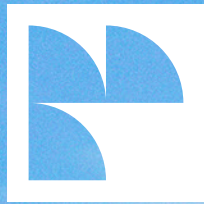


# BASE PAY POLICY

January 2024



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## BASE PAY POLICY / January 2024 Report

The "**Base Pay Policy Report**" announced by the Advertisers Platform in July 2023 was a first in the sector and became the rational and financial benchmark for agencies and employees.

The report, which reveals the fact that advertising employees, defined as a qualified labor force and barely numbering **5,000**, do not even get the "minimum pay" for their efforts and that their income loss is **62.35%**, is **available here**.

Shortly after the publication of this report, the Advertisers Platform gathered agencies and employees for the first time at the "**Solution Table**" to discuss ways out of the crisis.

Half of the 20 advertising agencies, which were selected based on their impact in the sector, number of employees and members, accepted our invitation, which raised our hopes for a solution.

Our goal is to continue the dialogs initiated with creative advertising agencies around the Solution Table with increased participation.

Finally, as stated in the "The Contribution of REPID Advertising to the Turkish Economy 23" report, we are aware that the work we do is valuable, that advertising revenues are increasing steadily in our country, and that the financial potential of our sector is still very high.

The output generated by advertising agencies, which are the dynamo of such a large sector that has an impact of **more than TRY 360 Billion** on the national economy, is the beginning of a large system from creative work to production, from implementation to media, from research to celebrity utilization. However, the lack of a professional association among advertising agencies and the inability to reach a "minimum" consensus are the biggest dilemmas of the sector.

At where we stand today:

**95%** of advertising workers have not received the base wage figures announced in July.

In Istanbul, where the cost of living has increased by **78.48%** annually, the rate of advertisers who say they "cannot afford to find housing" has reached **72.5%**.

Nearly half of advertising workers have difficulty in meeting even their most basic needs, and the sector is losing qualified labor.

Pointing to **the minimum rather than the ideal**, the Advertisers Platform published its **January 2024** report for the attention of the entire sector, and we would like to thank our colleagues who contributed to the work.

On this occasion, we repeat our call: **Solution is on the Table!**



## CURRENT STATE

Based on the November 2023 data obtained from Türk-İş:

Starvation Line: **TRY 14,025 (6-month rate of change 35.20%)**

Poverty Line: **TRY 45,868 (6-month rate of change 35.21%)**

\*Source: <https://www.turkis.org.tr/turk-is-kasim-2023-aclik-ve-yoksulluk-siniri/>

### Minimum Wage Increase Table

2023 Minimum Wage as of July: **TRY 11,402.32**

2024 Minimum Wage as of January: **TRY 17,002 (49% increase from the previous amount)**

### Lowest Civil Servant Salary Increase Table

2023 2nd Half: **TRY 22,000**

2024 Lowest Civil Servant

Salary Expectation for January: **TRY 33,000 (49.99% increase from the previous amount)**

### Inflation Data

Rate of change in inflation between July and November 2023 **%33,7**

Source: <https://www.tcmb.gov.tr/wps/wcm/connect/TR/TCMB+TR/Main+Menu/Istatistikler/Enflasyon+Verileri/Tuketici+Fiyatlari>  
<https://www.bloomberght.com/emekli-ve-memur-zam-oranlari-netlesiyor-2343238>

### Istanbul Chamber of Commerce Datat

Based on the June 2023 - November 2023 ITO cost of living index data, the cost of living index for wage workers increased by 35.63%.

Source: [https://ito.org.tr/documents/istatistik\\_genel\\_tablo\\_dokumanlari/basin\\_bulteni\\_kasim\\_2023.pdf](https://ito.org.tr/documents/istatistik_genel_tablo_dokumanlari/basin_bulteni_kasim_2023.pdf)

### Istanbul Cost of Living Data

According to Istanbul Planning Agency (IPA) data, the cost of living in Istanbul rose to **TRY 47,493** in November 2023. This amount has increased by **34.23%** since the July report.

Source: <https://ipa.istanbul/istanbulda-yasamanin-maliyeti-aylik-47-493-lira-oldu/>

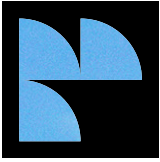
### Rates of Rent in Istanbul

The average rent in Istanbul in 2023 was **TRY 13,000**

The average rent in Istanbul as of November 2023 is **TRY 17,084 (6-month rate of change 31.41%)**.

Source: <https://www.endeksa.com/tr/analiz/turkiye/istanbul/endeks/kiralik/konut>

5-month increase in the cost of living in Istanbul:	<b>34.23%</b>
6-month increase rate of minimum wage:	<b>49%</b>
6-month increase rate of the lowest civil servant salary:	<b>49.99%</b>
July 2023 - November 2023 inflation increase rate:	<b>33.7%</b>
5-month increase in Istanbul cost of living index:	<b>35.63%</b>
5-month increase in rents in Istanbul:	<b>31.41%</b>
5-month change in starvation line:	<b>35.20%</b>
5-month change in poverty line:	<b>35.21%</b>



When all rates are taken into account, the 6-month average rate of increase is 38%.

In our report published 6 months ago, analyzing the period between 2021-2023, we reached the rates mentioned above and compared them with the rates of increase in advertising sector pays.

Inflation rates continue to rise without meeting the need for a 62.35% salary increase derived from this comparison.

We strongly underline that the 62.35% increase we announced in July should be implemented first, and then the +38% rate in this report should be implemented in order to ensure minimum living conditions for advertising employees. In this context, our current figures are prepared by adding 38% to the figures in the Advertisers Platform July 2023 report.

## BASE PAY LINE DETERMINED BASED ON SENIORITY

**The arithmetic average of starvation and poverty lines: TRY 29,946.50**

Starting pay for a newly graduated advertising employee who has just started their career should be **at least TRY 29,946.50**, which is the arithmetic average of starvation and poverty lines.

For a **level 1 employee**, the starting pay should be **at least TRY 38,549.26**  
(Jr. Copywriter, Jr. Art Director, Customer Relations Representative, Graphic Designer, Jr. Producer, Motion Designer, Social Media Manager, etc.)

For a **level 2 employee**, the starting pay should be **at least TRY 48,168.50**  
(Copywriter, Art Director, Graphics Supervisor, Customer Relations Supervisor, Strategist, etc.)

For a **level 3 employee**, the starting pay should be **at least TRY 57,823.89**  
(Creative Group Head, Customer Relations Director, Social Media Director, Sr. Producer, Strategy Director, etc.)

For a **level 4 employee**, the starting pay should be **at least TRY 80,953.45**  
(Creative Director, Head of Production, Group Director of Customer Relations, Group Strategy Director, Chief Digital Officer, Design Director, etc.)

**Freelancers:** Freelancers who work with agencies on a seasonal or long-term basis should agree on a monthly base salary at least equal to their seniority.

Note: The titles mentioned under the levels are based on sector salary averages and are grouped only in financial terms. The titles in the same group should not be compared in terms of seniority.

Since titles may vary and differ across agencies, titles are included as examples in the groupings.

**Base pays for all employees working in advertising agencies should be determined by taking into account their current seniority and experience. Pay increases should be implemented over the lower limit according to seniority and experience.**



**In determining the base salary of employees in managerial positions (CEO, GM, CFO, CCO, ECD, etc.), the average salary level and wage policy of each agency should be taken as basis.**

**This report is based on net salaries. All taxes are excluded.**

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In order to harmonize the payment terms, freelancers should receive 50% of the agreed amount in advance and the remaining amount with a 15-day maturity. They should also remind the agency that they have the right to be insured for as long as they are employed by them.

## **THE COMING PERIOD:**

The advertising sector is among those most affected by the economic crisis deepened by the pandemic and the election period.

While many sector components such as medium, media, MarCom, and production have been trying to maintain their value with regular increases in the last 3 years, the revenue increases of advertising agencies have lagged behind at a dramatic level. **The 62.35% loss of income** of advertisers, as detailed in the July 2023 report by the Advertisers Platform, has not been compensated in the latest period.

The fact that the Turkish economy will have to struggle with high inflation for the next 3 years is a common opinion among all experts. In such challenging times, it is crucial for the coming period that agencies base their **pricing and employee salaries** on the minimum amounts recommended in this report.

**The Advertisers Platform** will continue to work resolutely to ensure that the sector and its employees regain the value they deserve. **#FikirBirliđi #ÇözümMasada**