TRADE PUBLICATION SPENDING	**Current**	**Current**							
	Month	**Month**		**QTD**	**QTD**		**YTD**	**YTD**	
	JAN	**JAN**	**% Change**	**JAN**	**JAN**	**% Change**	**JAN**	**JAN**	**% Change**
	2004	**2003**		**2004**	**2003**		**2004**	**2003**	
Finance, Business & Advertising	$71,892,625	$71,443,288	***0.63%***	$71,892,625	$71,443,288	***0.63%***	$71,892,625	$71,443,288	***0.63%***
Telecommunications	$6,379,497	$6,811,956	***-6.35%***	$6,379,497	$6,811,956	***-6.35%***	$6,379,497	$6,811,956	***-6.35%***
Computers	$33,014,940	$33,606,493	***-1.76%***	$33,014,940	$33,606,493	***-1.76%***	$33,014,940	$33,606,493	***-1.76%***
Software	$32,785,106	$37,797,235	***-13.26%***	$32,785,106	$37,797,235	***-13.26%***	$32,785,106	$37,797,235	***-13.26%***
Mfg. & Elec. Equip., Mat's & Components	$12,583,212	$13,850,612	***-9.15%***	$12,583,212	$13,850,612	***-9.15%***	$12,583,212	$13,850,612	***-9.15%***
Drugs & Toiletries/PERQ*	$69,203,477	$71,150,821	***-2.74%***	$69,203,477	$71,150,821	***-2.74%***	$69,203,477	$71,150,821	***-2.74%***
Services, Direct Response, Classified	$71,988,799	$60,848,508	***18.31%***	$71,988,799	$60,848,508	***18.31%***	$71,988,799	$60,848,508	***18.31%***
Retail	$53,663,523	$56,408,853	***-4.87%***	$53,663,523	$56,408,853	***-4.87%***	$53,663,523	$56,408,853	***-4.87%***
Home & Building	$80,099,055	$85,827,951	***-6.67%***	$80,099,055	$85,827,951	***-6.67%***	$80,099,055	$85,827,951	***-6.67%***
Automotive	$14,783,929	$17,384,671	***-14.96%***	$14,783,929	$17,384,671	***-14.96%***	$14,783,929	$17,384,671	***-14.96%***
Travel	$14,966,251	$17,796,027	***-15.90%***	$14,966,251	$17,796,027	***-15.90%***	$14,966,251	$17,796,027	***-15.90%***
TOTAL	***$461,360,414***	***$472,926,415***	***-2.45%***	***$461,360,414***	***$472,926,415***	***-2.45%***	***$461,360,414***	***$472,926,415***	***-2.45%***
TRADE PUBLICATION PAGES	**Current**	**Current**							
	Month	**Month**		**QTD**	**QTD**		**YTD**	**YTD**	
	JAN	**JAN**	**% Change**	**JAN**	**JAN**	**% Change**	**JAN**	**JAN**	**% Change**
	2004	**2003**		**2004**	**2003**		**2004**	**2003**	
Finance, Business & Advertising	5,822.41	6,026.11	***-3.38%***	5822.41	6026.11	***-3.38%***	5822.41	6026.11	***-3.38%***
Telecommunications	346.51	374.60	***-7.50%***	346.51	374.6	***-7.50%***	346.51	374.6	***-7.50%***
Computers	1,617.34	1,792.26	***-9.76%***	1617.34	1792.26	***-9.76%***	1617.34	1792.26	***-9.76%***
Software	1,873.51	2,240.64	***-16.39%***	1873.51	2240.64	***-16.39%***	1873.51	2240.64	***-16.39%***
Mfg. & Elec. Equip., Mat's & Components	1,028.87	1,262.30	***-18.49%***	1028.87	1262.3	***-18.49%***	1028.87	1262.3	***-18.49%***
Drugs & Toiletries/PERQ*	12,244.30	12,888.68	***-5.00%***	12,244.30	12,888.68	***-5.00%***	12,244.30	12,888.68	***-5.00%***
Services, Direct Response, Classified	5,542.25	4,709.78	***17.68%***	5542.25	4709.78	***17.68%***	5542.25	4709.78	***17.68%***
Retail	4,734.96	5,119.91	***-7.52%***	4734.96	5119.91	***-7.52%***	4734.96	5119.91	***-7.52%***
Home & Building	6887.27	7202.41	***-4.38%***	6887.27	7202.41	***-4.38%***	6887.27	7202.41	***-4.38%***
Automotive	1,434.14	1,785.03	***-19.66%***	1434.14	1785.03	***-19.66%***	1434.14	1785.03	***-19.66%***
Travel	835.56	989.58	***-15.56%***	835.56	989.58	***-15.56%***	835.56	989.58	***-15.56%***
TOTAL	***42,367.12***	***44,391.30***	***-4.56%***	***42,367.12***	***44,391.30***	***-4.56%***	***42,367.12***	***44,391.30***	***-4.56%***
Horticulture & Farming	**Jan-04**								
Spending	$12,646,649								
Pages	1164.17								