

NOVEMBER B-TO-B AD SPENDING UP 1.1%; PAGES DOWN 3.7%

Year to date, spending is up 0.6% and pages are down 3.5%

NEW YORK, Jan. 21, 2004 – Business-to-business print advertising spending showed a small gain in November, according to the Business Information Network (BIN) report released today by American Business Media. November ad spending increased 1.1% compared to the same period last year, while pages declined 3.7%. Year to date, spending edged up 0.6% and pages were down 3.5%.

“We are encouraged by the performance of the Telecommunications category, which has seen double-digit growth for two consecutive months,” said Gordon Hughes, President & CEO of American Business Media. “However, November overall was weaker than expected. As we go into the new year, we are hopeful that the growth in Telecommunications—formerly a lagging category—is a harbinger of a more robust 2004.”

Ad Spending

Five of the 12 categories showed improvement in ad spending in November compared to the same period the year before. Telecommunications, which was the strongest gainer in October, once again led the way in November with a 37.1% increase—good news for a category that saw declines in ad spending all throughout the first nine months of 2003. Services, Direct Response & Classified were up 18.3%. Automotive enjoyed its seventh straight month of growth, showing a 5.9% increase in November. Finance, Business & Advertising were up 3.2%; and Horticulture & Farming up 3.1%. The remaining categories were down: Manufacturing & Electrical Equipment, Materials & Components by 13.7%; Computers by 12.5%; Software by 9.4%; Home & Building by 4.4%; Travel by 2.9%; Drugs & Toiletries by 2.6%; and Retail by 2.2%.

Ad Pages

Four categories showed improvement in ad pages in September. Telecommunications was up 12.3%; Services, Direct Response & Classified up 6.1%; Horticulture & Farming up 4.5%; and Finance, Business & Advertising up 2.9%. Travel suffered the biggest drop, down 16.5%, followed by Computers, down 15.8%. Software was down 11.9%; Retail down 10.6%; Home & Building down 8.4%; Manufacturing down 8.1%; Drugs & Toiletries down 5.0%; and Automotive down 0.1%.

The Business Information Network (BIN), which tracks b-to-b print ad spending and pages, is a joint venture between American Business Media and TNS Media Intelligence/CMR. Founded in 1906, American Business Media is the industry association for b-to-b information providers. Its member companies reach an audience of more than 90 million professionals and represent over 2,500 print and online titles and 800 trade shows.

Contact:

Gordon Hughes, President and CEO

American Business Media

T 212.661.6360 x3314

info@abmmail.com