



The Association of Business Media Companies

October B-to-B Ad Spending Up 3.3%; Pages Down 2.8 %

Year to date, spending is up 0.4% and pages are down 3.6%

New York, Dec. 11, 2003 – Business-to-Business print advertising spending was up in October, while pages were down, according to figures released today by American Business Media. October ad spending increased a significant 3.3% compared to the same period last year, while pages decreased 2.8%. Year to date, spending is up slightly at 0.4% and pages are down 3.6%.

“As predicted, the fourth quarter is up a little over 3%,” said Gordon Hughes, President & CEO of American Business Media. “This was anticipated. We believe that the fourth quarter will end up at around 3%, which will bring the full year up 1% from 2002.”

Ad Spending

Six of the 12 categories showed improvement in ad spending in October compared to the same period the year before, none more than Telecommunications, which was up 35.1% -- the first increase in this category of 2003. Automotive was up for the sixth straight month, with a healthy 25% increase in October. Services, Direct Response & Classified were up 12.0%; Drugs & Toiletries up 8.3%; Horticulture & Farming up 7.0%; and Finance, Business & Advertising up 7.0%. The remaining categories were down: Manufacturing & Electrical Equipment, Materials & Components by 14.1%; Software by 13.9%; Computers by 8.7%; Home & Building by 3.3%; Retail by 1.4%; and Travel by 0.4%.

Ad Pages

Five categories showed improvement in ad pages in October. Automotive was up 10.6%; Horticulture & Farming up 6.8%; Telecommunications up 4.4%; Drugs & Toiletries up 3.6%; and Services, Direct Responses and Classified up 2.3%. Travel suffered the biggest drop, down 15.2%, followed by Computers, down 14.6%. Software was down 11.8%; Manufacturing down 10.3%; Home & Building down 9.5%; Retail down 7.3%; and Finance, Business & Advertising down 4.1%.

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 over 3,000 print and online titles and 800 trade shows.

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