

Revised: March 2019

RATE BASE: 6800

SECTOR	USA	UK	Europe	Canada	Rest of World	Total by Sector
Production & Distribution	2836	535	241	648	151	4411
Broadcasters & Content Platforms	1070	169	329	118	115	1801
Production Services	387	37	6	29	6	465
Other	100	14	12	46	4	176
Total by Region	4393	755	588	841	276	6853

Circulation Strength

- Controlled circulation means quality readership and targeted delivery
- Over 99% of all copies are addressed by both name and title
- Provides advertisers with the most qualified readership of decision-makers and influencers

Sector Descriptions

Production & Distribution: Producers and distributors of non-fiction/factual/unscripted programming

Broadcasters & Content Platforms: Broadcasters of non-fiction/factual/unscripted programming, television and multi-platform

Production Services: Services to the entertainment industry including: film, stock footage, equipment, legal, accounting, location services, music/ audio, post production, consulting, etc.

Other: Foundations, institutes and funding bodies; associations; advocacy groups; government; unions, etc.

Title Sample

Production & Distribution

- Producer
- Executive Producer
- Managing Director
- VP/Head of Sales
- President
- Owner
- VP/Head of Development
- VP/Head of Production

Television Broadcasters & Media

- VP+/Director/Head of Programming
- VP+/Director/Head of Acquisitions
- VP+/Director/Head of Development
- VP+/Director/Head of Scheduling
- Presidents & CEOs
- VP+/Director/Head of Marketing

