

TRADE PUBLICATION SPENDING	Current	Current							
	Month	Month	% Change	QTD	QTD	% Change	YTD	YTD	% Change
December 2003	2003	2002		2003	2002		2003	2002	
Finance, Business & Advertising	121,768.6	101,088.0	20.46%	378,169.8	347,493.5	8.83%	1,297,087.9	1,294,795.6	0.18%
Telecommunications	15,209.4	14,941.5	1.79%	57,618.1	47,285.1	21.85%	173,082.7	193,755.4	-10.67%
Computers	38,995.2	60,083.2	-35.10%	132,112.0	162,502.1	-18.70%	449,618.5	540,710.8	-16.85%
Software	50,183.0	57,923.9	-13.36%	162,747.6	179,793.2	-9.48%	632,645.7	695,013.2	-8.97%
Manufacturing & Elec. Equip.,Mat's & Components	36,894.4	44,103.3	-16.35%	136,665.2	152,584.5	-10.43%	557,705.7	601,837.8	-7.33%
Drugs & Toiletries/PERQ	66,925.7	58,137.5	15.12%	215,510.2	206,290.8	4.47%	864,024.6	831,283.2	3.94%
Horticulture & Farming	12,910.9	11,766.8	9.72%	41,525.5	39,003.6	6.47%	156,891.6	153,360.5	2.30%
Services, Direct Response, Classified	114,908.4	100,506.0	14.33%	376,618.3	333,520.3	12.92%	1,412,647.3	1,268,561.2	11.36%
Retail	53,306.9	42,545.1	25.29%	158,793.8	147,335.4	7.78%	573,680.3	520,034.1	10.32%
Home & Building	42,405.1	38,788.0	9.33%	140,942.4	136,343.1	3.37%	529,680.9	511,240.1	3.61%
Automotive	24,076.7	24,718.1	-2.59%	81,333.5	74,996.9	8.45%	282,485.6	249,868.9	13.05%
Travel	25,082.0	27,160.9	-7.65%	96,675.1	103,830.0	-6.89%	347,749.2	366,239.2	-5.05%
Total	602,666.3	581,762.3	3.59%	1,978,711.7	1,930,978.5	2.47%	7,277,300.0	7,226,700.0	0.70%
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	Month	Month	% Change	QTD	QTD	% Change	YTD	YTD	% Change
December 2003	2003	2002		2003	2002		2003	2002	
Finance, Business & Advertising	6,879.9	6,689.3	2.85%	21,273.2	21,185.6	0.41%	79,561.9	83,334.3	-4.53%
Telecommunications	464.1	633.9	-26.78%	1,883.9	1,971.8	-4.46%	6,625.0	8,481.3	-21.89%
Computers	1,450.3	2,120.9	-31.62%	4,867.0	6,106.8	-20.30%	17,663.4	21,364.8	-17.32%
Software	2,615.5	3,208.1	-18.47%	8,811.0	10,133.6	-13.05%	33,917.6	39,774.6	-14.73%
Manufacturing & Elec. Equip.,Mat's & Components	3,058.4	3,397.3	-9.98%	11,084.3	12,043.9	-7.97%	45,621.3	50,730.9	-10.07%
Drugs & Toiletries/PERQ	12,498.9	10,625.2	17.63%	40,442.1	38,809.4	4.21%	160,444.0	159,644.6	0.50%
Horticulture & Farming	1,823.6	1,670.7	9.15%	6,047.8	5,668.9	6.68%	24,555.2	24,167.6	1.60%
Services, Direct Response, Classified	7,140.5	7,080.3	0.85%	23,613.2	22,808.3	3.53%	94,454.8	91,961.6	2.71%
Retail	3,291.6	2,958.0	11.28%	10,071.5	10,216.8	-1.42%	40,434.4	39,785.6	1.63%
Home & Building	3,053.6	3,028.8	0.82%	10,008.1	10,554.4	-5.18%	40,906.4	42,304.1	-3.30%
Automotive	740.7	844.3	-12.27%	2,622.0	2,624.9	-0.11%	10,028.2	9,451.9	6.10%
Travel	1,112.7	1,336.5	-16.74%	4,000.1	4,805.0	-16.75%	15,193.2	17,311.6	-12.24%
Total	44,129.7	43,593.2	1.23%	144,724.1	146,929.4	-1.50%	569,405.4	588,312.8	-3.21%