



Industries in Marketing, Design, & Publishing (22)

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| 511120 Periodical Publishers | 541490 Other Specialized Design Services |
| 511130 Book Publishers | 541613 Marketing Consulting Services |
| 511140 Directory and Mailing List Publishers | 541810 Advertising Agencies |
| 511199 All Other Publishers | 541820 Public Relations Agencies |
| 519110 News Syndicates | 541830 Media Buying Agencies |
| 519120 Libraries and Archives | 541840 Media Representatives |
| 519130 Internet Publishing and Broadcasting and Web Search Portals | 541850 Outdoor Advertising |
| 519190 All Other Information Services | 541860 Direct Mail Advertising |
| 541410 Interior Design Services | 541870 Advertising Material Distribution Services |
| 541420 Industrial Design Services | 541890 Other Services Related to Advertising |
| 541430 Graphic Design Services | 541910 Marketing Research and Public Opinion Polling |

Notes:
 (1) Cluster definitions are based on the U.S. Cluster Mapping Benchmark Definitions developed by Professors Mercedes Delgado, Michael E. Porter, and Scott Stern (2013).
 (2) US 2012 North American Industry Classification System (NAICS) are used for industry classifications and codes.
 (3) Industries should not be misinterpreted as sub-clusters. For a listing of all sub-clusters, please visit the Institute's Canadian Cluster Data portal.
 (4) Analysis derived from approach used by Ketels and Protsiv to broaden cluster categories by adding individual narrow industries in their report: "European Cluster Panorama 2014".

Legend

- Central Cluster
- Strongly Related Industries
- Loosely Related Industries

NAICS Industry Code
 NAICS Industry Name