

Xtreme Media Digest – European media expenditure in one single package.

WHAT IS IT?

FOR THE VERY FIRST TIME, XTREME MEDIA DIGEST WILL ENABLE YOU TO TRACK EUROPEAN MEDIA EXPENDITURE FROM A SINGLE SOURCE. COVERING ELEVEN KEY COUNTRIES ACROSS EUROPE, INCLUDING PAN EUROPE, THE DIGEST WILL CONTAIN OVER 7,000 BRANDS FROM 20 MAJOR CATEGORIES. THE DATA WILL BE AVAILABLE IN BOTH HARDCOPY AND ONLINE FORMATS.

WHO IS IT FOR?

ANYBODY WHO NEEDS TO TRACK ADVERTISING TRENDS AND COMPARE DATA ACROSS EUROPE AT SPEED.

WHICH COUNTRIES WILL IT MONITOR?

THE FULLY INTEGRATED SERVICE WILL COVER BELGIUM, DENMARK, FRANCE, GERMANY, ITALY, THE NETHERLANDS, PAN EUROPE, SPAIN, SWEDEN, SWITZERLAND AND THE UNITED KINGDOM.

WHAT DO WE MEAN BY SINGLE SOURCE?

XTREME INFORMATION MONITORS ALL EUROPEAN ADVERTISING INTELLIGENCE INDEPENDENTLY AND WITHOUT THE HELP OF OTHER COMPANIES. EXPENDITURE DATA IS COLLATED IN A WAY NEVER SEEN BEFORE TO ENSURE YOU GET ACCURATE, RELEVANT INFORMATION. THIS DATA IS THEN DELIVERED TO YOU EITHER ONLINE OR THROUGH A QUARTERLY HARD COPY DIGEST. NO THIRD PARTIES ARE RELIED UPON AT ANY STAGE OF THE PROCESS.

WHAT DOES THIS ALL MEAN?

IT MEANS YOU DON'T HAVE TO BOTHER WITH DIFFERENT SOURCES, YOU DON'T HAVE TO WASTE YOUR TIME TRACKING THE INFORMATION YOU NEED. IT'S ALL THERE AT YOUR FINGERTIPS, WHEN YOU NEED IT, AS YOU NEED IT.

HOW MANY CATEGORIES WILL IT COVER?

THE XTREME MEDIA DIGEST WILL COVER 20 MAJOR PRODUCT CATEGORIES: AUTOMOTIVE, BUSINESS EQUIPMENT, CORPORATE, CHEMICAL INDUSTRY, CLOTHING, CONSUMER ELECTRONICS, DRINKS, FINANCIAL, FOOD, HOUSEHOLD APPLIANCES, HOUSEHOLD GOODS, LUXURY GOODS, MANAGEMENT CONSULTANTS, ON-LINE, PERSONAL CARE, PHARMACEUTICALS, PHOTOGRAPHIC, TELECOMS, TRANSPORT & TRAVEL AND UTILITIES.



HOW IS IT DELIVERED?

THE SERVICE IS AVAILABLE IN EITHER HARD COPY FORMAT OR ONLINE.

For further detailed product information please contact Yago on +44 (0)20 7575 1960 or email yago@xtremedigest.com

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