Definition and Related Industries
- Sub-Industries - 2007 Estimated Industry Sales (\$Millions)
- Sub-Industries - 2007 Estimated Number of Establishments
- Sub-Industries - 2007 Estimated Number of Employees
- 5-Year Trend - Estimated Industry Sales (\$Millions)
- 5-Year Trend - Estimated Number of Establishments
- 5-Year Trend - Estimated Number of Employees
- 2008 U.S. States - Estimated Number of Establishments
- 2008 U.S. States - Estimated Industry Sales (\$Millions)
- 2008 U.S. States - Estimated Number of Employees
- 2009 U.S. States - Estimated Number of Establishments
- 2009 U.S. States - Estimated Industry Sales (\$Millions)
- 2009 U.S. States - Estimated Number of Employees
- 2008 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2008 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2008 U.S. Metropolitan Areas - Estimated Number of Employees
- 2009 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2009 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2009 U.S. Metropolitan Areas - Estimated Number of Employees
- Definitions and Terms

# ADVERTISING MATERIAL DISTRIBUTION SERVICES (NAICS 54187)

## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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# **ADVERTISING MATERIAL DISTRIBUTION SERVICES (NAICS 54187)**

## **INDUSTRY DEFINITION AND RELATED INDUSTRIES**

**NAICS 54187: Advertising Materials Distribution Services.** This industry comprises establishments primarily engaged in the direct distribution or delivery of advertisements (e.g., circulars, coupons, handbills) or samples. Establishments in this industry use methods, such as delivering advertisements or samples door-to-door, placing flyers or coupons on car windshields in parking lots, or handing out samples in retail stores.

### **Related Industries**

- Advertising Agencies
- Public Relations Agencies
- Printing Industry

### **U.S. Census Categories**

NAICS 54187 – Advertising Materials Distribution Services is comparable to:  
15% of SIC 7319 – Advertising Materials Distribution Services

### **Sub-Industries**

- Distribution of advertising material or sample services
- Circular and handbill distribution
- Coupon distribution
- Sample distribution
- Shopping news, advertising and distributing service