

TRADE PUBLICATION								
REVENUE	JULY	JULY	CHANGE %	QTD	QTD	YTD	YTD	CHANGE %
	2004	2003		2004	2003	2004	2003	
Finance, Business & Advertising	\$78,452,471	\$70,991,816	10.51%	\$78,452,471	\$70,991,816	\$610,584,727	\$586,636,764	4.08%
Telecommunications	\$11,826,410	\$11,795,687	0.26%	\$11,826,410	\$11,795,687	\$86,202,643	\$84,485,072	2.03%
Computers	\$37,812,114	\$39,294,706	-3.77%	\$37,812,114	\$39,294,706	\$273,154,475	\$265,539,137	2.87%
Software	\$31,907,025	\$38,165,091	-16.40%	\$31,907,025	\$38,165,091	\$499,403,438	\$532,794,821	-6.27%
Mfg. & Elec. Equip., Mat's & Components	\$9,775,718	\$10,376,767	-5.79%	\$9,775,718	\$10,376,767	\$108,299,835	\$113,934,092	-4.95%
Drugs & Toiletries/PERQ*	\$66,127,975	\$59,115,190	11.86%	\$66,127,975	\$59,115,190	\$503,544,227	\$467,723,429	7.66%
Services, Direct Response, Classified	\$52,936,720	\$52,379,656	1.06%	\$52,936,720	\$52,379,656	\$446,495,973	\$433,441,333	3.01%
Retail	\$41,414,425	\$37,108,819	11.60%	\$41,414,425	\$37,108,819	\$372,003,161	\$366,163,351	1.59%
Home & Building	\$90,315,288	\$78,442,916	15.14%	\$90,315,288	\$78,442,916	\$643,081,286	\$630,286,971	2.03%
Automotive	\$23,319,233	\$15,831,467	47.30%	\$23,319,233	\$15,831,467	\$137,370,583	\$129,246,704	6.29%
Travel	\$17,027,941	\$18,065,375	-5.74%	\$17,027,941	\$18,065,375	\$139,660,775	\$147,673,194	-5.43%
TOTAL	\$460,915,320	\$431,567,489	6.80%	\$460,915,320	\$431,567,489	\$3,819,801,123	\$3,757,924,867	1.65%
TRADE PUBLICATION								
PAGES	JULY	JULY	% VAR	QTD	QTD	YTD	YTD	% VAR
	2004	2003		2004	2003	2004	2003	
Finance, Business & Advertising	6052	5693	6.31%	6052	5693	46426	46201	0.49%
Telecommunications	726	627	15.72%	726	627	4658	4387	6.17%
Computers	1846	1876	-1.61%	1846	1876	13272	13469	-1.46%
Software	1869	2264	-17.43%	1869	2264	15249	17321	-11.96%
Mfg. & Elec. Equip., Mat's & Components	1203	1280	-6.02%	1203	1280	9141	10037	-8.93%
Drugs & Toiletries/PERQ*	12,983.20	11,665.62	11.29%	12,983.20	11,665.62	95,484.80	90,479.42	5.53%
Services, Direct Response, Classified	4750	4921	-3.47%	4750	4921	37147	38052	-2.38%
Retail	3484	3308	5.32%	3484	3308	31323	31479	-0.50%
Home & Building	7379	6617	11.53%	7379	6617	53386	53007	0.72%
Automotive	2308	1552	48.74%	2308	1552	13026	12942	0.65%
Travel	938	943	-0.51%	938	943	7569	8168	-7.33%
TOTAL	43539	40747	6.85%	43539	40747	326,683	325,542	0.35%
Horticulture and Farming								
	JULY 04 pgs	JULY 04 \$\$\$				YTD 04 pgs	YTD 04 \$\$\$	
	779.94	\$3,346,211				11001.2	\$81,172,643	