

THE MEDIA HANDBOOK

Second Edition

**A Complete Guide to Advertising Media Selection,
Planning, Research, and Buying**

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FOREWORD

What a difference a decade makes.

Just 10 years ago, as the first edition of this book was being prepared for press, media remained, in many ways, the misunderstood sibling of the agency family—an outpost on the industry landscape.

I'll say it again: What a difference a decade makes.

Today, media stands toe to toe with disciplines that once overshadowed it, a creative, dynamic, brand-building force in its own right. Overlooked no longer, it has become by any measure a leading communications architecture—and arguably the fastest growing, fastest changing of them all.

If Helen Katz's first *Media Handbook* anticipated media's vast potential to transform the communications environment, think of the new, revised edition as a vital roadmap for navigating its ever-evolving highways and byways. Anyone who realizes that knowledge is media's coin of the realm will find pure gold in the pages ahead—timely and timeless information that's as valuable to media practitioners as it is to students of the field.

Of course, as *The Media Handbook* reminds us, we're all really students of the field. If so, we have Helen Katz to thank for such an indispensable textbook.

—*Jack Klues*
Chief Executive Officer
Starcom MediaVest Group