

# Media Publications

*Expertly Compiled and Verified Publications for the Radio, Television and Newspaper Industries*

Gather your own intelligence to set your business goals. Expertly compiled and verified, BIA/Kelsey's media publications keep you informed about transactions, trends, revenues and market specific information. The publications are ideal for anyone doing performance benchmarking, navigating acquisition, making divestiture or investment decisions or obtaining sales and marketing contacts.



## Investing In Radio® Market Report

The leading market-by-market investment reference guide for the radio industry, delivering five-year revenue projections and industry trends analytics.

Profiles every Arbitron-rated market with historic and projected market demographic and financial statistics. Also includes station competitive and performance information including 12+ total day Arbitron ratings for the past 8 ratings periods, BIA/Kelsey's estimated advertising revenues, technical data, ownership and acquisition information, and FM Translators in Arbitron markets rebroadcasting AM stations and multicast signals.

**The Quarterly Set Includes All Four Radio Market Reports!**



## Radio Yearbook®

**The most all-inclusive directory available of commercial radio stations, station owners, station personnel, and service providers.**

More than **800 pages** of information on the radio industry provide an overview of each market and its major players, along with convenient cross-reference tables.



## Investing In Radio® Ownership Report

**A detailed analysis and guide of all owners in the Arbitron-rated markets and non-rated markets.**

Highlights 6,600+ radio stations. Profiles by radio station owner the following data: estimated station revenues, shares, transaction information, individual station information (stations in non-rated markets), performance and contact information, estimated and group owner totals and Arbitron 12+ total day shares for the last four periods.



## Investing In Television® Market Report

**Premiere market-by-market investment information guide on the television industry.**

Profiles every television market with historic and five-year market revenue projections. Provides BIA/Kelsey's estimated advertising revenues for each market and group owners. Also includes station competitive and performance information, demographics, corresponding total revenue shares for group owners, technical data, and acquisition information. The relative position of each station and group is detailed in both tabular and graphical formats, to assess competitive landscape.

*Also profiles: digital signals for full power television stations and analog signals of Class A and LPTV stations.*

**The Quarterly Set Includes All Four Television Market Reports!**

**For more information, call 800.331.5086, e-mail [pubs@bia.com](mailto:pubs@bia.com) or visit: [www.biakelsey.com/Research-and-Forecasts/Publications](http://www.biakelsey.com/Research-and-Forecasts/Publications)**

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*Expertly Compiled and Verified Publications for the Radio, Television and Newspaper Industries*



## Television Yearbook

**The most all-inclusive directory available of television stations detailing stations by market, group owners, station personnel, and service providers.**

More than **425 pages**. Includes overview of each market, its major players, television transactions and BIA/Kelsey's recent estimates of the gross advertising revenues. Convenient cross-reference tables detail stations by market, rank, call letters to market, city of license to market, group owners' headquarters by state and city. Graphical bar charts illustrate ethnic breakdowns for each market.



## Investing In Television® Ownership Report

**The most all-inclusive directory available of television stations detailing stations by market, group owners, station personnel, and service providers.**

The Ownership File is a comprehensive profile of the commercial television station owners, where they operate, performance and contact information to include alphabetical owner contact list, stations owned, station technical data, recent station sales price and date of acquisition, estimated station revenues and group owner totals and historic revenue trends over the last five years.



## Investing In Newspaper® Market Report

**Market-by-market financial reference guide offering both publication and market estimated advertising and circulation revenues.**

Features more than 6,100 U.S. community weeklies, 1,450 daily newspapers, and 3,400 unique owners and profiles competitive performance, historic and projected market demographics, growth statistics, circulation (daily, Sunday, weekly) and financial revenue estimates for every DMA. Details on newspaper properties include estimated newspaper daily, Sunday and weekly advertising and circulation revenues, circulation statistics, competitive market share, market penetration, ownership and more.



## Investing In Newspaper® Ownership Report

**Comprehensive profile of daily and weekly newspaper owners.**

Profiles daily and weekly newspaper owners, where they operate, performance and contact information, which includes alphabetical owner contact list, papers owned, technical and circulation data, and recent newspaper sales price and date of acquisition. Also reports estimated advertising and circulation revenues for each daily and weekly newspaper, as well as summary revenues for each Owner.



## Investing In Radio® Pocket Guides and Investing In Television® Pocket Guide

Convenient, portable references to both the top 100 markets and the 101+ markets. Putting key facts at your fingertips, these guides are ideal for travel purposes, meetings, and offsite work. With a pocket guide, you can:

- Examine total market revenue and individual station revenue share
- Research individual markets
- See snapshots of stations in each market
- Review a capsule of radio or television stations, their format or analog and digital channels, date acquired, owner and revenue figures

For more information, call 800.331.5086,  
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