

| TRADE PUBLICATION SPENDING | MAR | MAR | % Change | QTD | QTD | % Change | YTD | YTD | % Change |
|---|----------------------|----------------------|-----------------|------------------------|------------------------|-----------------|------------------------|------------------------|-----------------|
| | 2004 | 2003 | | 2004 | 2003 | | 2004 | 2003 | |
| Finance, Business & Advertising | \$90,779,122 | \$95,071,070 | -4.51% | \$229,748,677 | \$240,422,535 | -4.44% | \$229,748,677 | \$240,422,535 | -4.44% |
| Telecommunications | \$14,124,267 | \$14,126,220 | -0.01% | \$30,160,430 | \$29,311,586 | 2.90% | \$30,160,430 | \$29,311,586 | 2.90% |
| Computers | \$42,658,142 | \$41,573,970 | 2.61% | \$110,977,064 | \$108,988,685 | 1.82% | \$110,977,064 | \$108,988,685 | 1.82% |
| Software | \$46,305,002 | \$48,803,133 | -5.12% | \$116,794,132 | \$128,281,370 | -8.95% | \$116,794,132 | \$128,281,370 | -8.95% |
| Mfg. & Elec. Equip., Mat's & Components | \$16,804,725 | \$19,452,478 | -13.61% | \$43,626,406 | \$47,848,392 | -8.82% | \$43,626,406 | \$47,848,392 | -8.82% |
| Drugs & Toiletries/PERQ* | \$89,187,400 | \$87,270,903 | 2.20% | \$237,831,345 | \$231,389,221 | 2.78% | \$237,831,345 | \$231,389,221 | 2.78% |
| Services, Direct Response, Classified | \$70,404,684 | \$66,340,952 | 6.13% | \$203,945,922 | \$178,886,407 | 14.01% | \$203,945,922 | \$178,886,407 | 14.01% |
| Retail | \$50,548,174 | \$59,097,437 | -14.47% | \$160,939,458 | \$169,395,696 | -4.99% | \$160,939,458 | \$169,395,696 | -4.99% |
| Home & Building | \$99,838,066 | \$102,929,266 | -3.00% | \$260,404,921 | \$267,568,944 | -2.68% | \$260,404,921 | \$267,568,944 | -2.68% |
| Automotive | \$20,423,241 | \$20,079,133 | 1.71% | \$54,427,755 | \$54,283,533 | 0.27% | \$54,427,755 | \$54,283,533 | 0.27% |
| Travel | \$23,114,492 | \$24,323,309 | -4.97% | \$60,292,332 | \$64,827,826 | -7.00% | \$60,292,332 | \$64,827,826 | -7.00% |
| TOTAL | \$564,187,315 | \$579,067,871 | -2.57% | \$1,509,148,442 | \$1,521,204,195 | -0.79% | \$1,509,148,442 | \$1,521,204,195 | -0.79% |
| TRADE PUBLICATION PAGES | MAR | MAR | % Change | YTD | YTD | % Change | YTD | YTD | % Change |
| | 2004 | 2003 | | 2004 | 2003 | | 2004 | 2003 | |
| Finance, Business & Advertising | 6,846.90 | 7,315.64 | -6.41% | 18,030.22 | 19,247.89 | -6.33% | 18,030.22 | 19,247.89 | -6.33% |
| Telecommunications | 831.58 | 832.41 | -0.10% | 1,623.60 | 1,614.45 | 0.57% | 1,623.60 | 1,614.45 | 0.57% |
| Computers | 2,048.67 | 2,159.42 | -5.13% | 5,339.24 | 5,759.65 | -7.30% | 5,339.24 | 5,759.65 | -7.30% |
| Software | 2,378.94 | 2,667.19 | -10.81% | 6,438.56 | 7,269.88 | -11.44% | 6,438.56 | 7,269.88 | -11.44% |
| Mfg. & Elec. Equip., Mat's & Components | 1,394.02 | 1,586.57 | -12.14% | 3,701.27 | 4,254.95 | -13.01% | 3,701.27 | 4,254.95 | -13.01% |
| Drugs & Toiletries/PERQ* | 15,674.84 | 16,105.45 | -2.67% | 41,989.65 | 42,141.08 | -0.36% | 41,989.65 | 42,141.08 | -0.36% |
| Services, Direct Response, Classified | 6,549.12 | 6,347.06 | 3.18% | 17,389.83 | 15,318.44 | 13.52% | 17,389.83 | 15,318.44 | 13.52% |
| Retail | 3,985.59 | 4,863.17 | -18.05% | 13,166.32 | 14,669.35 | -10.25% | 13,166.32 | 14,669.35 | -10.25% |
| Home & Building | 8,124.79 | 8,696.18 | -6.57% | 21,313.98 | 22,463.14 | -5.12% | 21,313.98 | 22,463.14 | -5.12% |
| Automotive | 1,805.91 | 1,993.29 | -9.40% | 5,028.18 | 5,507.85 | -8.71% | 5,028.18 | 5,507.85 | -8.71% |
| Travel | 1,324.92 | 1,366.89 | -3.07% | 3,283.14 | 3,662.45 | -10.36% | 3,283.14 | 3,662.45 | -10.36% |
| TOTAL | 50,965.28 | 53,933.27 | -5.50% | 95,314.34 | 99,768.05 | -4.62% | 95,314.34 | 99,768.05 | -4.62% |
| | MAR PAGES | MAR REV. | | YTD PGS | YTD REV. | | | | |
| | 2004 | 2004 | | | | | | | |
| Horticulture & Farming | 2,037.19 | \$18,802,176.00 | | 5979.57 | 54317037 | | | | |