

B-TO-B PRINT AD SPENDING EDGED UP 0.2% IN FEBRUARY

Year-to-date, dollars are flat and pages are down 2.2%

NEW YORK, April 21, 2004—Business-to-business advertising pages were essentially flat in February 2004, according to the Business Information Network (BIN) numbers released today by American Business Media. Ad dollars were up 0.2% compared to February 2003, and ad pages were down 0.9%.

“We’re probably looking at a first quarter that’s flat to slightly up,” 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

Six BIN categories showed improvement in ad spending in February compared to the same period the year before. For the second month in a row, Services, Direct Response & Classified led the way, with a 19.1% increase. Automotive was up 9.9%; Telecommunications up 8.1%; Computers up 3.2%; Drugs & Toiletries up 3.0%; and Retail up 2.8%. All other categories were down: Travel by 11.8%; Manufacturing & Electrical Equipment, Materials & Components by 11.4%; Software by 10.8%; Finance, Business & Advertising by 8.5%; and Home & Building by 0.7%.

Ad Pages

Four categories posted ad page increases in February. The biggest gainer was Services, Direct Response & Classified, up 21.2%, followed by Telecommunications, up 11.4%. Automotive was up 3.4% and Drugs & Toiletries up 2.1%. Travel suffered the biggest drop, down 14.1%. Manufacturing was down 13.8%; Finance, Business & Advertising down 9.5%; Software down 7.6%; Computers down 6.9%; Retail down 4.5%; and Home & Building down 3.8%.

The Business Information Network (BIN), created by American Business Media, tracks b-to-b print ad spending and pages. 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.

As previously reported, as of January 2004 the BIN reports are provided by IMS/The Auditor. IMS monitors advertising in 800 b-to-b publications. In addition, PERQ/HCI—which tracks more than 500 medical publications—provides information for the Drugs & Toiletries category. The Horticulture & Farming numbers will be reported separately in 2004, because IMS does not have comparative data from 2003.

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