

MARKET RESEARCH

20.1 Market Research Companies

The 2015 AMA Gold Top 50 Report, by the American Marketing Association (www.ama.org), reported \$9.9 billion in U.S. revenue for the 50 largest market research companies. Ranked by annual revenue, these companies are as follows:

• Nielsen (www.nielsen.com):	\$3.41 billion
• Kantar (www.kantar.com):	\$ 964 million
• IMS Health (www.imshealth.com):	\$ 962 million
• Ipsos (www.ipsos-na.com):	\$ 550 million
• IRI (www.iriworldwide.com):	\$ 533 million
• Westat (www.westat.com):	\$ 501 million
• GfK (www.gfk.com):	\$ 350 million
• comScore (www.comscore.com):	\$ 229 million
• The NPD Group (www.npd.com):	\$ 215 million
• J.D. Power and Associates (www.jdpower.com):	\$ 176 million
• ICF International (www.icfi.com):	\$ 153 million
• MaritzCX (www.maritzcx.com):	\$ 128 million
• Abt SRBI (www.abtsrbi.com):	\$ 127 million
• dunnhumby (www.dunnhumby.com):	\$ 126 million
• Decision Resources Group (www.decisionresourcesgroup.com):	\$ 117 million
• ORC International (www.orcinternational.com):	\$ 84 million
• National Research Corp. (www.nationalresearch.com):	\$ 80 million
• Lieberman Research Worldwide (www.lrwonline.com):	\$ 78 million
• Rentrak (www.rentrak.com):	\$ 75 million
• Market Strategies International (www.marketstrategies.com):	\$ 69 million
• Communispace Corp. (www.communispace.com):	\$ 64 million
• AlphaImpactRx (www.alphaimpactrx.com):	\$ 62 million
• Vision Critical Communications (www.visioncritical.com):	\$ 56 million
• Burke Inc. (www.burke.com):	\$ 65 million
• Morpace Inc. (www.morpace.com):	\$ 49 million
• Perception Research Services (www.prsresearch.com):	\$ 45 million
• Service Management Group (www.smg.com):	\$ 41 million
• YouGov (www.yougov.com):	\$ 39 million
• SSRS (www.ssrs.com):	\$ 38 million

• Directions Research (www.directionsresearch.com):	\$ 36 million
• Public Opinion Strategies (www.marketvision.com):	\$ 33 million
• Radius Global Market Research (www.radius-global.com):	\$ 32 million
• Phoenix Marketing International (www.phoenixmi.com):	\$ 30 million
• MarketCast (www.mcast.com):	\$ 30 million
• Hanover Research (www.hanoverresearch.com):	\$ 29 million
• Informa Research Services (www.informars.com):	\$ 27 million
• LRA Worldwide (www.lraworldwide.com):	\$ 25 million
• Reckner (www.reckner.com):	\$ 24 million
• RDA Group (www.rdagroup.com):	\$ 23 million
• KS&R Inc. (www.ksrinc.com):	\$ 22 million
• NAXION (www.naxionthinking.com):	\$ 21 million
• Bellomy Research Inc. (www.bellomyresearch.com):	\$ 21 million
• Market Probe Inc. (www.marketprobe.com):	\$ 20 million
• Gongos Inc. (www.gongos.com):	\$ 20 million
• The Link Group (www.tlg.com):	\$ 20 million
• Kelton (www.keltonglobal.com):	\$ 19 million
• Chadwick Martin Bailey Inc. (www.cmbinfo.com):	\$ 17 million
• Rti Research (www.rtiresearch.com):	\$ 16 million
• Fors Marsh Group (www.forsmarshgroup.com):	\$ 16 million

20.2 Market Research Publishers

Market research studies are an essential tool used to develop corporate strategy.

The following are some firms that publish market research reports assessing B2B market segments and market characteristics:

- B2B International Market Research, 707 Westchester Avenue, White Plains, NY 10604. (914) 761-1909. (www.b2binternational.com)
- BCC Research, 49 Walnut Park, Building 2, Wellesley, MA 02481. (866) 285-7215. (www.bccresearch.com)
- Datamonitor, 245 Fifth Avenue, 4th Floor, New York, NY 10016. (212) 686-7400. (www.datamonitor.com)
- First Research, 5800 Airport Boulevard, Austin, TX 78752. (866) 788-9389. (www.firstresearch.com)
- Frost & Sullivan, 7550 IH 10 West, Suite 400, San Antonio, TX 78229. (877) 463-7678. (www.frost.com)
- Gardner Business Media, 6915 Valley Avenue, Cincinnati, OH 45244. (513) 527-8800. (www.gardnerweb.com)
- Mintel, 333 West Wacker Drive, Suite 1100, Chicago, IL 60606. (312) 932-0400. (www.mintel.com)
- Packaged Facts, 11200 Rockville Pike, Suite 504, Rockville, MD 20852. (240) 747-3095. (www.packagedfacts.com)
- SIS International Market Research, 11 East 22nd Street, 2nd Floor, New York, NY 10010. (212) 505-6805. (www.sisinternational.com)

- The Freedonia Group, 767 Beta Drive, Cleveland, OH 44143. (440) 684-9600. (www.freedoniagroup.com)

A comprehensive collection of market intelligence reports from over 720 publishers is available from MarketResearch.com.

20.3 Competitor Intelligence

Competitor analysis typically includes lists of current and potential competitors and the following profiles:

- Background: history, location of offices, ownership, and personnel
- Financial information
- Products and services offered
- Marketing, channels of distribution, and pricing
- Corporate strategy
- Current research and product development that might reveal future product introductions
- Strengths that pose a competitive challenge to the firm
- Weaknesses that may be exploited

GreenBook provides a directory of B2B competitor intelligence service providers at www.greenbook.org/market-research-firms/competitive-intelligence.

A directory of competitor intelligence providers is available online from Quirk's at www.quirks.com/directory/sourcebook/Competitive_Intelligence.aspx.

Strategic & Competitive Intelligence Professionals (SCIP, www.scip.org) provides an online directory of companies providing competitive intelligence at www.scip.org/VendorDirectory.php.

20.4 Forecasting

Market forecasts are typically based on extrapolation of historical data or models based on scenarios with assumptions about the future.

Qualitative and quantitative sets of data are used for forecasting. Recorded Future (www.recordedfuture.com), for example, provides a service that scans 50,000 online sources looking for statements about the future. The company uses this information to create a "temporal index" that suggests trends. Users of the service include the U.S. intelligence community and other government agencies, banks, and several major corporations.

“The Web has come to reflect the world. We can use that to predict things.”

Christopher Ahlberg, CEO
Recorded Future
The New York Times

20.5 Market Resources

Academic centers of B2B market research are listed in Appendix A of this handbook.

Market analysts that focus on the B2B marketplace are listed in Appendix D of this handbook.

American Marketing Association, 311 S. Wacker Drive, Suite 5800, Chicago, IL 60606. (312) 542-9000. (www.ama.org)

Council of American Survey Research Organizations (CASRO), 170 North Country Road, Suite 4, Port Jefferson, NY 11777. (631) 928-6954. (www.casro.org)

GreenBook, 116 East 27th Street, 6th Floor, New York, NY 10016. (212) 849-2752. (www.greenbook.org)

MarketResearch.com, 11200 Rockville Pike, Suite 504, Rockville, MD 20852. (800) 298-5699. (www.marketresearch.com)

Quirk’s Marketing Research Media, 4662 Slater Road, Eagan, MN 55122. (651) 379-6200. (www.quirks.com)

Strategic & Competitive Intelligence Professionals (SCIP), 7550 IH 10 West, Suite 400, San Antonio, TX 78229. (703) 739-0696. (www.scip.org)

B2B MEDIA

31.1 Business News Magazines

Bloomberg Businessweek

731 Lexington Avenue, New York, NY 10022. (212) 318-2000.
(www.businessweek.com)

- Circulation: 980,000
- Website traffic: 9.4 million average unique monthly viewers
- Ad rate (print, global): \$161,000 for one page
- Ad rate (online): \$18 to \$200 CPM

Entrepreneur

2445 McCabe Way, Suite 400, Irvine, CA 92614. (949) 261-2325.
(www.entrepreneur.com)

- Circulation: 629,000
- Website traffic: 6 million average unique monthly viewers
- Ad rate (print): \$83,480 for one page, four color
- Ad rate (online): \$40 CPM

Fast Company

7 World Trade Center, New York, NY 10007. (212) 389-5300. (www.fastcompany.com)

- Circulation: 767,626
- Website traffic: 6.5 million average unique monthly viewers
- Ad rate (print): \$93,650 for one page, four color
- Ad rate (online): \$100 to \$200 CPM

Forbes

60 Fifth Avenue, New York, NY 10011. (212) 620-2200. (www.forbes.com)

- Circulation: 925,050
- Website traffic: 44.2 million average unique monthly viewers
- Ad rate (print): \$142,520 for one page, four color
- Ad rate (online): \$136 CPM

Fortune

Rockefeller Center, New York, NY 10020. (212) 522-8007. (www.cnnmoney.com)

- Circulation: 846,965

- Website traffic: 12 million average unique monthly viewers
- Ad rate (print, North America): \$148,400 for one page, four color
- Ad rate (print, worldwide): \$204,700 for one page, four color

Harvard Business Review

60 Harvard Way, Boston, MA 02163. (617) 782-4400. (www.hbr.org)

- Circulation: 252,195
- Website traffic: 3.2 million average unique monthly viewers
- Ad rate (print): \$44,181 for one page, four color
- Ad rate (online): \$50 to \$85 CPM

Inc.

7 World Trade Center, New York, NY 10007. (212) 389-5300. (www.inc.com)

- Circulation: 724,537
- Website traffic: 4.85 million average unique monthly viewers
- Ad rate (print): \$83,200 for one page, four color
- Ad rate (online): \$100 - \$300 CPM

The Economist

750 3rd Avenue, 5th Floor, New York, 10017. (212) 541-0500. (www.economist.com)

- Circulation: 840,719
- Website traffic: 8.5 million average unique monthly viewers
- Ad rate (print): \$64,175 for one page, four-color
- Ad rate (online): \$60 CPM

31.2 Business Technology Magazines

CIO

492 Old Connecticut Path, P.O. Box 9208, Framingham, MA 01701. (508) 872-0080. (www.cio.com)

- Circulation: 140,000
- Website traffic: 959,000 average unique monthly viewers
- Ad rate (print): \$42,865 for one page, four color
- Ad rate (online): \$225 - \$505 CPM

Computerworld

492 Old Connecticut Path, P.O. Box 9171, Framingham, MA 01701. (508) 879-0700. (www.computerworld.com)

- Circulation: 165,050
- Website traffic: 3.5 million average unique monthly viewers
- Ad rate (print): \$50,700 for one page, four color
- Ad rate (online): \$225 - \$505 CPM

CRN

550 Cochituate Road, 1st Floor, West Wing, Framingham, MA 01701. (508) 416-1144.
(www.crn.com)

- Circulation: 100,000
- Website traffic: 520,000 average unique monthly viewers
- Ad rate (print): \$28,325 for one page, four color
- Ad rate (online): \$30 - \$170 CPM

EE Times

303 Second Street, South Tower, Suite 900, San Francisco, CA 94107.
(415) 947-6000. (www.eetimes.com)

- Circulation: online only
- Website traffic: 100 million average unique monthly viewers
- Ad rate (online): \$40 - \$350 CPM

Federal Computer Week

8609 Westwood Center Drive, Suite 500, Vienna, VA 22182. (703) 876-5100.
(www.fcw.com)

- Circulation: 80,000
- Website traffic: 173,000 average unique monthly viewers
- Ad rate (print): \$26,456 for one page, four color
- Ad rate (online): \$75 - \$300 CPM

Information Week

303 Second Street, South Tower, Suite 900, San Francisco, CA 94107.
(415) 947-6000. (www.informationweek.com)

- Circulation: 220,000
- Website traffic: 5.53 million average unique monthly viewers
- Ad rate (print): \$46,290 for one page, four color
- Ad rate (online): \$135 - \$235 CPM

TechTarget

275 Grove Street, Newton, MA 02466. (888) 274-4111. (www.techtarget.com)

- Website traffic: 17 million average unique monthly viewers
- Ad rate (online): varies

ZDNet

235 Second Street, San Francisco, CA 94105. (415) 344-1247. (www.zdnet.com)

- Website traffic: 69 million average unique monthly viewers
- Ad rate (online): \$50 - \$95 CPM

31.3 Newspapers

Barron's

1211 Avenue of the Americas, New York, NY 10036. (212) 597-5945.

- (www.barrons.com)
- Circulation: 305,362
- Website traffic: 2.3 million average unique monthly viewers
- Ad rate (print): \$52,719 for one page, four color

The New York Times

620 Eighth Avenue, New York, NY 10018. (212) 556-1234. (www.nytimes.com)

- Circulation: 1.61 million (weekdays)
- Website traffic: 43 million average unique monthly viewers
- Ad rate (print): varies by category
- Ad rate (online): varies by category

Financial Times

Number One Southwark Bridge, London SE1 9HL, United Kingdom. (917) 551-5000. (www.ft.com)

- Circulation: >600,000
- Website traffic: 2 million average daily global audience
- Ad rate (print): \$36,480 for one page, black & white (Americas only)
- Ad rate (print): \$157,760 for one page, black & white (global)
- Ad rate (online): \$152 CPM

USA Today

7950 Jones Branch Drive, 9th Floor, McLean, VA 22108. (703) 854-6444.

(www.usatoday.com)

- Circulation: 1.8 million
- Website traffic: 37.1 million average unique monthly viewers
- Ad rate (print, Mon.-Thus.): \$199,000 for one page, four color
- Ad rate (print, Fri.): \$242,600 for one page, four color

Wall Street Journal

1211 Avenue of the Americas New York, NY 10036. (212) 597-5600. (www.wsj.com)

- Circulation (U.S.): 2.4 million
- Website traffic: >18 million average unique monthly viewers
- Ad rate (print): \$327,897 for one page, four color