

TRADE PUBLICATION SPENDING	FEB	FEB	% Change	QTD	QTD	% Change	YTD	YTD	% Change
	2004	2003		2004	2003		2004	2003	
Finance, Business & Advertising	\$68,045,013	\$74,404,880	-8.55%	\$141,008,824	\$146,199,732	-3.55%	\$141,008,824	\$146,199,732	-3.55%
Telecommunications	\$8,922,113	\$8,252,483	8.11%	\$15,301,610	\$15,028,737	1.82%	\$15,301,610	\$15,028,737	1.82%
Computers	\$35,059,814	\$33,979,329	3.18%	\$68,064,835	\$67,434,559	0.93%	\$68,064,835	\$67,434,559	0.93%
Software	\$37,183,659	\$41,698,073	-10.83%	\$70,435,036	\$79,492,501	-11.39%	\$70,435,036	\$79,492,501	-11.39%
Mfg. & Elec. Equip., Mat's & Components	\$14,279,092	\$16,120,590	-11.42%	\$27,394,829	\$29,996,418	-8.67%	\$27,394,829	\$29,996,418	-8.67%
Drugs & Toiletries/PERQ*	\$74,944,167	\$72,736,726	3.03%	\$146,644,455	\$143,984,588	1.85%	\$146,644,455	\$143,984,588	1.85%
Services, Direct Response, Classified	\$61,552,439	\$51,696,947	19.06%	\$133,541,238	\$108,020,907	23.63%	\$133,541,238	\$108,020,907	23.63%
Retail	\$55,727,761	\$54,205,883	2.81%	\$109,391,284	\$110,010,237	-0.56%	\$109,391,284	\$110,010,237	-0.56%
Home & Building	\$78,751,269	\$79,282,230	-0.67%	\$159,634,595	\$164,518,840	-2.97%	\$159,634,595	\$164,518,840	-2.97%
Automotive	\$18,491,976	\$16,822,019	9.93%	\$33,255,489	\$34,204,400	-2.77%	\$33,255,489	\$34,204,400	-2.77%
Travel	\$19,954,449	\$22,631,168	-11.83%	\$34,708,964	\$40,504,517	-14.31%	\$34,708,964	\$40,504,517	-14.31%
TOTAL	\$472,911,751	\$471,830,328	0.23%	\$939,381,159	\$939,395,436	0.00%	\$939,381,159	\$939,395,436	0.00%
TRADE PUBLICATION PAGES	FEB	FEB	% Change	QTD	QTD	% Change	YTD	YTD	% Change
	2004	2003		2004	2003		2004	2003	
Finance, Business & Advertising	5,400.27	5,970.45	-9.55%	11,248.14	12,022.83	-6.44%	11,248.14	12,022.83	-6.44%
Telecommunications	437.39	392.73	11.37%	783.80	765.50	2.39%	783.80	765.50	2.39%
Computers	1,686.30	1,811.01	-6.89%	3,299.75	3,600.02	-8.34%	3,299.75	3,600.02	-8.34%
Software	2,182.85	2,363.56	-7.65%	4,055.37	4,603.70	-11.91%	4,055.37	4,603.70	-11.91%
Mfg. & Elec. Equip., Mat's & Components	1,210.92	1,405.46	-13.84%	2,312.25	2,725.28	-15.16%	2,312.25	2,725.28	-15.16%
Drugs & Toiletries/PERQ*	13,371.00	13,098.00	2.08%	26,123.00	26,022.00	0.39%	26,123.00	26,022.00	0.39%
Services, Direct Response, Classified	5,337.30	4,403.05	21.22%	10,879.34	9,110.36	19.42%	10,879.34	9,110.36	19.42%
Retail	4,482.19	4,692.78	-4.49%	9,167.18	9,784.36	-6.31%	9,167.18	9,784.36	-6.31%
Home & Building	6345.44	6597.89	-3.83%	13,199.91	13,752.20	-4.02%	13,199.91	13,752.20	-4.02%
Automotive	1,788.89	1,730.54	3.37%	3,218.03	3,514.56	-8.44%	3,218.03	3,514.56	-8.44%
Travel	1,119.49	1,303.31	-14.10%	1,955.06	2,295.56	-14.83%	1,955.06	2,295.56	-14.83%
TOTAL	43,362.04	43,768.78	-0.93%	86,241.83	88,196.37	-2.22%	86,241.83	88,196.37	-2.22%
	FEB	YTD							
	2004	2004							
Horticulture & Farming									
Spending	\$28,986,163	\$49,722,782							
Pages	2525.46	3942.63							