



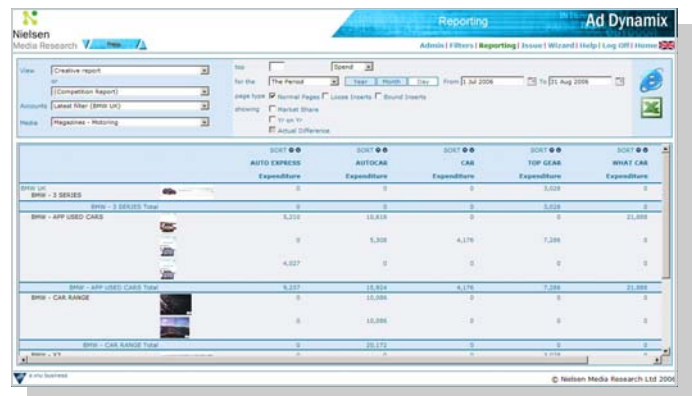
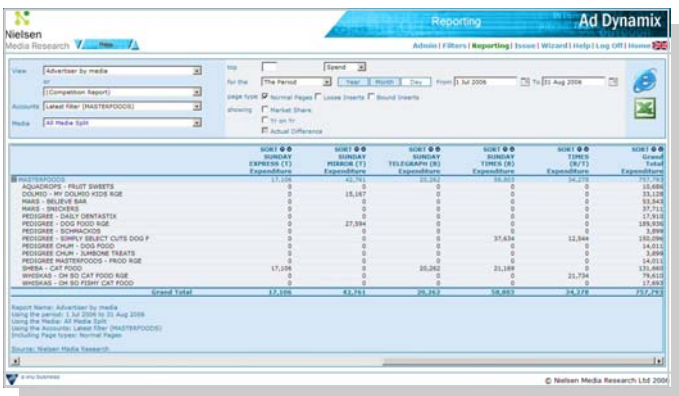
## Ad Dynamix Press Sales View

**Ad Dynamix Press**  
[www.addynamix.co.uk](http://www.addynamix.co.uk)

Ad Dynamix Press Sales View is a new lead generating tool for media sales executives and ad managers.

No more hours of leafing through piles of magazines, or trawling websites to find new advertisers, Ad Dynamix does all the hard work.

You can view target lists of missed advertisers at the

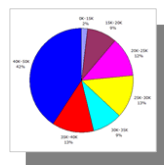


Ad Dynamix Sales View is easy to use with minimum training required, because we've designed it especially for your market. You can access your information wherever you can connect to the internet. So there is no need for software or data loading.

The moment you log on, you will see your position in the market, your leads and volumes, all in a bank of ready-made-reports. You can see your information in charts or tables, and its quick and simple to print straight away or export to Excel with one click.

### 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.



click of a button.

### 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?
- ◆ How much market share did your publication achieve?



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 last 35 years.

## 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 Sales View can help you find leads and generate more revenue, contact your account handler or our New Business Team e: [sales@nielsenmedia.co.uk](mailto:sales@nielsenmedia.co.uk)