



MAY 2019

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THE LADIES' HOME JOURNAL

And Practical Housekeeper...

Vol. VI, No. 2. PHILADELPHIA, JANUARY, 1883.

MILDRED'S ADVENTURE.
BY MISS MAY'S GIBSON.
Author of "The Great Adventure," "The
Mystery of the Desert Island,"
and "The Mystery of the
Mystery."

A General Assembly had just taken place in the city of New York, and the result was a resolution to strike and leave no school open in the city until the school year was closed. The resolution was passed by a large majority, and the school year was closed.

and sitting alone, with her eyes fixed dreamily upon the landscape beyond, and her thoughts with her kind mother and home and her own life, of whom she had not seen for some time.



The woman was asked very rudely, for Mr. Thornton was greatly annoyed with the lady's behavior. She had been seen in the garden, and she had been seen in the garden.

What I hope the dreamer will be, and I hope the dreamer will be, and I hope the dreamer will be, and I hope the dreamer will be, and I hope the dreamer will be.

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OPPORTUNITY AND HAZARD: 2020 AND BEYOND

- Historical Perspective:
From Ladies' Home Journal in 1883 to the CDP today



OPPORTUNITY AND HAZARD: 2020 AND BEYOND

- Advertisers continuously look for best ways to prioritize inventory



OPPORTUNITY AND HAZARD: 2020 AND BEYOND

- Changes in laws will lead to different preferred approaches



EU GDPR.ORG

Menu

- Home
- The Process
- The Regulation

The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years.

The regulation will fundamentally reshape the way in which data is handled across every sector, from healthcare to banking and beyond.

Quick Links

- GDPR Key Changes
- GDPR FAQs
- Privacy Policy

Partners

OPPORTUNITY AND HAZARD: 2020 AND BEYOND

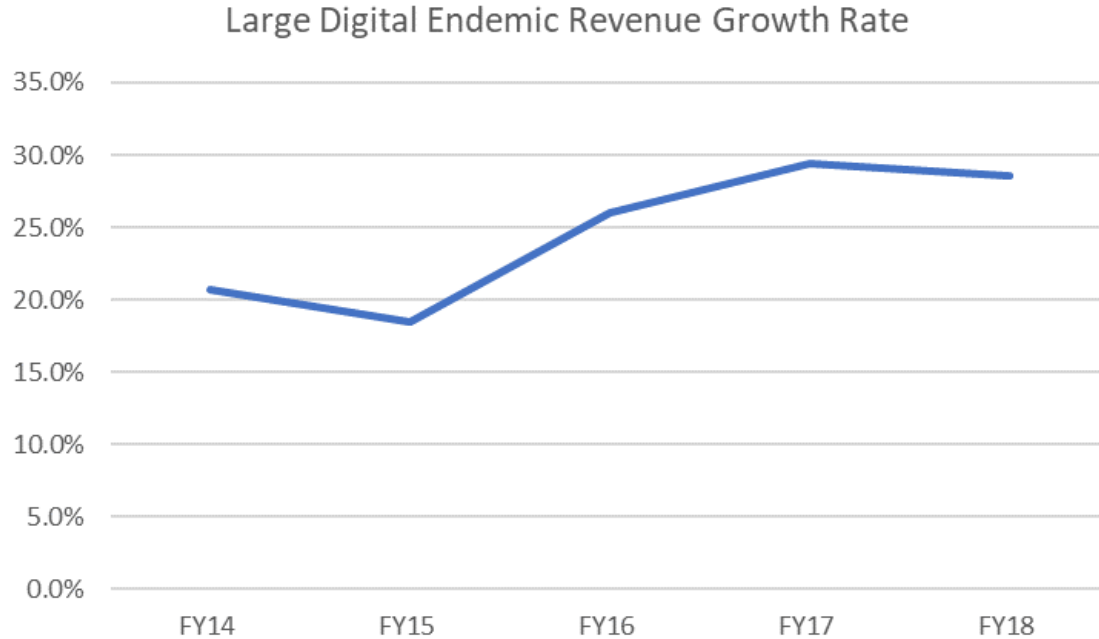
- Additional Topics
 - 5G – 2019's Wishful Thinking, 2022's Reality
 - AI – The Killer Robots Can Wait
 - The Age of Assistance and Life After The Smartphone
 - Privacy
 - Brand and Social Safety
 - Direct Brands



1Q19 TRENDS

- Concerns about deceleration are over-stated – solid growth, shifting media mixes continue
 - Deceleration in digital endemic companies' revenue growth
 - E-Commerce
 - Travel
 - Media
 - Spending shifts
 - Peaking shifts of spending from non-digital-endemic marketers to digital
 - Shifts of spending from digital endemic marketers to traditional media

LARGE ENDEMIC'S REVENUE GROWTH >20% POST-2016



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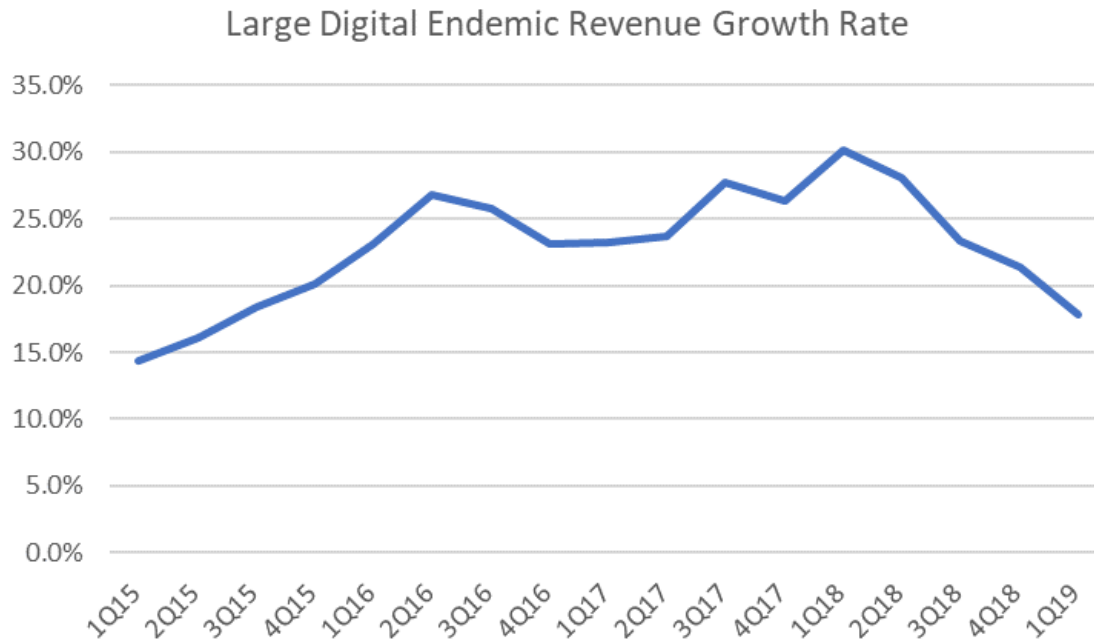
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1Q19 = SLOWEST REVENUE GROWTH SINCE 2Q15



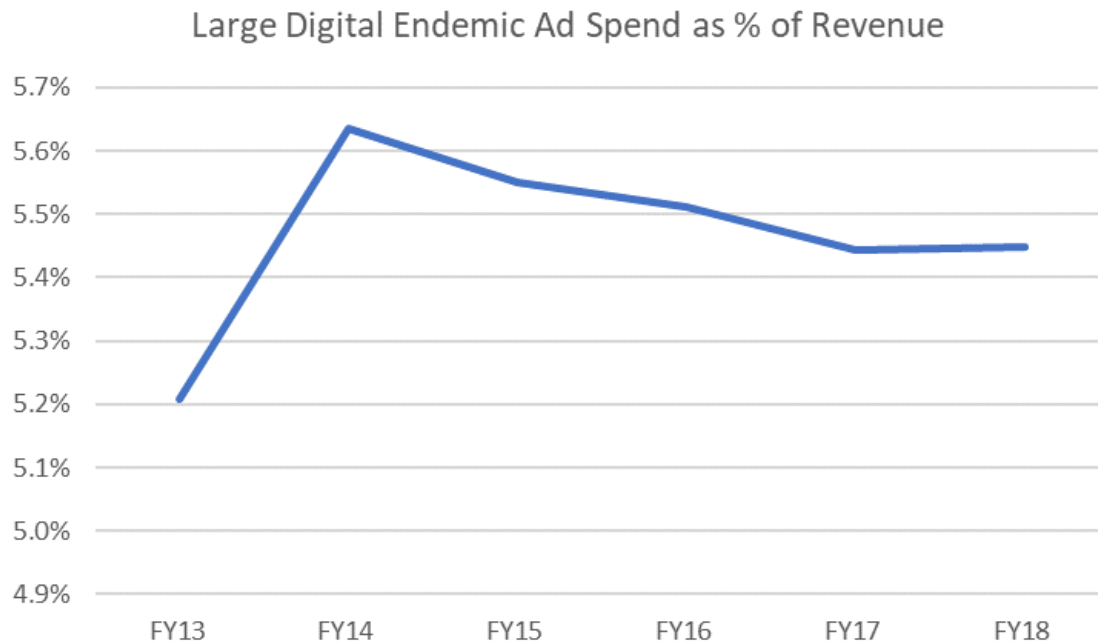
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ENDEMIC'S' AD INTENSITY IS DECLINING



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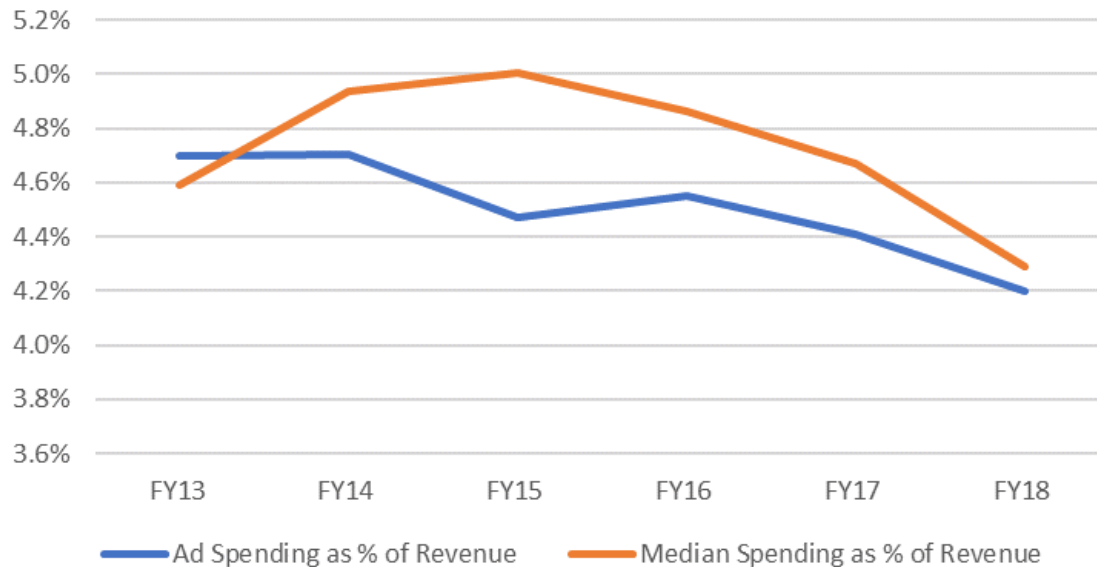
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SIMILAR TREND FOR OTHER LARGE ADVERTISERS

16 Large "Traditional" Marketer Ad Spend % of Revenue





THANK YOU

NEWSLETTER:

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