

Ad Agencies See a Significant Financial Improvement from 2011 to 2012, Says Second Wind

Written by Australian Business

WYOMISSING, Pa., Jan. 22, 2014 /PRNewswire-iReach/ -- Average total billings for small to mid-sized advertising and marketing agencies increased substantially from 2011-2012, marking a year of considerable growth for smaller and mid-sized independent ad agencies, according to Second Wind's *2013 Annual Agency Survey Report*. Agency gross income (AGI) rose from \$2,045,710 to \$2,500,794 year to year, and capitalized billings increased dramatically from \$13,644,886 in 2011 to \$16,680,296 by year-end 2012.

Second Wind, a national association of small to midsize advertising, marketing, graphic design, PR and interactive firms, annually surveys its 750+ agency members across the US and Canada to gather data for the annual report.

Average total billings increased from \$4,394,533 in 2011 to \$5,618,332 in 2012. "This can only be a good sign for agencies. The recent economic crisis that hit agencies so hard for several years in a row is finally passing," said Laurie Mikes, Second Wind COO. "Online media billings, especially, are trending rapidly upward—reinforcing the increasing importance of digital services to the future of agencies. If these trends continue, next year promises to be even better."

There were marked increases in several billings areas, with online media almost doubling and digital and Internet-related billings growing by nearly \$150,000. In other areas, creative billings

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increased year-to-year (\$808,370
to \$985,338
) as did public relations (
\$191,259 to \$291,327
) , a real AGI booster.

Despite these substantial increases, billings for account service declined from \$545,641 to \$542,384 ; printing fell from \$290,181 to \$248,879 and photography decreased from \$45,667 to \$40,127 . None of these decreases are significant, but may represent a shift in the volume of printing and away from the use of original photography in client work.

The Annual Agency Survey Report is published exclusively for Second Wind members. The report allows Second Wind members to compare their data with average data from other member agencies. It is the most complete survey of smaller to midsize agencies that exists today.

In addition to annual surveys, Second Wind members benefit from seminars and workshop opportunities as well as daily access to research, professional guidance and online forums. For more information on Second Wind membership, call 610-374-9093 or visit www.secondwindonline.com

Founded in 1988, **Second Wind** is a thought leader and innovator to the advertising and marketing community, dedicated to helping members and users "BE better." Second Wind serves advertising, graphic design, public relations, interactive and marketing firms across the US, Canada and internationally. Second Wind is celebrating its 25th year of service.

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