

| TRADE PUBLICATION SPENDING | Current | Current | | | | | | | |
|---|------------------|------------------|-----------------|--------------------|--------------------|-----------------|--------------------|--------------------|-----------------|
| | Month | Month | % Change | QTD | QTD | % Change | YTD | YTD | % Change |
| November 2003 | 2003 | 2002 | | 2003 | 2002 | | 2003 | 2002 | |
| Finance, Business & Advertising | 169,003.2 | 163,788.0 | 3.18% | 350,817.3 | 333,323.1 | 5.25% | 1,540,107.6 | 1,570,400.9 | -1.93% |
| Telecommunications | 29,935.1 | 21,841.8 | 37.05% | 58,759.0 | 43,110.7 | 36.30% | 199,160.5 | 233,664.5 | -14.77% |
| Computers | 62,095.5 | 70,952.4 | -12.48% | 117,184.2 | 130,795.0 | -10.41% | 503,323.9 | 574,911.1 | -12.45% |
| Software | 66,478.8 | 73,354.2 | -9.37% | 125,659.0 | 141,644.4 | -11.29% | 651,848.9 | 730,400.8 | -10.75% |
| Manufacturing & Elec. Equip.,Mat's & Components | 50,010.8 | 57,972.8 | -13.73% | 106,333.9 | 123,093.6 | -13.62% | 559,413.7 | 609,061.7 | -8.15% |
| Drugs & Toiletries/PERQ | 90,624.9 | 93,066.5 | -2.62% | 183,261.3 | 178,631.1 | 2.59% | 970,052.2 | 920,975.8 | 5.33% |
| Horticulture & Farming | 14,039.2 | 13,618.4 | 3.09% | 28,614.6 | 27,236.8 | 5.06% | 143,980.7 | 141,593.7 | 1.69% |
| Services, Direct Response, Classified | 157,103.9 | 132,846.8 | 18.26% | 319,492.0 | 277,022.6 | 15.33% | 1,543,792.9 | 1,391,719.0 | 10.93% |
| Retail | 65,772.0 | 67,284.2 | -2.25% | 128,325.8 | 129,884.0 | -1.20% | 624,119.5 | 574,987.3 | 8.54% |
| Home & Building | 51,474.1 | 53,860.0 | -4.43% | 110,004.6 | 112,737.1 | -2.42% | 537,463.7 | 531,956.9 | 1.04% |
| Automotive | 46,981.2 | 44,361.2 | 5.91% | 95,893.9 | 83,244.7 | 15.20% | 451,635.3 | 361,068.7 | 25.08% |
| Travel | 45,881.2 | 47,243.0 | -2.88% | 91,757.6 | 93,255.8 | -1.61% | 376,083.7 | 412,776.5 | -8.89% |
| Total | 849,399.8 | 840,189.4 | 1.10% | 1,716,103.2 | 1,673,979.0 | 2.52% | 8,100,982.5 | 8,053,517.0 | 0.59% |
| | | | | | | | | | |
| TRADE PUBLICATION PAGES | Current | Current | | | | | | | |
| | Month | Month | % Change | QTD | QTD | % Change | YTD | YTD | % Change |
| November 2003 | 2003 | 2002 | | 2003 | 2002 | | 2003 | 2002 | |
| Finance, Business & Advertising | 7,403.8 | 7,192.3 | 2.94% | 14,904.8 | 14,945.1 | -0.27% | 74,831.1 | 78,669.7 | -4.88% |
| Telecommunications | 739.2 | 658.2 | 12.31% | 1,508.1 | 1,389.6 | 8.53% | 6,374.2 | 8,129.5 | -21.59% |
| Computers | 1,806.8 | 2,147.1 | -15.85% | 3,515.2 | 4,117.1 | -14.62% | 16,673.5 | 19,618.1 | -15.01% |
| Software | 3,101.8 | 3,522.0 | -11.93% | 6,202.7 | 7,006.5 | -11.47% | 31,559.1 | 36,963.2 | -14.62% |
| Manufacturing & Elec. Equip.,Mat's & Components | 3,663.1 | 3,984.2 | -8.06% | 7,964.4 | 8,691.6 | -8.37% | 42,533.3 | 47,424.3 | -10.31% |
| Drugs & Toiletries/PERQ | 13,605.6 | 14,320.6 | -4.99% | 28,094.8 | 28,305.8 | -0.75% | 148,688.2 | 149,592.6 | -0.60% |
| Horticulture & Farming | 2,088.7 | 1,999.1 | 4.48% | 4,224.2 | 3,998.2 | 5.65% | 22,731.6 | 22,496.9 | 1.04% |
| Services, Direct Response, Classified | 8,236.8 | 7,760.7 | 6.13% | 16,776.8 | 16,045.5 | 4.56% | 88,863.6 | 86,555.6 | 2.67% |
| Retail | 3,308.8 | 3,702.6 | -10.63% | 6,784.8 | 7,378.9 | -8.05% | 37,474.4 | 37,231.1 | 0.65% |
| Home & Building | 3,092.0 | 3,376.2 | -8.42% | 6,960.3 | 7,576.0 | -8.13% | 37,955.8 | 39,428.6 | -3.74% |
| Automotive | 1,024.9 | 1,026.0 | -0.10% | 2,088.8 | 1,966.2 | 6.24% | 10,343.4 | 9,384.6 | 10.22% |
| Travel | 1,512.4 | 1,812.2 | -16.54% | 2,993.3 | 3,556.7 | -15.84% | 14,343.1 | 16,338.4 | -12.21% |
| Total | 49,584.0 | 51,501.2 | -3.72% | 102,018.1 | 104,976.9 | -2.82% | 532,371.3 | 551,832.7 | -3.53% |