

WHAT IS BRAD?

The 'British Rates And Data' directory, better known as BRAD, is the comprehensive online authority for essential advertising information on over 12,300 UK media titles.

BRAD empowers planners at advertisers and advertising agencies to plan the most effective media campaigns to reach the right audiences and maximise the effectiveness of their advertising spend.

An easy-to-use and exhaustive reference service that enables planners to save time and to assess their media options based on channel, title, circulation, editorial profile and much more.

The UK's leading advertising and media agencies trust BRAD when planning their campaign schedules. BRAD'S clients also span marketing agencies, media owners, print services and advertising technology companies.

Date sources:



Whether you have a question about the product, need some technical support or want to find out more about how BRAD can benefit your business, we're here to help.

BRAD helpdesk and sales

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