

# AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

## **B-TO-B PRINT AD SPENDING ROSE 2.7% IN APRIL**

*Year to date, dollars are up 0.6% and pages are down 2.0%; April pages declined 0.2%*

**NEW YORK, June 22, 2004**—Business-to-business advertising revenues increased by 2.7% in April, according to the Business Information Network (BIN) report released today by American Business Media. Year-to-date ad dollars showed a 0.6% increase. Ad pages declined 0.2% in April, and are down 2.0% through the first four months of the year.

“April numbers turned out to be just as we forecast,” said Gordon Hughes, president and CEO of American Business Media. “We’re projecting that most of the growth for 2004 will take place in the second half of the year.”

### Ad Spending

Eight categories showed improvement in ad spending in April compared to the same period a year ago. Automotive led the way, with a 14.1% increase. Drugs & Toiletries were up 5.8%; Finance, Business & Advertising up 4.8%; Retail up 4.1%; Computers up 4.0%; Services, Direct Response & Classified up 2.6%; Home & Building up 2.4%; and Travel up 0.7%. Manufacturing & Electrical Equipment, Materials & Components suffered the biggest drop, down 7.2%. Software was down 6.7%; and Telecommunications down 1.2%.

### Ad Pages

Six categories posted an increase in April ad pages. Automotive was up 6.0%; Telecommunications up 5.8%; Drugs & Toiletries up 1.8%; Services, Direct Response & Classified up 1.2%; Retail up 0.7%; and Finance, Business & Advertising up 0.3%. The remaining categories were down: Software by 11.0%; Manufacturing by 5.5%; Computers by 4.4%; Travel by 1.8%; and Home & Building by 1.7%.

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 238 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 being 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 are reported separately in 2004, because IMS does not have comparative data from 2003.

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