Media Agency Group is the Top Independent Agency Outside London!

Monday 16 December, 2013

The Recommended Agency Register Top 100 Agencies Outside London list is released annually, showcasing the nation's most successful media agencies outside of the M25.

Having placed a heavy investment into expanding Media Agency Group over 2013, including the launch of a brand new digital advertising division, we are thrilled to announce that we have achieved second place in the RAR Top 100 2013 list – and are actually the number one independent agency outside London.

In celebration of this achievement, Media Agency Group have implemented a digital takeover of The Drum homepage, comprised of MPU, Leaderboard and Wallpaper adverts.

Published in association with the The Drum – which was recently named Media Brand of the Year at the PPA Independent Publisher Awards – the report takes into account a range of criteria to figure out which agencies are offering the best client satisfaction whilst simunltaneously growing their business capital.

The Top 100 Agencies list adhered to a ranking process that included "turnover, turnover per head, turnover growth, turnover percentage growth, gross profit and gross profit growth", with this year's figures revealing that average turnover percentage growth is now at 30.7% – up 0.9% from last year's 29.8%. The collective turnover of all 100 agencies peaked at over £802 million, and the average turnover rose from last year's £7.38 million to £8.03 million.

RAR managing director, Steve Antoniewicz, said this year's results show that "there is a healthy agency sector right across the country", noting that "agencies continue to innovate and achieve growth despite many limiting factors". Antoniewicz went on to say: "Some of the organic growth has been amazing and the growth through acquisitions or mergers demonstrates there's also some real ambition in the sector. I think the kind of performance of Top 100 agencies seen here would be the envy of any agency, regardless of location."

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