

Marketing Services

Located in London's West End, Kingston Smith W1 are leading marketing services and media accountants. We are a respected centre of expertise in the marketing services industry. Over the years, we have built a large client base of businesses in advertising, design, direct marketing, sales promotion, market research, media planning and buying, public relations and digital media.

We work with businesses of all sizes ranging from start-ups and established owner-managed businesses, to large private groups and AIM-listed companies.

Our client focus means that each client works with a marketing services specialist lead partner who is responsible for the whole relationship and supported by a team of experts, who are experienced within the sector and understand your business.

By working closely with clients that operate in a similar sector, we have developed specific [services](#) tailored to key stages of their business' development. Many of our clients choose to use these bespoke services for the sector alongside our mainstream audit, accounting and tax services.

As specialist marketing services and media accountants, we believe it is important to be at the forefront of changes and developments within the industry. This is achieved through close relationships with recognised [trade bodies](#) and leading publications, such as the IPA and Campaign. However, we have also developed [Insight](#), the Kingston Smith W1 blog, where we will be posting original thought leadership and research relevant to the sector. The idea is to encourage discussion around these issues and to open up new areas of debate.

We carry out industry research including the 'Financial Performance of Marketing Services Companies Annual Survey' and *Marketing Monitor*. And ensure that we communicate with our clients and contacts regularly via a series of added value [tailored events](#), such as seminars, lunches and breakfasts.

Lead Partner

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Key People

- [Cliff Ireton](#)
- [Esther Carder](#)
- [Ian Graham](#)
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Links

- [Insight](#)
- [Marketing Monitor Summer 2010](#)
- [VAT guide for advertising agencies](#)
- [Employee benefits survey 2010](#)
- [Marketing Monitor Spring 2010](#)
- [Annual Survey 2009](#)
- [Marketing Monitor Winter 2008/09](#)
- [Employee Benefits survey 2009](#)
- [Marketing Monitor Summer/Autumn 2008](#)
- [Growing Your Business Internationally](#)
- [Design Week Top 100](#)
- [Accountancy Age Profile - Mandy Merron](#)
- [Starting a creative business](#)

News

- [Kingston Smith W1 launches new blog](#)
- [Lensmodern's award-winning photographers exhibit work](#)
- [Employee benefits to take centre stage in 2010/11 as creative companies hold on to key talent](#)
- [PRWeek releases its Top 150 PR Consultancies 2010 Report](#)
- [DBA 2009 Charge-Out Rates and Salary Level Report released to DBA members](#)

