

BIN

December 2004 / YTD 2004

PAGES	DECEMBER	DECEMBER	% CHANGE	YTD	YTD	% CHANGE
	2004	2003		2004	2003	
Finance, Business & Advertising	7,548	6,895	9.47%	83,208	80,693	3.12%
Telecommunications	796	630	26.21%	8,701	7,971	9.15%
Computers	2,012	1,826	10.20%	23,718	24,027	-1.29%
Software	2,444	2,130	14.71%	27,759	29,839	-6.97%
Mfg. & Elec. Equip., Mat's & Components	1,192	1,101	8.25%	15,492	16,407	-5.58%
Drugs & Toiletries/PERQ*	11,140.49	10,235.73	8.84%	162,529.34	152,773.19	6.39%
Services, Direct Response, Classified	4,564	5,589	-18.34%	65,285	68,977	-5.35%
Retail	4,797	4,795	0.06%	54,321	53,864	0.85%
Home & Building	6,591	6,650	-0.89%	85,065	83,248	2.18%
Automotive	1,919	1,859	3.21%	23,853	23,345	2.17%
Travel	1,076	1,205	-10.72%	13,799	14,606	-5.53%
TOTAL	44,080	42,918	2.71%	563,731	555,752	1.44%
REVENUE	DECEMBER	DECEMBER	% CHANGE	YTD	YTD	% CHANGE
	2004	2003		2004	2003	
Finance, Business & Advertising	\$97,478,007	\$89,149,084	9.34%	\$1,113,165,380	\$1,047,772,023	6.24%
Telecommunications	\$14,722,005	\$11,733,399	25.47%	\$162,456,406	\$151,704,769	7.09%
Computers	\$45,102,723	\$40,707,166	10.80%	\$504,946,627	\$497,190,501	1.56%
Software	\$42,529,673	\$39,142,922	8.65%	\$723,216,984	\$757,139,954	-4.48%
Mfg. & Elec. Equip., Mat's & Components	\$14,777,927	\$13,073,299	13.04%	\$178,397,237	\$184,142,430	-3.12%
Drugs & Toiletries/PERQ*	\$58,584,587	\$52,547,471	11.49%	\$850,908,743	\$787,332,351	8.07%
Services, Direct Response, Classified	\$52,034,635	\$58,987,427	-11.79%	\$746,991,038	\$749,758,221	-0.37%
Retail	\$57,652,189	\$55,986,560	2.98%	\$651,966,110	\$576,419,777	13.11%
Home & Building	\$80,990,391	\$80,156,779	-0.75%	\$1,129,581,372	\$1,079,441,079	4.65%
Automotive	\$24,339,475	\$21,683,991	12.25%	\$258,550,471	\$239,071,754	8.15%
Travel	\$20,945,530	\$21,953,133	-4.59%	\$256,087,584	\$263,467,481	-2.80%
TOTAL	\$509,157,142	\$485,121,230	4.95%	\$6,576,267,952	\$6,333,440,339	3.83%
HORTICULTURE AND FARMING	Pages	Revenue		Pages	Revenue	
	1062	\$12,037,940		16660.21	\$136,770,962	