

2

**MEDIA
SALARY
REPORT**

7

Siftly

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Intro

Who
Participated

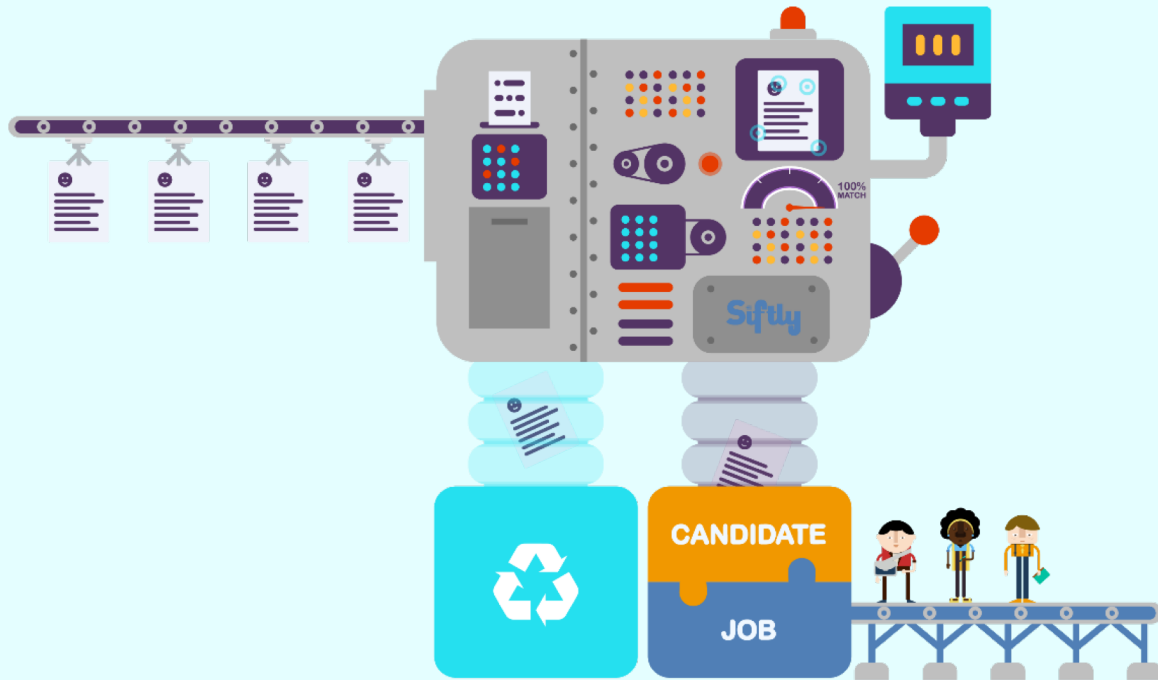
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SIFTLY IS THE FIRST JOB MATCHING SITE FOR AGENCY GIGS



SIFTLY is committed to adding value to the agency community. To achieve that goal, earlier this year we published our first [Client Services Salary Report](#).

Now, in partnership with [MediaPost](#), this salary report is designed to bring transparency to one of the largest disciplines in advertising: Media.

Whether you work for a Media agency or in a Media department, this report will empower you for your next salary negotiation.

Never undersell yourself.

TEAM SIFTLY

WHO PARTICIPATED?

**1005
MEDIA PROS**

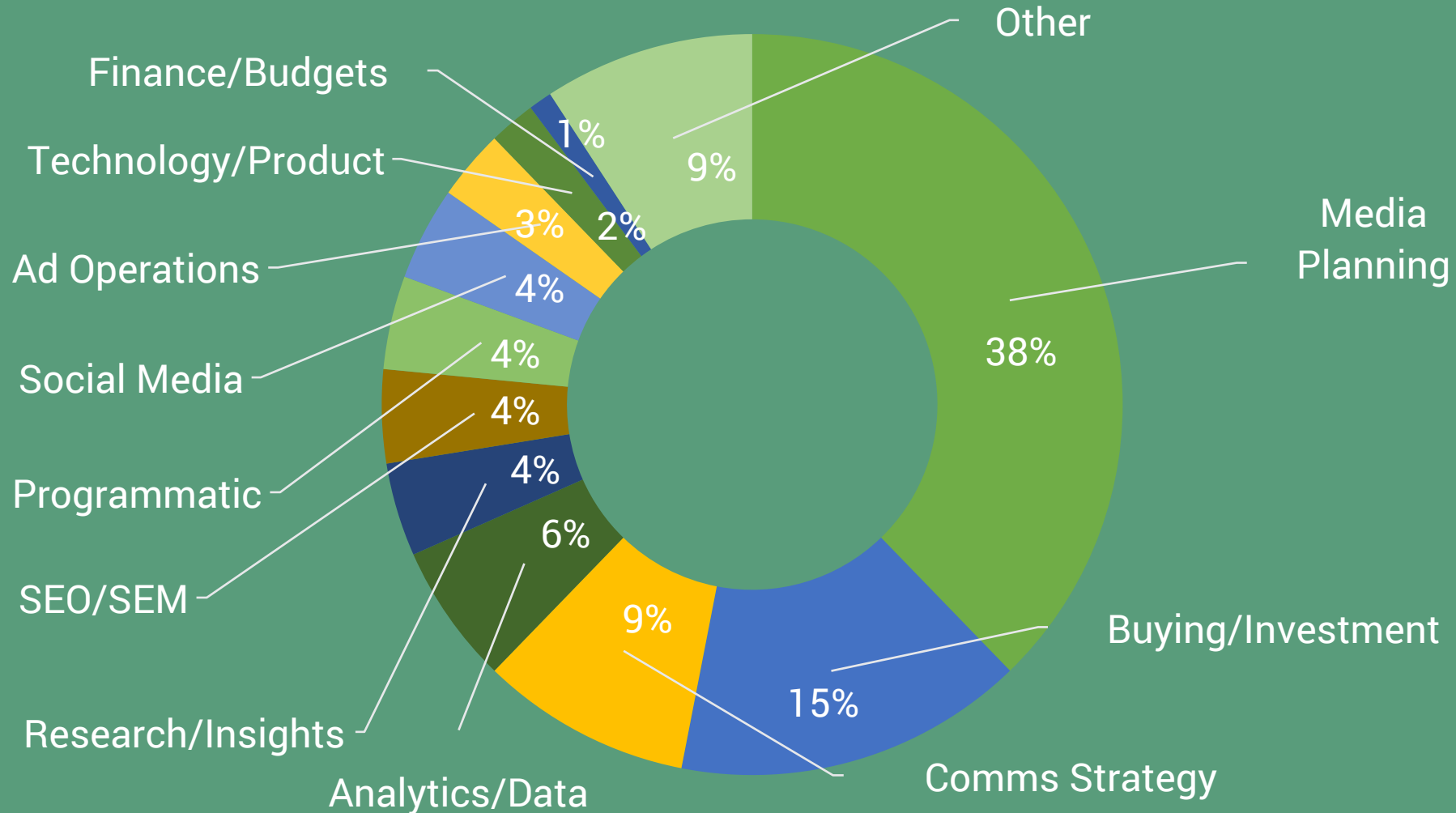
from the U.S. completed the survey



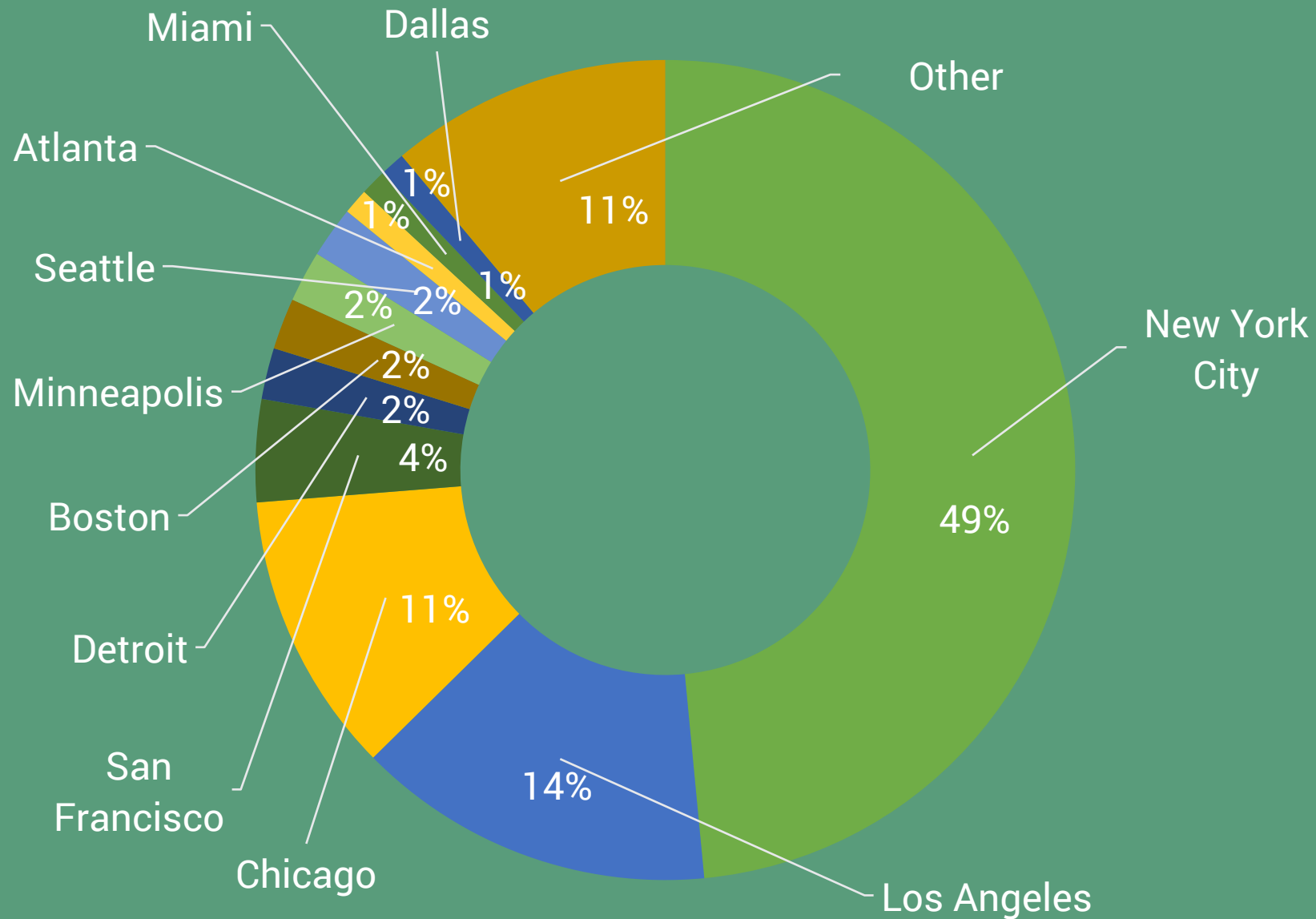
KEY SPECIALTIES

- Account Management
- Ad Operations
- Analytics/Data
- Buying/Investment
- Content
- Comms Strategy
- Finance/Budgets
- Media Planning
- Programmatic
- Research/Insights
- SEO/SEM
- Social Media
- Technology/Product

WHAT DESCRIBES YOUR ROLE BEST?



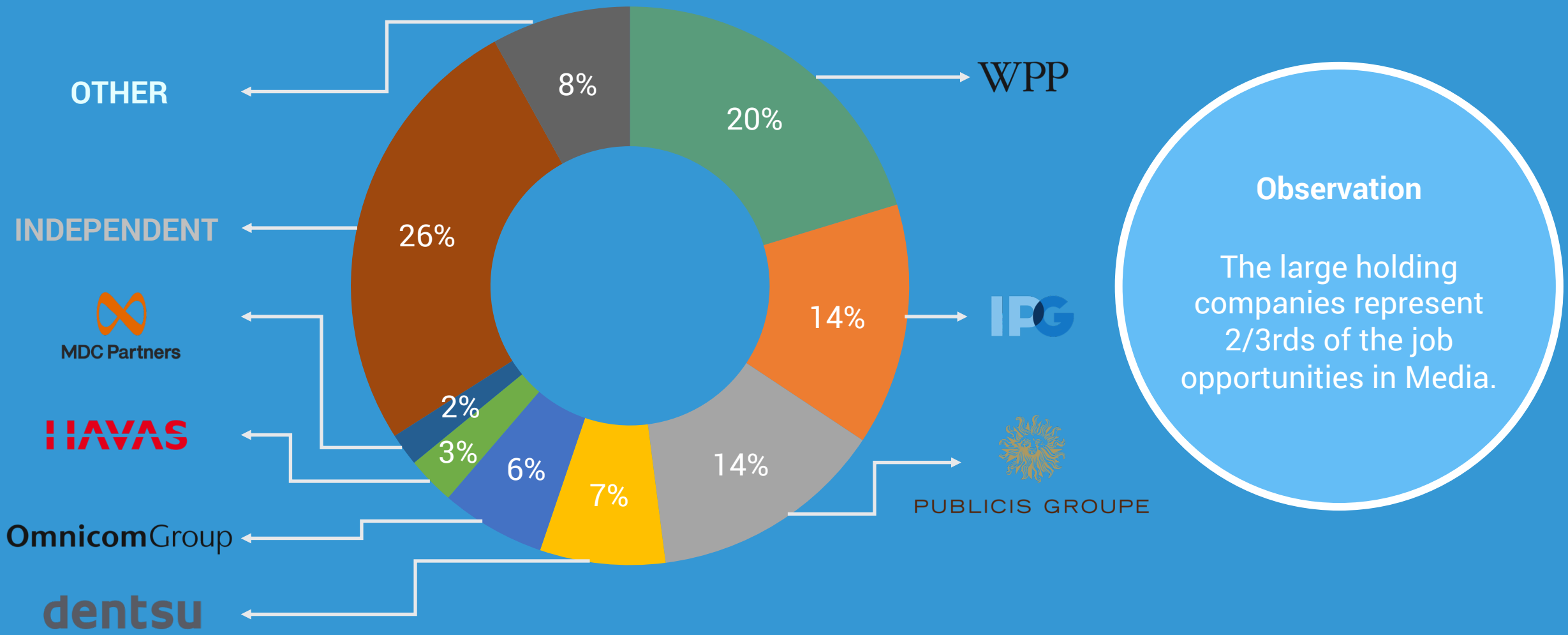
PARTICIPANTS BY LOCATION



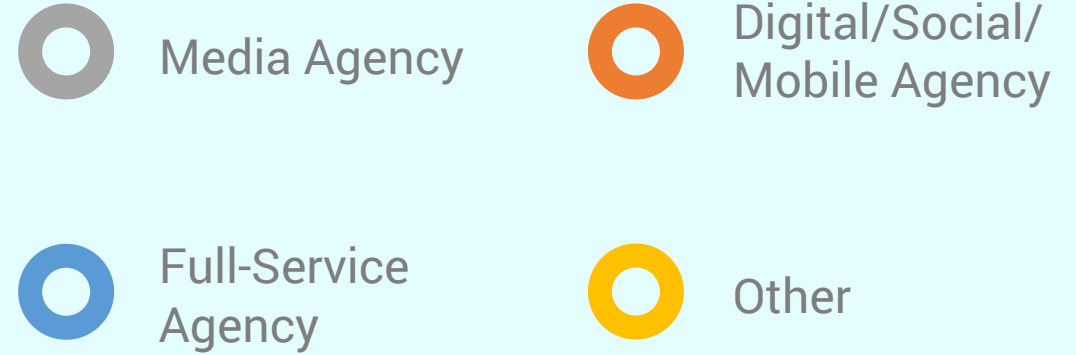
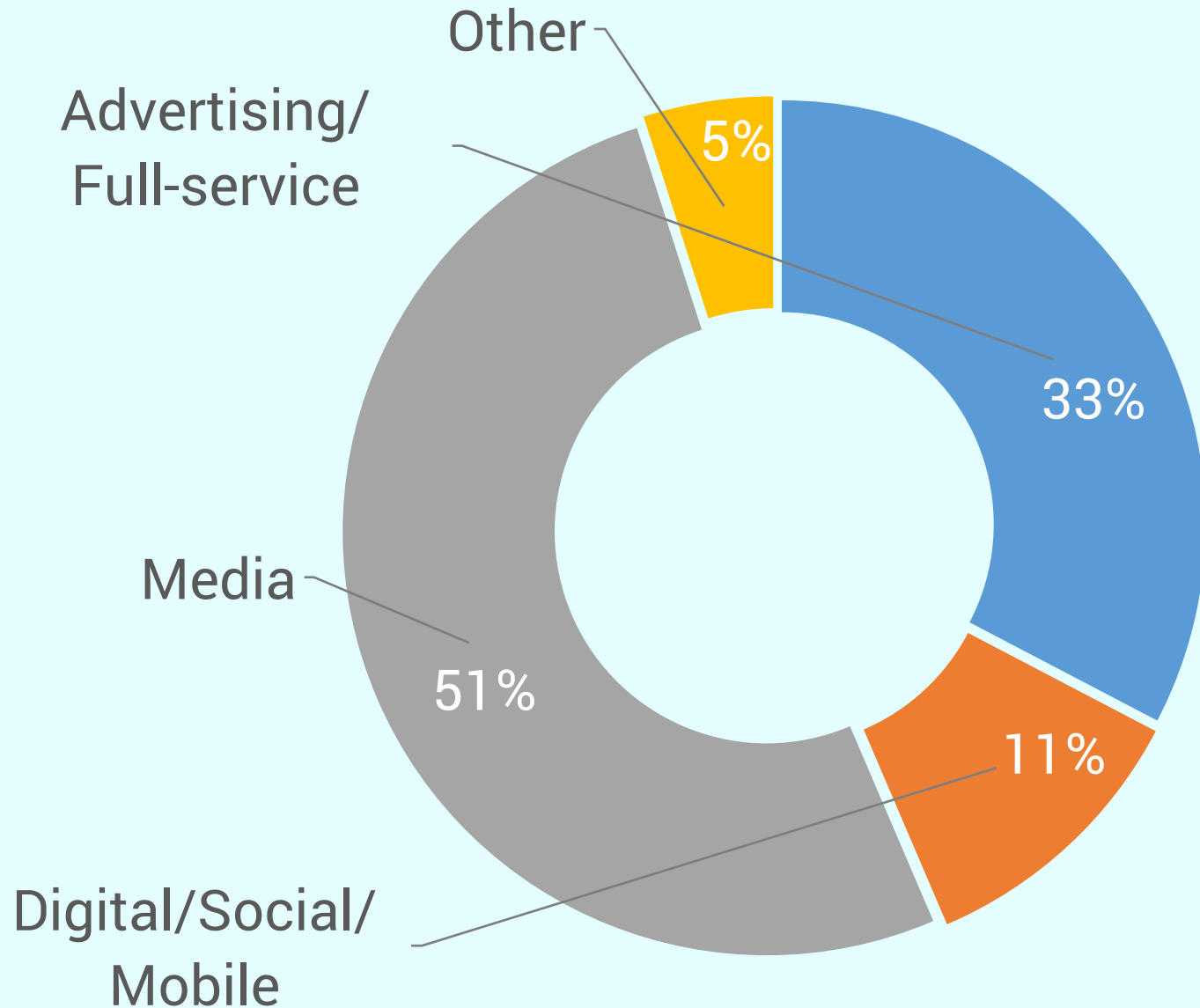
Observation

Almost 1/2 of the Media talent resides in the Big Apple compared to Client Services, of which 1/3 of the talent are based in NYC.

PARTICIPANTS BY HOLDING COMPANY



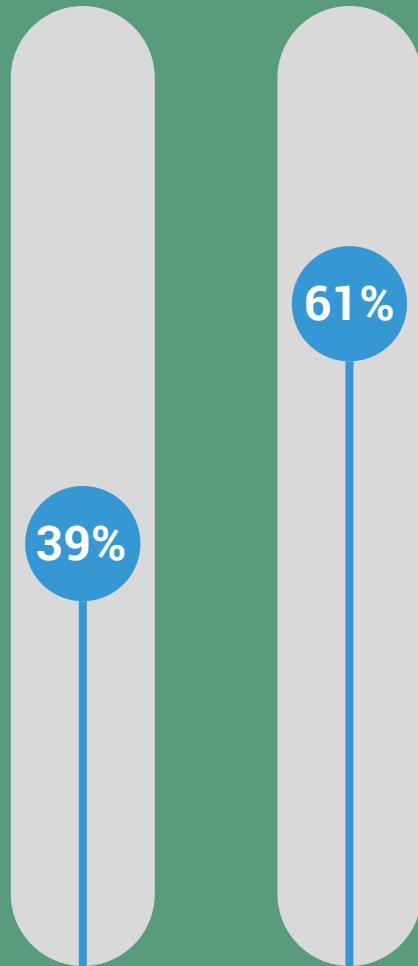
PARTICIPANTS BY AGENCY TYPE



Observation

Despite the trend of outsourcing media capabilities, 1/2 of media talent actually do not work at a media pure player.

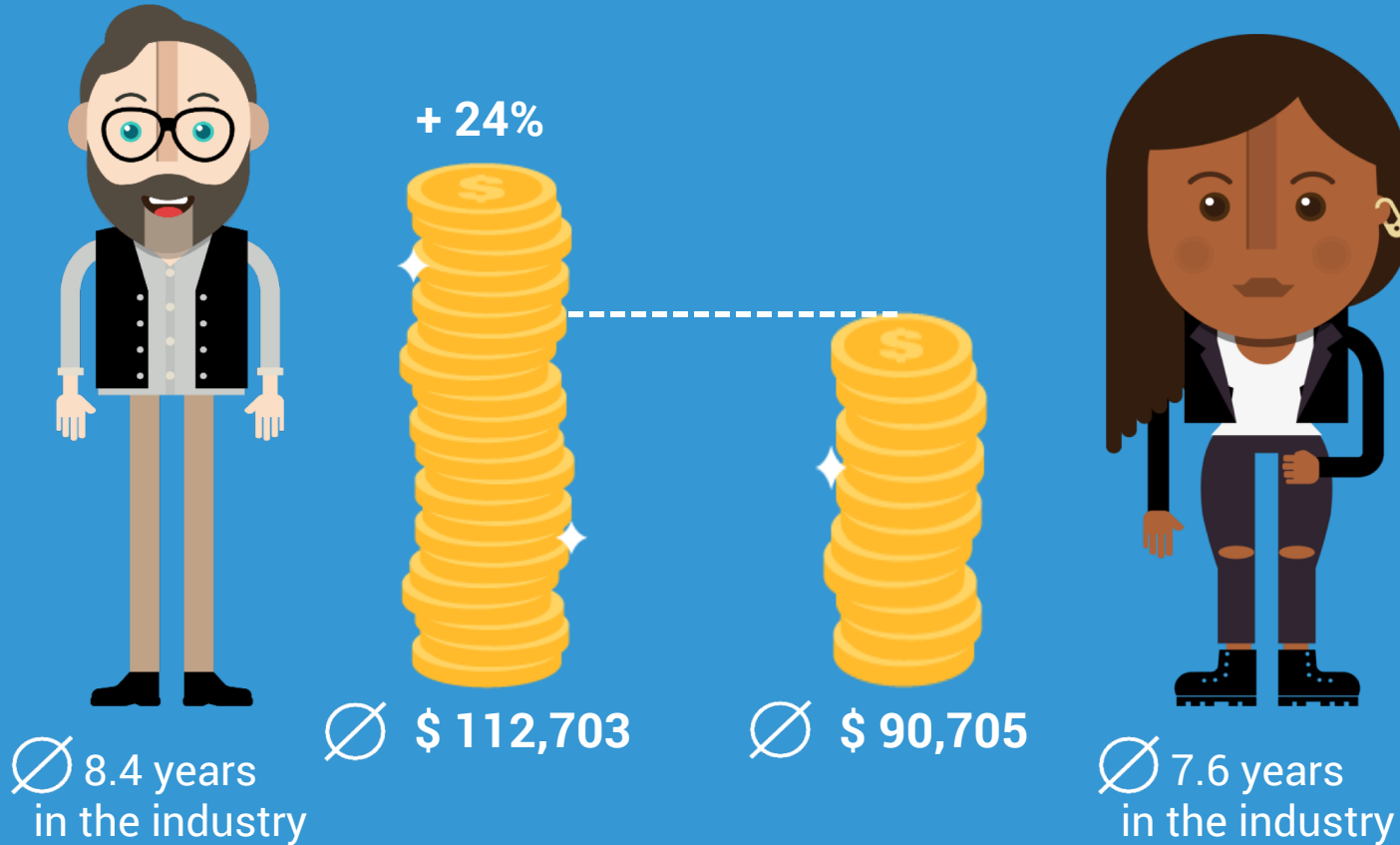
WOMEN MAKE UP THE MAJORITY OF THE TALENT IN MEDIA



Observation

The Media talent pool is predominately female; 6 out of 10 professionals are women.

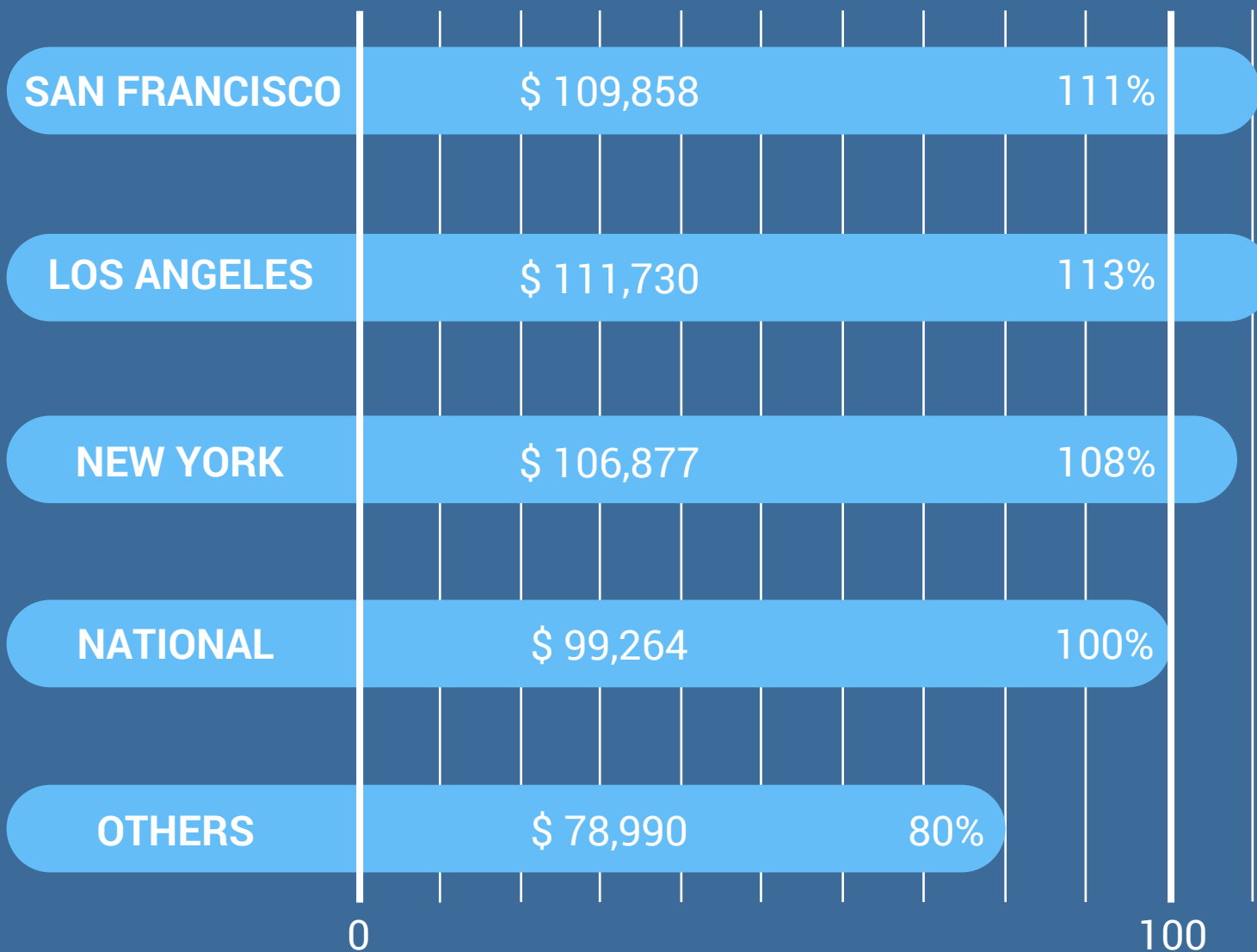
MEN MAKE 24% MORE THAN WOMEN



Observation

Women hold most of the jobs in Media – but they don't "dominate" the discipline based on the salary gap..

SALARIES BY KEY MARKETS

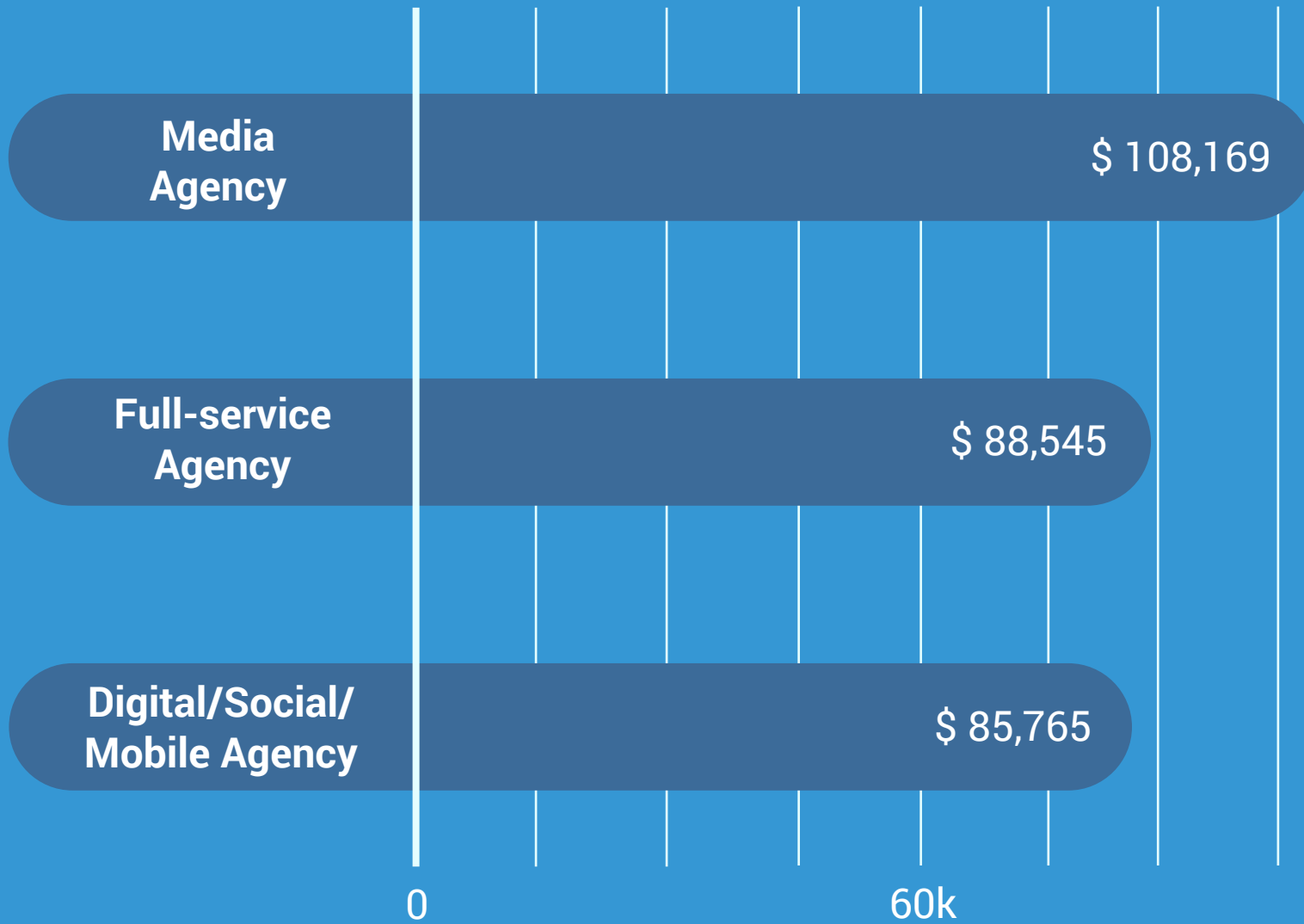


Observation

Talent in the top 3 markets make 6% - 25% more than the national average.



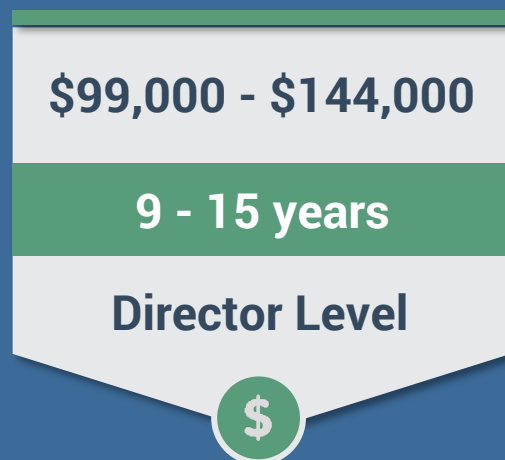
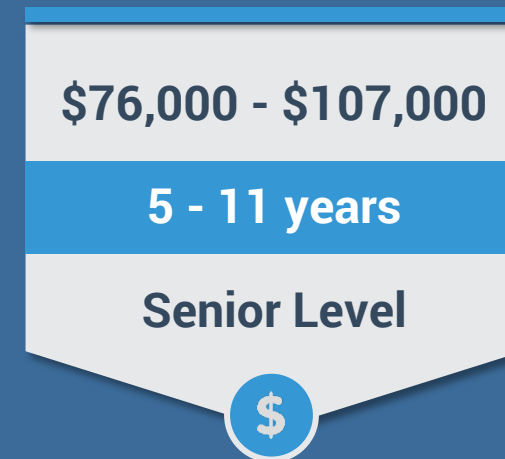
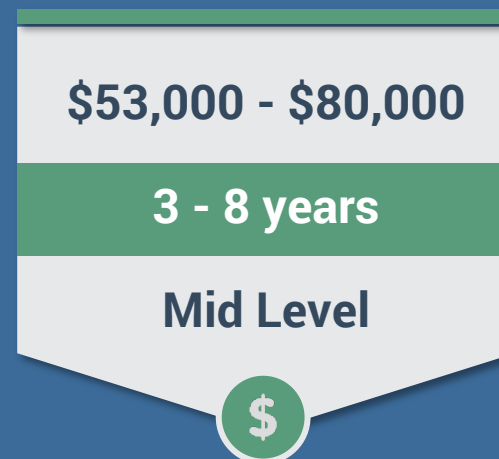
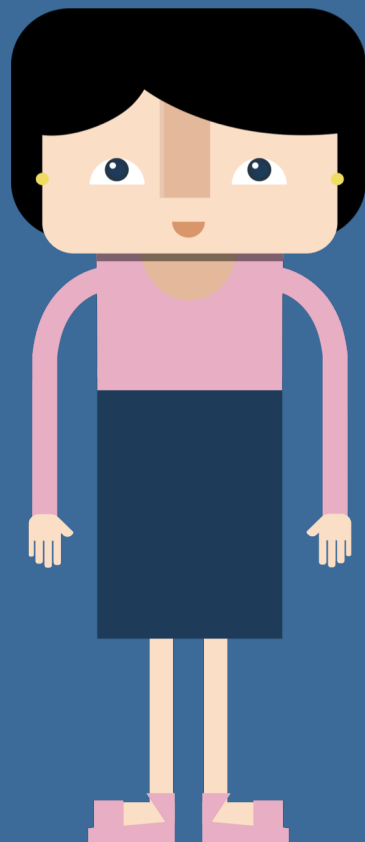
SALARIES BY AGENCY TYPE



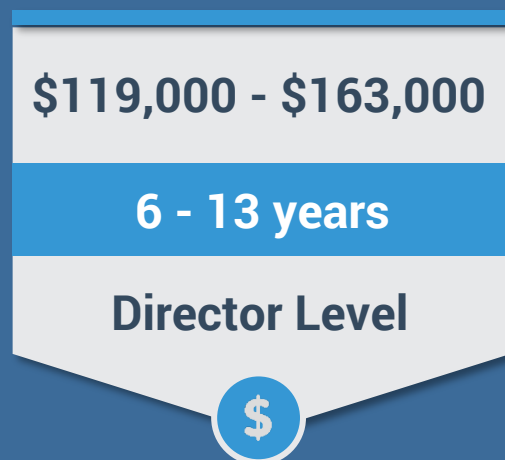
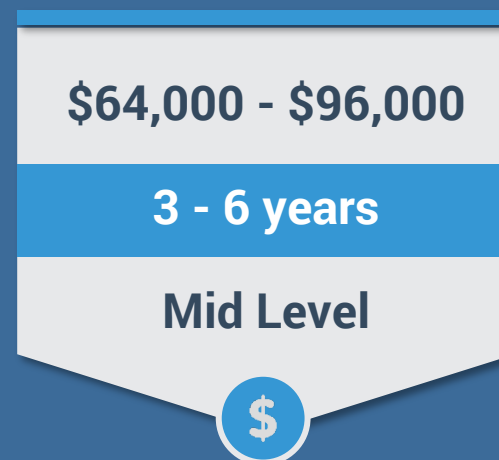
Observation:
Pure play Media agencies value media talent. They pay on average 25% more than full-service or specialty agencies.



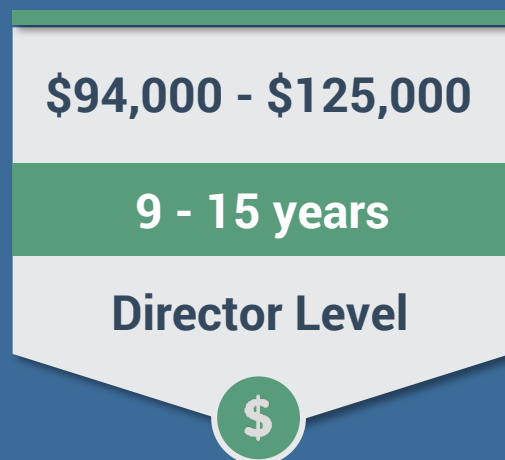
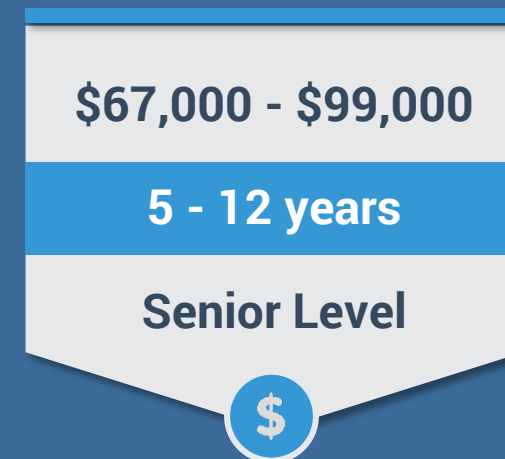
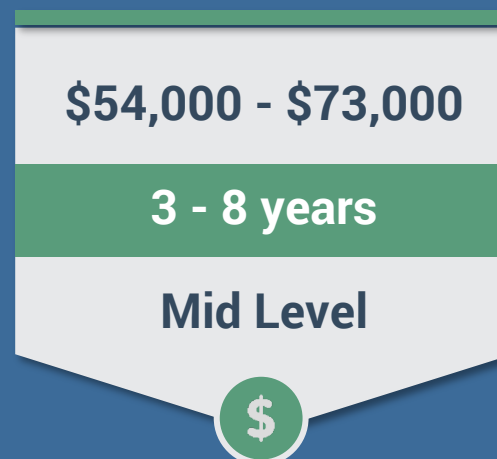
ACCOUNT MANAGEMENT, COMMS STRATEGY, MEDIA PLANNING



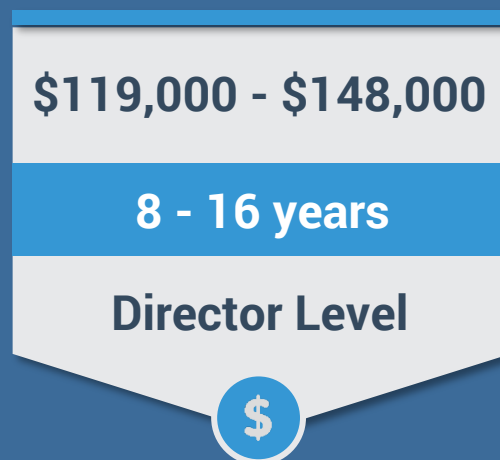
ANALYTICS/DATA, RESEARCH/INSIGHTS



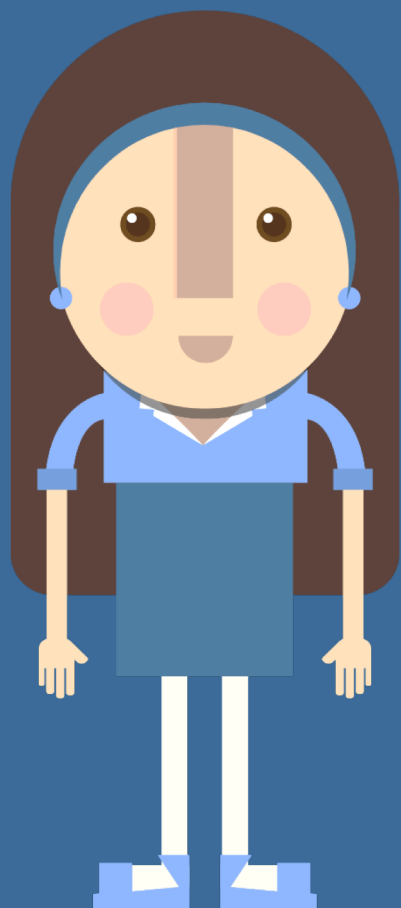
BUYING/INVESTMENT, FINANCE/BUDGETS, AD OPERATIONS



PROGRAMMATIC, TECHNOLOGY/PRODUCT



CONTENT, MOBILE, SOCIAL MEDIA



\$38,000 - \$57,000

1 - 3 years

Junior Level

\$

\$57,000 - \$79,000

3 - 5 years

Mid Level

\$

\$71,000 - \$105,000

5 - 8 years

Senior Level

\$

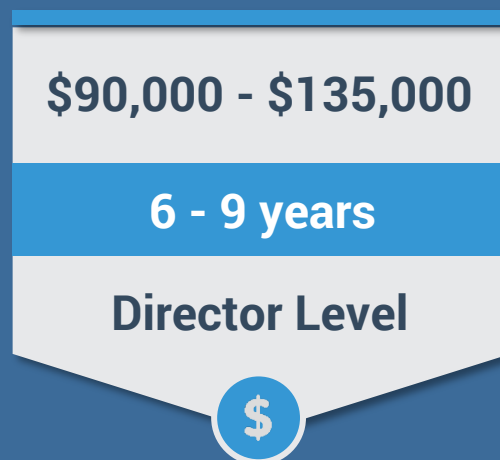
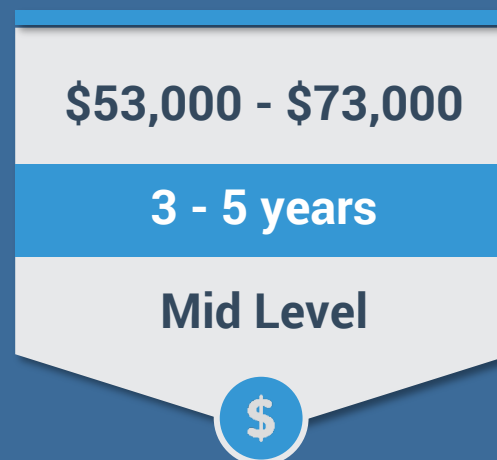
\$ 105,000 - \$135,000

7 - 14 years

Director Level

\$

SEO / SEM



AVERAGE SALARY BY ROLE



DO YOU THINK MEDIA AGENCIES ARE A THRIVING OR DYING BUSINESS?



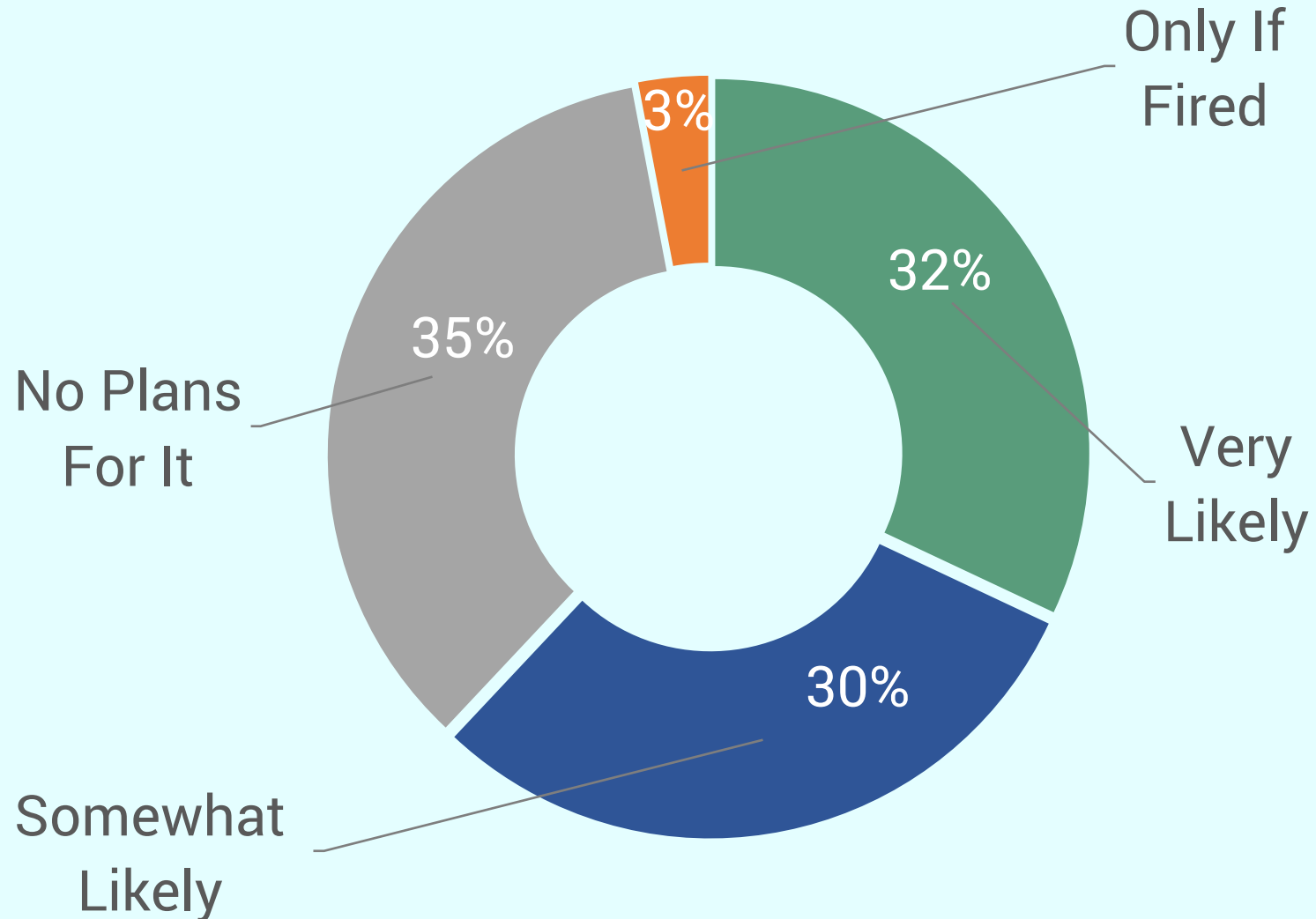
DO YOU THINK THERE WILL BE MORE OR FEWER JOBS IN MEDIA IN THE NEAR FUTURE?

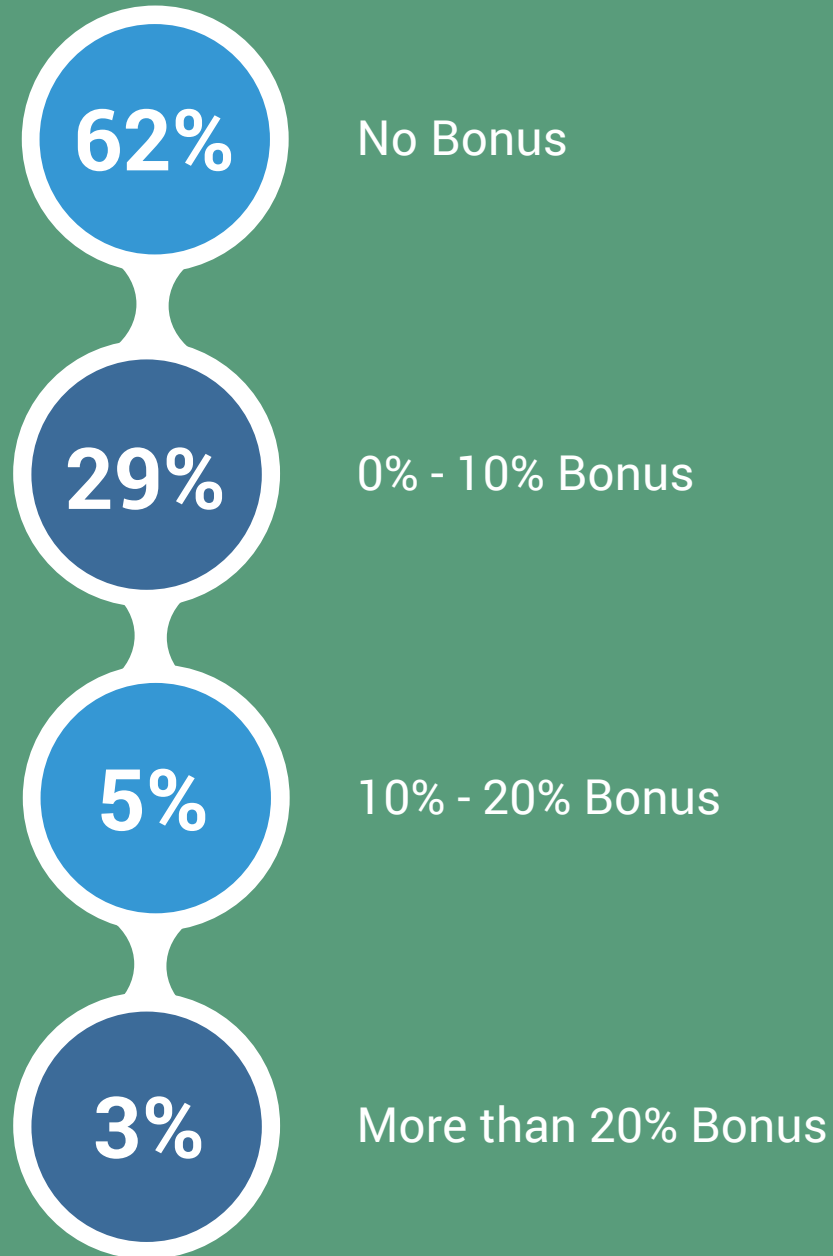


DO YOU SEE YOURSELF WORKING IN MEDIA IN 3 YEARS?



OVER 60% ANTICIPATE A JOB CHANGE IN THE NEXT 12 MONTHS





Observation

The average bonus was just under 10%.
6 out of 10 respondents didn't get any bonus.

15%

of agencies do not currently conduct scheduled salary reviews

24%

received a salary increase with their scheduled performance review

19%

received a salary increase outside the agency's scheduled review process

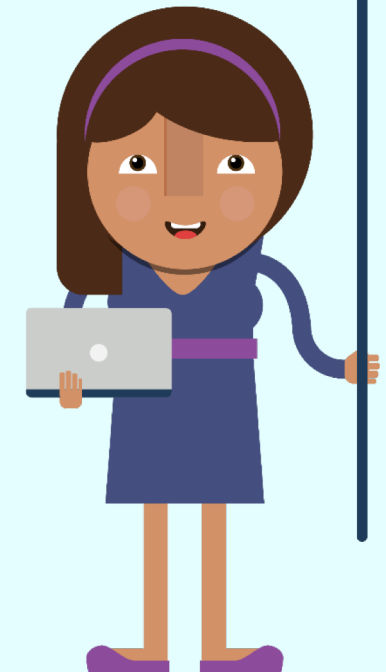
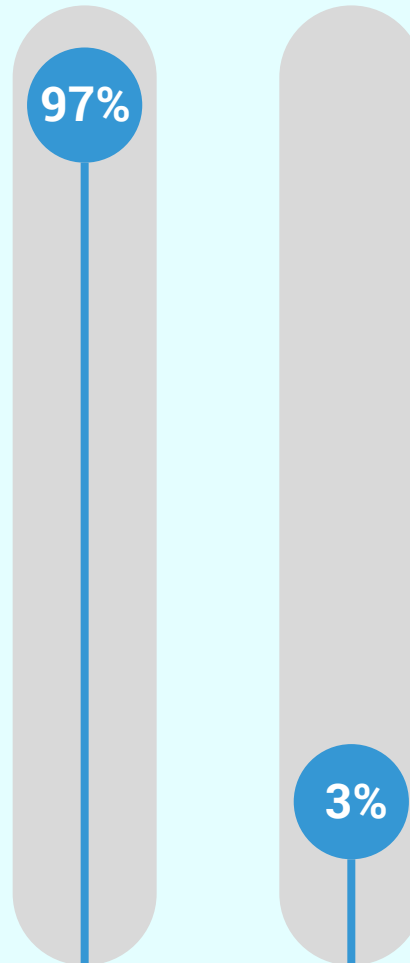
36%

of the respondents have not received a salary increase at their current agency

Observation

Salary increases are inconsistent. Job hopping seems to pay off better. Just as the [FastCompany](#) suggests to change your job every three years.

FULL-TIME DOMINATES OVER FREELANCE



CLOSING REMARKS



We greatly appreciate the input shared by the 1000+ respondents and the support of our partner in this endeavor, MediaPost. Many thanks to both. And a shout out to all our SIFTLY fans who helped promote the effort.

This is a work in progress. We will be working to compile more statistically robust statistics and will update this salary report as soon as we have another 1000 responses.

If you're a U.S.-based Media professional working in either a media department or media agency, we would be grateful for your contribution to making this report as robust and comprehensive as possible.

If you haven't done so already, please complete the anonymous SIFTLY survey here:

<http://bit.ly/SiftlyMediaSalarySurvey>

We are committed to fueling the agency community with better tools and information.

Help us to help you; it only takes 5 minutes.

ADVERTISING BREAK

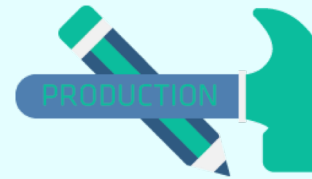
We're stoked to be sifting for job opportunities in 5 departments. 13,000+ agency experts currently use SIFTLY as their "always-on" job search solution.

80% of our users have already been matched to a job based on their professional prowess and preferences.

We work with 300+ agencies who have posted over 1,000 job searches since our launch.

Please help us to build the best and largest talent pool of Media experts. Join for free today.

[**JOIN**](#)



MEDIA CLIENTS

A

A+E Networks
Agency Within
AKQA
Awlogy
Ayzenberg

B

Bully Pulpit Interactive
Butler, Shine, Stern &
Partners

C

Canvas Worldwide
Capital Media
Carat USA
Chamberlain Healthcare PR
Criterion Global
Converge Direct

D

Deutsch
DigitasLBi
DiMassimo Goldstein
DNA
DVA Advertising & Public
Relations
Dentsu Aegis Network

E

Edelman
Effective Spend

F

Fueled

G

Giant Spoon
Golin
Grey

GroupM

H

Harmonica
Havas Media
Horizon Media
Haworth

I

InVentiv Health PR
Group
iProspect

K

Katana
KRT Marketing

M

Madwell
Maxus Global
Media Storm

MediaCom

Mekanism

P

Palisades Media Group
Peter Mayer
Plein Air A

R

Ready State
Revelations Executive
Search
RevZilla rp3 Agency

S

Santy
Socialyse
space150
SRW

Sullivan Higdon & Sink

Swirl

Sterling-Rice Group

Silverlight Digital

T

T3
The Buntin Group
The Integer Group
The Mars Agency
TMP Worldwide

TPN

Z

Zenith
Zeta

CONNECT WITH US

Jennifer Sparks MANAGNG

DIRECTROR | Media



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