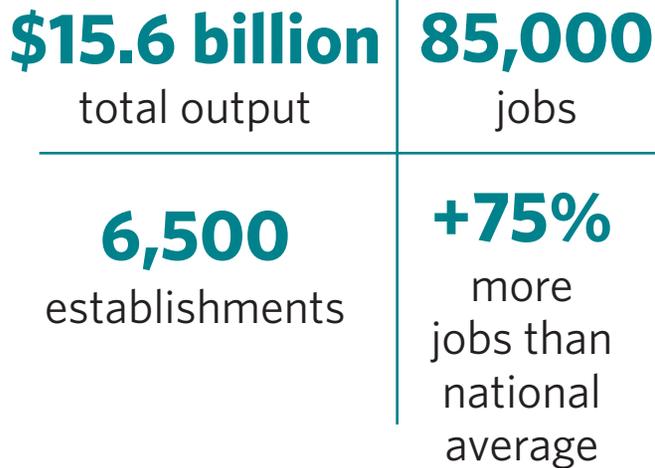# Marketing and Publishing

This cluster provides physical and graphical design services, digital and hard copy publishing, and marketing including advertising creation, marketing research, media buying, and public relations. The technical report, *Metropolitan Chicago's traded industry clusters*, offers extensive data on the characteristics and performance of the region's core industrial assets since 2001, available for download at https://cmap.is/Traded-Clusters.

In the Chicago region in 2017, this cluster consisted of

$15.6 billion total output

85,000 jobs

6,500 establishments

+75% more jobs than national average

Largest occupations

Advertising Sales Agents
Graphic Designers
Management Analysts
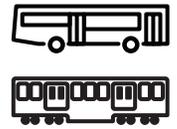**Market Research Analysts**
Marketing Specialists

Workers in this cluster tend to be **less** racially diverse than the regional labor force.

26% non-white
53% female
27% over age 50

26% commute by transit

In recent years, the cluster's competitive position **held steady** as it remained **specialized** in the national context.

+6% jobs | **+14%** total output
Chicago

+88% jobs **+470%** total output
San Francisco

+14% jobs **+47%** total output
New York

Middle-skill workers have **less** opportunity than the regional average.
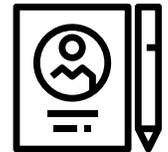
$41,663 25th | **$52,425** 50th | **$73,533** 75th
wage percentiles

77% of workers have an associate's degree or higher

20% of jobs typically require at least 2 months of on-the-job training