

AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

B-TO-B AD PAGES UP 3.7% IN AUGUST, SPENDING UP 4.6%

Year to date, pages are up 0.7% and dollars are up 2.0%

NEW YORK, October 14, 2004—Business-to-business ad pages increased 3.7% in August compared to the year-ago period, according to the Business Information Network (BIN) report released today by American Business Media. Ad spending in August was up 4.6%. Year-to-date ad dollars showed a 2.0% increase, with ad pages up 0.7%.

“The August results are reflective of the growth that we expect to see for the remainder of the year,” said Gordon Hughes, president and CEO of American Business Media. “We are on track for 2% to 4% revenue growth in 2004.”

Ad Pages

Seven categories demonstrated an increase in ad pages for August compared to the same month last year. Home & Building led the way, with a 15.7% improvement. Drugs & Toiletries were up 8.7%; Travel up 8.1%; Telecommunications up 6.9%; Manufacturing & Electrical Equipment, Materials & Components up 4.9%; Finance, Business & Advertising up 2.4%; and Retail up 0.3%. Software posted the biggest decrease with a 12.1% drop. Automotive was down 11.9%; Computers down 9.3%; and Services, Direct Response & Classified down 1.1%.

Ad Spending

Seven categories showed gains in August ad spending. Home & Building was up 16.7%; Travel up 13.9%; Drugs & Toiletries up 8.6%; Telecommunications up 6.3%; Finance, Business & Advertising up 5.6%; Retail up 3.6%; and Services, Direct Response & Classified up 1.5%. Software suffered an 8.8% decline; Computers were down 7.0%; Manufacturing down 4.0%; and Automotive down 3.2%.

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 230-plus 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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