

Ad Dynamix Press

www.addynamix.co.uk

Ad Dynamix Press provides access to press advertising activity and creatives across national, regional and consumer press. You can easily identify advertisers exclusive to the competition, lapsed advertisers and track the movements of a client base on behalf of the sales managers.

You can track thousands of Press advertisements, which are updated daily. No more hours of leafing through piles of magazines, Ad Dynamix does all the hard work.

You can view target lists of missed advertisers at the

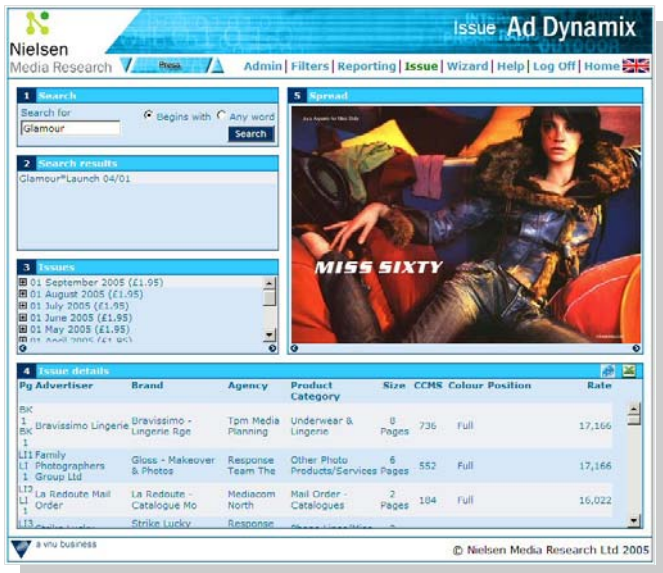
Ad vouchering

Because you can view low resolution publications online and see high resolution advertisements in situ, you can use Ad Dynamix Press to check if your ads ran as they should. You can also chase leads directly from the screen.

Your questions answered in a few clicks:

- ◆ Exclusive advertisers, who are they, how many pages did they run and where?
- ◆ New advertisers, are they in your publication?
- ◆ Did you get every version of the ad?
- ◆ Is there growth or decline in a particular category?;
- ◆ Is there space for a feature or supplement to draw in the advertisers?
- ◆ For much market share did your publication achieve?

Ad Dynamix Press is easy-to-use with minimum training required, because we've designed it especially for you. You can access your information wherever you can connect to the internet. So there is no need for software or data loading.



click of a button.

You can compare markets, report on accurate, independent market shares and year on year figures, and track the performance of your teams by person and account.





Your media sales teams can also access Ad Dynamix B2B Sales View. This unique tool is designed exclusively for media sales teams. The moment they log on, they will see their position in the market, their leads and volumes, all in a bank of ready made reports. They can see their information in charts or tables, and it's quick and simple to print straight away or export to Excel with one click.

Display, classified, recruitment, loose inserts, bound inserts, regional editions, foreign languages, niche markets, business, consumer and contract publishing, they are all unique and no other supplier can offer the comprehensive coverage and in-depth knowledge built directly with media owners large and small over the

Ad Dynamix Press Markets

Accountancy
Advertising & Marketing
Angling Magazines
Baby Market
Border Daily
Border Weekly
Business Management
Central Scotland Daily
Central Scotland Sunday
Central Scotland Weekly
Children's Market
Computer Market
Craft Magazines
Customer Magazines
DIY Magazines
East of England Daily
East of England Weekly
Elderly Market
FI & Electronics
Financial Market
Fitness & Health
Football Magazines
Gardening Magazines
General Monthly
General Weekly

Home Interest Magazines
London Daily
London Weekly
Men's Market
Middle Market Daily
Middle Market Sunday
Midlands Daily
Midlands Sunday
Midlands Weekly
Motorcycle Magazines
Motoring Magazines
Music Market
North East Daily
North East Sunday
North East Weekly
North West Daily
North West Monthly
North West Weekly
Northern Ireland Daily
Northern Ireland Sunday
Northern Ireland Weekly
Northern Scotland Daily
Northern Scotland Sunday
Northern Scotland Weekly
Pet Market

Photography Magazines
Popular Daily
Popular Sunday
Quality Daily
Quality Sunday
Railway Magazines
Science Fiction
South West Daily
South West Weekly
Southern Daily
Southern Weekly
Sports Market
Travel Market
TV Monthly
TV Weekly
Wales and the West Daily
Wales and the West Sunday
Wales and the West Weekly
Women's Monthly Magazines
Women's Weekly Magazines
Yachting & Boating Market
Yorkshire Daily
Yorkshire Weekly
Youth & Teenage Market

To find out more about how Ad Dynamix Press can help you find leads and generate more revenue, contact your account handler or our New Business Team

