

# brad

convenience of **print** immediacy of **online**

USER GUIDE

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## Analysis and information

### Key Facts and Trends

The Key Facts and Trends section of **brad** online delivers a wealth of research covering all areas of media from National Newspapers and Business Press to Out of Home and TV.

Information ranges from basic media buying outlines to audience research and circulation breakdowns from key UK audit and research bodies.



### Launches and closures

Every new title added to the **brad** database in the past month is listed in the launches section, making it easy to spot titles that are of interest to you.

Likewise, closures informs you of the titles that have ceased to exist or carry advertising.

### Sources and contacts

**brad** online provides a directory of over 100 industry bodies, from The Advertising Association to the Office For National Statistics.

Telephone numbers, appropriate contact names and URL's are provided.



## >SEARCH BY TITLE



**Step one**> If you know the name of the title that you are looking for, enter the name and click go. You will be presented with a list of possible matches – simply click on the title that you are looking for.



**Step two**> The next screen presents your selection at the top of the list (on a blue background). The rest of the list represents every other entry in the classification – again, click on the title that you want to view.

You will then be presented with the full details of the title that you are investigating.

## >SEARCH BY CLASSIFICATION

**Step one**> If your search is less specific you can use a classification search and view the range of titles in any given category. To begin the search, choose and click on a classification, e.g. new media or business, and select the market sector that you are interested in.



**Step two**> You will then see a list of sub-classifications. Click on the sub-classification you wish to view until you arrive at a list of entries in the appropriate category.



**Step three**> Click on the title of the entry that you are interested in to view its details in full.

## > VIEWING AN ENTRY IN BRAD ONLINE

### View individual section>

To view individual (or combined) sections of an entry, place a tick in the appropriate box(es) and the page will automatically update.



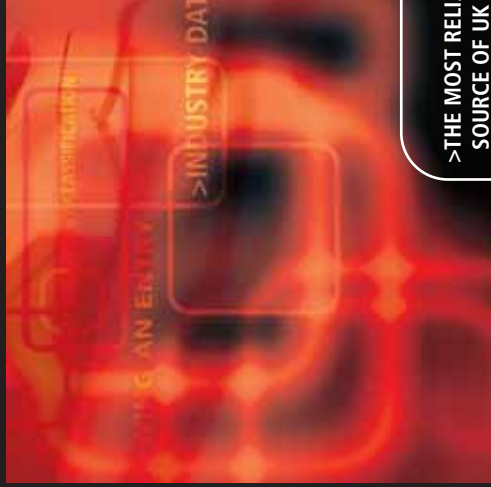
### Classification

The classification that the entry is placed under will contain entries from other similar media opportunities. Click the link to view the list of entries in that category.

### Website addresses

Where supplied by the media owner, Brad on-line publishes website addresses. These act as hyperlinks that you can click on in order to visit the site.





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INFORMATION



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