

Find, consider and understand **business media.**

The **SRDS.com Business Publication Advertising Source®** gives you comprehensive planning data on trade media, including print journals and websites that reach business-to-business audiences.

- 4,700+ print media listings
- 4,600+ digital media listings
- 100+ media brands with iPad and tablet apps at the SRDS Tablet Media Library
- Over 190 market classifications

Media research, your way

Search for media and advertising opportunities any way that makes sense to you. Get in, find your options and apply powerful filters and sorting capabilities to help you evaluate huge lists of media quickly.

- Media types (business publications, digital media)
- Keywords and titles
- Business or healthcare market classifications
- BPA or AAM Audited



Actionable data in one place

SRDS listings include all the data points you need to compile a plan.

- Rates and contact information
- Audience metrics and audit statements
- Many media include video media kits, SRDS Instant Editions, publisher's research, publisher's positioning statements, featured marketing opportunities, logos, covers and website images.

Make your media planning more efficient.

Learn more at srd.com or call 800.851.7737

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