

B-TO-B PRINT AD SPENDING INCREASED 0.7% IN 2003

December ad spending was up 3.6% from 2002, and pages were up 1.2% for the month

NEW YORK, March 9, 2004—Business-to-business advertising pages increased by 1.2% in December 2003, according to figures released today by American Business Media.* Ad dollars were up 3.6% compared to December 2002. Total 2003 spending, at \$7.28 billion, was up 0.7% from 2002. Ad pages were down 3.2% for the year.

“The first quarter of 2003 posted a solid 4.2% growth in ad revenues, but the next three quarters were weaker than we expected,” said Gordon Hughes, president & CEO of American Business Media. “For 2004, we are projecting 2% to 4% revenue growth, with most of the growth taking place in the second half of the year.”

Ad Spending

Seven of the 12 categories showed improvement in ad spending in December compared to the same period the year before. Retail led the way, with a 25.3% increase, followed by Finance, Business & Advertising, up 20.5%. Drugs & Toiletries were up 15.1%; Services, Direct Response & Classified up 14.3%; Horticulture & Farming up 9.7%; Home & Building up 9.3%; and Telecommunications up 1.8%. The remaining categories were down: Computers by 35.1%; Manufacturing & Electrical Equipment, Materials & Components by 16.3%; Software by 13.4%; Travel by 7.7%; and Automotive—seeing its first decline in eight months—by 2.6%.

Ad Pages

Six categories showed improvement in ad pages in December. Drugs & Toiletries were up 17.6%; Retail up 11.3%; Horticulture up 9.1%; Finance, Business & Advertising up 2.9%; Services, Direct Response & Classified up 0.9%; and Home & Building up 0.8%. Computers suffered the biggest drop, down 31.6%, followed by Telecommunications, which declined 26.8%. Software was down 18.5%; Travel down 16.7%; Automotive down 12.3%; and Manufacturing down 10.0%.

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 3,700 print and online titles.

*From January 2003 to November 2003, the BIN report counted advertising in four large publications (*The Economist, Newsweek, Time* and *US News & World Report*) that are not traditional b-to-b titles. At American Business Media's request, TNS Media Intelligence/CMR has excluded those four titles from the year-end report.

Contact:

Gordon Hughes, President and CEO

American Business Media

T 212.661.6360 x3314

info@abmmail.com