

<b>TRADE PUBLICATION SPENDING</b>	<b>APRIL</b>	<b>APRIL</b>	<b>% Change</b>	<b>QTD</b>	<b>QTD</b>	<b>% Change</b>	<b>YTD</b>	<b>YTD</b>	<b>% Change</b>
	<b>2004</b>	<b>2003</b>		<b>2004</b>	<b>2003</b>		<b>2004</b>	<b>2003</b>	
Finance, Business & Advertising	\$90,404,951	\$86,285,455	4.77%	\$326,034,402	\$327,158,285	-0.34%	\$326,034,402	\$327,158,285	-0.34%
Telecommunications	\$12,209,150	\$12,357,680	-1.20%	\$42,424,082	\$41,625,410	1.92%	\$42,424,082	\$41,625,410	1.92%
Computers	\$38,501,651	\$37,009,316	4.03%	\$151,950,394	\$147,441,774	3.06%	\$151,950,394	\$147,441,774	3.06%
Software	\$40,836,278	\$43,779,485	-6.72%	\$158,839,918	\$172,066,033	-7.69%	\$158,839,918	\$172,066,033	-7.69%
Mfg. & Elec. Equip., Mat's & Components	\$16,440,527	\$17,710,756	-7.17%	\$60,631,691	\$65,586,447	-7.55%	\$60,631,691	\$65,586,447	-7.55%
Drugs & Toiletries/PERQ*	\$75,031,795	\$70,951,052	5.75%	\$284,172,995	\$271,172,726	4.79%	\$284,172,995	\$271,172,726	4.79%
Services, Direct Response, Classified	\$62,554,237	\$60,966,980	2.60%	\$266,500,159	\$239,853,387	11.11%	\$266,500,159	\$239,853,387	11.11%
Retail	\$52,786,119	\$50,687,904	4.14%	\$213,725,577	\$220,083,601	-2.89%	\$213,725,577	\$220,083,601	-2.89%
Home & Building	\$96,654,781	\$94,387,479	2.40%	\$357,059,702	\$361,956,423	-1.35%	\$357,059,702	\$361,956,423	-1.35%
Automotive	\$20,353,182	\$17,832,619	14.13%	\$74,780,937	\$72,116,152	3.70%	\$74,780,937	\$72,116,152	3.70%
Travel	\$20,492,340	\$20,346,635	0.72%	\$80,784,673	\$85,174,461	-5.15%	\$80,784,673	\$85,174,461	-5.15%
<b>TOTAL</b>	<b>\$526,265,013</b>	<b>\$512,315,363</b>	<b>2.72%</b>	<b>\$2,016,904,530</b>	<b>\$2,004,234,698</b>	<b>0.63%</b>	<b>\$2,016,904,530</b>	<b>\$2,004,234,698</b>	<b>0.63%</b>
<b>TRADE PUBLICATION PAGES</b>	<b>APRIL</b>	<b>APRIL</b>	<b>% Change</b>	<b>QTD</b>	<b>QTD</b>	<b>% Change</b>	<b>YTD</b>	<b>YTD</b>	<b>% Change</b>
	<b>2004</b>	<b>2003</b>		<b>2004</b>	<b>2003</b>		<b>2004</b>	<b>2003</b>	
Finance, Business & Advertising	6707	6684	0.34%	25041	25972	-3.59%	25041	25972	-3.59%
Telecommunications	577	545	5.81%	2192	2155	1.71%	2192	2155	1.71%
Computers	1844	1929	-4.39%	7317	7741	-5.48%	7317	7741	-5.48%
Software	2213	2486	-10.98%	8647	9756	-11.37%	8647	9756	-11.37%
Mfg. & Elec. Equip., Mat's & Components	1300	1376	-5.52%	5039	5666	-11.07%	5039	5666	-11.07%
Drugs & Toiletries/PERQ*	14015	13769	1.79%	53,135	52,288	1.62%	53,135	52,288	1.62%
Services, Direct Response, Classified	5348	5285	1.20%	21550	20437	5.45%	21550	20437	5.45%
Retail	4061	4032	0.70%	17670	18736	-5.69%	17670	18736	-5.69%
Home & Building	7770	7909	-1.75%	29550	30436	-2.91%	29550	30436	-2.91%
Automotive	1843	1738	6.03%	6894	7212	-4.41%	6894	7212	-4.41%
Travel	1083	1102	-1.79%	4348	4745	-8.37%	4348	4745	-8.37%
<b>TOTAL</b>	<b>\$46,760.84</b>	<b>\$46,855.48</b>	<b>-0.20%</b>	<b>\$181,380.56</b>	<b>\$185,142.13</b>	<b>-2.03%</b>	<b>\$181,380.56</b>	<b>\$185,142.13</b>	<b>-2.03%</b>
<b>Horticulture &amp; Farming</b>	<b>April Pages</b>	<b>April Rev.</b>		<b>YTD Pages</b>	<b>YTD Rev.</b>				
	<b>2004</b>	<b>2004</b>							
	1,709.95	\$10,139,135		8,957.56	\$69,739,340				