



The Association of Business Media Companies

B-TO-B PRINT AD SPENDING FELL 2.4% IN JANUARY

Business Information Network reports now generated by IMS/The Auditor

NEW YORK, March 30, 2004—Business-to-business advertising pages decreased by 4.6% in January, according to the Business Information Network (BIN) numbers released today by American Business Media. Ad dollars were down 2.4% compared to January 2003.

This month's BIN report is the first from IMS/The Auditor, which replaces TNS Media Intelligence/CMR as the provider of the BIN reports to American Business Media. IMS monitors advertising in 800 b-to-b publications, a significantly larger universe than the 500-plus titles that were tracked by TNS. (In addition, PERQ/HCI—which tracks more than 500 medical publications—will continue to provide Drugs & Toiletries information for the BIN reports.)

BIN watchers will notice a difference of approximately \$150 million between the January 2003 revenues reported last year and the January 2003 revenues in this latest chart. That discrepancy is due to the fact that, as previously reported, TNS last year counted advertising in four large publications (*The Economist*, *Newsweek*, *Time* and *US News & World Report*) that are not traditional b-to-b titles.

The Horticulture & Farming numbers will be reported separately in 2004, because IMS does not have comparative data from 2003.

American Business Media has formed a new BIN Committee, charged with evaluating and refining the BIN categories and methodology. The committee is chaired by Allison Stamm, director of competitive intelligence at IDG.

“Our goal is to provide a more robust and projectable ad tracking system for our industry,” 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

Only two categories showed improvement in ad spending in January compared to the same period the year before. Services, Direct Response & Classified posted an 18.3% increase, and Finance, Business & Advertising rose 0.6%. All other categories were down: Travel by 15.9%; Automotive by 15.0%; Software by 13.3%; Manufacturing & Electrical Equipment, Materials & Components by 9.1%; Home & Building by 6.7%; Telecommunications by 6.3%; Retail by 4.9%; Drugs & Toiletries by 2.7%; and Computers by 1.8%.

Ad Pages

The sole category posting an increase in ad pages in January was Services, Direct Response & Classified, up 17.7%. Automotive suffered the biggest drop, down 19.7%, followed by Manufacturing, which declined 18.5%. Software was down 16.4%; Travel down 15.6%; Computers down 9.8%; Telecommunications down 7.5%; Retail down 7.5%; Drugs & Toiletries down 5.0%; Home & Building down 4.4%; and Finance, Business & Advertising down 3.4%.

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.

Contact:

Gordon Hughes, President and CEO

American Business Media

T 212.661.6360 x3314

info@abmmail.com