

## **BIN AUGUST 2004**

<b>TRADE PUBLICATION</b>						
<b>REVENUE</b>	<b>AUGUST</b>	<b>AUGUST</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>	
Finance, Business & Advertising	\$78,139,118	\$73,979,534	5.62%	\$688,723,845	\$660,616,298	4.25%
Telecommunications	\$11,444,121	\$10,761,496	6.34%	\$97,646,764	\$95,246,568	2.52%
Computers	\$35,593,502	\$38,278,932	-7.02%	\$308,747,977	\$303,818,069	1.62%
Software	\$34,502,201	\$37,847,008	-8.84%	\$533,905,639	\$570,641,829	-6.44%
Mfg. & Elec. Equip., Mat's & Compo	\$13,695,588	\$14,265,657	-4.00%	\$121,995,423	\$128,199,749	-4.84%
Drugs & Toiletries/PERQ*	\$58,571,445	\$53,950,716	8.56%	\$564,554,789	\$521,674,145	8.22%
Services, Direct Response, Classifie	\$55,097,855	\$54,266,959	1.53%	\$501,593,828	\$487,708,292	2.85%
Retail	\$47,467,830	\$45,815,326	3.61%	\$419,470,991	\$411,978,677	1.82%
Home & Building	\$89,553,331	\$76,740,238	16.70%	\$732,634,617	\$707,027,209	3.62%
Automotive	\$18,622,958	\$19,235,055	-3.18%	\$155,993,541	\$148,481,759	5.06%
Travel	\$23,381,126	\$20,522,978	13.93%	\$163,041,901	\$168,196,172	-3.06%
<b>TOTAL</b>	<b>\$466,069,075</b>	<b>\$445,663,899</b>	<b>4.58%</b>	<b>\$4,288,309,315</b>	<b>\$4,203,588,767</b>	<b>2.02%</b>

## **TRADE PUBLICATION**

<b>PAGES</b>	<b>AUGUST</b>	<b>AUGUST</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>	
Finance, Business & Advertising	5887	5749	2.40%	52313	51955	0.69%
Telecommunications	645	604	6.95%	5303	4991	6.27%
Computers	1684	1856	-9.28%	14956	15325	-2.41%
Software	1954	2222	-12.07%	17203	19543	-11.97%
Mfg. & Elec. Equip., Mat's & Compo	1299	1238	4.95%	10440	11275	-7.40%
Drugs & Toiletries/PERQ*	11,345	10,440	8.67%	107,376	100,919	6.40%
Services, Direct Response, Classifie	4851	4906	-1.12%	41998	42958	-2.23%
Retail	3894	3884	0.27%	35217	35363	-0.41%
Home & Building	7356	6356	15.74%	53363	52746	1.17%
Automotive	1800	2045	-11.94%	14826	14987	-1.07%
Travel	1172	1084	8.09%	8741	9252	-5.53%
<b>TOTAL</b>	<b>41888</b>	<b>40382</b>	<b>3.73%</b>	<b>361,736</b>	<b>359,312</b>	<b>0.67%</b>
<b>Horticulture and Farming</b>	<b>Pages</b>	<b>Revenue</b>		<b>Pages</b>	<b>Revenue</b>	
	<b>1144</b>	<b>\$9,520,337</b>		<b>12176</b>	<b>\$90,437,463</b>	