

# Quad scores no. 21 in Ad Age Agency Ranking

SUSSEX, WI, June 24, 2025 — Quad/Graphics, Inc. (NYSE: QUAD), a marketing experience company that solves complex marketing challenges for its clients, celebrates its inclusion at number 21 in Ad Age's prestigious ranking of the largest agency companies.

"Marketing is incredibly complex today and clients are under enormous pressure to drive growth, yet most CMOs feel like they have to choose between close collaboration with senior talent at a boutique agency or the full-funnel capabilities of a major network or holding company, where it's unlikely most clients get the attention, seniority, or focus they deserve," said Tim Maleeny, President of Agency Solutions and Chief Client Strategy Officer for Quad. "Clients of any size should never have to compromise, which is why Quad operates as a seamless extension of our clients' teams in a way that makes integration and collaboration second nature to the way we work. It's a natural evolution of our manufacturing legacy and maker culture, a hands-on approach that puts clients and the work first—always."

Ad Age, the leading global media brand in marketing and media coverage, analyzes industry data to produce its exclusive annual report and name the world's top advertising and marketing agencies. This year's list includes other distinguished organizations like WPP, Publicis and Stagwell alongside Quad.

This is Quad's sixth consecutive year on the Ad Age ranking. Built on a commitment to innovation and a culture of obsessive collaboration, Quad uses its unique suite of offerings and the distinct expertise of its creative agency, Betty, and its media agency, Rise, to remove friction from marketing and help brands make more meaningful and direct connections with their customers – at home, online, and in-store.

## About Quad

Quad (NYSE: QUAD) is a marketing experience, or MX, company that helps brands make direct consumer connections, from household to in-store to online. The company does this through its MX Solutions Suite, a comprehensive range of marketing and print services that seamlessly integrate creative, production and media solutions across online and offline channels. Supported by state-of-the-art technology and data-driven intelligence, Quad simplifies the complexities of marketing by removing friction wherever it occurs along the marketing journey. The company tailors its uniquely flexible, scalable and connected solutions to each clients' objectives, driving cost efficiencies, improving speed-to-market, strengthening marketing effectiveness and delivering value on client investments.

Quad employs approximately 11,000 people in 11 countries and serves approximately 2,100 clients including industry leading blue-chip companies that serve both businesses and consumers in multiple industry verticals, with a particular focus on commerce, including retail, consumer packaged goods, and direct-to-consumer; financial services; and health. Quad is ranked among the largest agency companies in the U.S. by Ad Age, buoyed by its full-service media agency, Rise, and creative agency, Betty. Quad is also one of the largest commercial printers in North America, according to Printing Impressions.

For more information about Quad, including its commitment to operating responsibly, intentional innovation and values-driven culture, visit [quad.com](https://quad.com).



**Media Contact**

Hali Sawyer  
Agency Communications Manager  
414-622-2297  
[hasawyer@quad.com](mailto:hasawyer@quad.com)