

TRADE PUBLICATION	JUNE	JUNE	%	QTD	QTD	%	YTD	YTD	%
REVENUE	2004	2003	CHANGE	2004	2003	CHANGE	2004	2003	CHANGE
Finance, Business & Advertising	\$95,879,358	\$98,664,535	-2.82%	\$296,502,805	\$274,772,118	7.91%	\$532,132,256	\$515,644,948	3.20%
Telecommunications	\$16,213,702	\$16,982,385	-4.53%	\$44,161,301	\$43,421,654	1.70%	\$74,376,233	\$72,689,385	2.32%
Computers	\$39,613,732	\$39,463,810	0.38%	\$121,893,618	\$115,811,972	5.25%	\$235,342,361	\$226,244,431	4.02%
Software	\$40,577,547	\$47,334,995	-14.28%	\$128,175,970	\$137,599,843	-6.85%	\$331,632,020	\$353,306,950	-6.13%
Mfg. & Elec. Equip., Mat's & Components	\$17,187,150	\$17,891,073	-3.93%	\$52,471,953	\$55,681,634	-5.76%	\$98,524,117	\$103,557,325	-4.86%
Drugs & Toiletries/PERQ*	\$71,466,438	\$65,728,114	8.73%	\$219,764,622	\$207,067,499	6.13%	\$435,189,422	\$408,608,239	6.51%
Services, Direct Response, Classified	\$61,787,357	\$71,045,313	-13.03%	\$189,613,331	\$202,175,270	-6.21%	\$393,559,253	\$381,061,677	3.28%
Retail	\$49,525,903	\$47,397,731	4.49%	\$169,649,278	\$159,658,835	6.26%	\$330,588,736	\$329,054,532	0.47%
Home & Building	\$99,051,515	\$95,500,153	3.72%	\$292,361,077	\$284,275,111	2.84%	\$552,765,998	\$551,844,055	0.17%
Automotive	\$18,295,532	\$21,053,236	-13.10%	\$59,623,595	\$59,131,704	0.83%	\$114,051,350	\$113,415,237	0.56%
Travel	\$18,439,427	\$22,314,697	-17.37%	\$62,340,501	\$64,725,993	-3.69%	\$122,632,834	\$129,607,819	-5.38%
TOTAL	\$528,037,662	\$543,376,043	-2.82%	\$1,636,558,052	\$1,604,321,634	2.01%	\$3,220,794,581	\$3,185,034,598	1.12%
TRADE PUBLICATION	JUNE	JUNE	%	QTD	QTD	%	YTD	YTD	%
PAGES	2004	2003	CHANGE	2004	2003	CHANGE	2004	2003	CHANGE
Finance, Business & Advertising	7073	7509	-5.81%	22040	21220	3.86%	40374	40508	-0.33%
Telecommunications	894	838	6.59%	2317	2150	7.73%	3932	3760	4.55%
Computers	1966	2034	-3.33%	5953	5981	-0.46%	11426	11593	-1.44%
Software	2263	2686	-15.74%	6946	7787	-10.80%	13380	15057	-11.14%
Mfg. & Elec. Equip., Mat's & Components	1401	1459	-3.95%	4333	4467	-2.99%	7938	8757	-9.35%
Drugs & Toiletries/PERQ*	13,595	12,597	7.92%	41780	40246	3.81%	82,044	78,814	4.10%
Services, Direct Response, Classified	5043	6327	-20.30%	16195	17979	-9.92%	32397	33131	-2.22%
Retail	4395	4129	6.44%	14230	13467	5.66%	27839	28171	-1.18%
Home & Building	7886	7707	2.33%	24228	23863	1.53%	46007	46390	-0.82%
Automotive	1742	2089	-16.59%	5668	5917	-4.20%	10718	11390	-5.90%
Travel	1004	1257	-20.07%	3372	3582	-5.84%	6637	7225	-8.13%
TOTAL	47264	48632	-2.81%	147064	146659	0.28%	282,693	284,796	-0.74%
Horticulture and Farming	JUNE 04 Page	JUNE 04 Rev.					YTD pages	YTD Revenue	
	934.13	\$4,220,735					10221.26	\$77,826,432	