



The Association of Business Media Companies

**PRESS RELEASE**

**BUSINESS-TO-BUSINESS MEDIA EXPANDS REPORTING MODEL**

*New Business Information Network (BIN) approach coincides with SRDS categories*

**NEW YORK, April 20, 2005**—American Business Media has augmented its reporting model for magazine advertising sales in industry markets as relayed through the Business Information Network (BIN). Beginning in first quarter of 2005, BIN reports examine 22 super SRDS markets comprised of all business-to-business books tracked by IMS, the auditor in the market, and PERQ/HCI for healthcare figures. The new model also boosts the database from 800 business-to-business publications to more than 1,600 publications.

“This enhanced system is more representative of the size and scope of the business-to-business publishing universe,” said Gordon T. Hughes II, president/CEO of American Business Media. “By investigating 22 categories across more than 1,600 publications, we can monitor and analyze our industry with great accuracy and insight. It is the first step to offering a complete analysis of business-to-business media that will soon include several media platforms.”

The new BIN categories are:

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| Agriculture                        | Miscellaneous*                    |
| Architecture, Design, Lighting     | Movies, Radio, TV & Video         |
| Automotive                         | Professional Services             |
| Aviation, Aerospace & Military     | Resources Environment, Utilities  |
| Banking, Financial, Insurance      | Restaurants, Foodservice, Lodging |
| Building, Design, Construction     | Gaming                            |
| Business, Advertising & Marketing  | Retail, Services                  |
| Computing, Software, Telecom       | Science, Research & Development   |
| Electronic Engineering             | Transportation, Logistics         |
| Government (Local, State, Federal) | Travel, Conventions & Meetings    |
| MFG, Processing                    | Healthcare**                      |

# AMERICAN BUSINESS MEDIA

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*BIN continued...*

The new reporting model still shows positive movement in 2005 with January ad revenue experiencing an increase of 3.69 percent over the previous January, and February revenue tallying 2.23 percent higher than Y-T-D totals of the previous year.

The data, by category, is available on ABM's Web site

([www.americanbusinessmedia.com](http://www.americanbusinessmedia.com)) or by follow these links

<http://www.americanbusinessmedia.com/images/abm/pdfs/resources/BIN/Jan05.pdf>

<http://www.americanbusinessmedia.com/images/abm/pdfs/resources/BIN/Feb05.pdf>

*\*Miscellaneous includes categories for Arts, Coin Operated & Vending Machine, Security and Classified pages across all categories.*

The Business Information Network (BIN), created by American Business Media, tracks b-to-b print ad spending and pages. Founded in 1906, American Business Media is the industry association for b-to-b information providers. Its 250-plus member companies reach an audience of more than 90 million professionals and represent over 3,700 print and online titles.

As of January 2004, the BIN reports are provided by IMS/The Auditor. IMS monitors advertising in more than 1600 business-to-business publications. \*\*In addition, PERQ/HCI— tracking more than 500 medical publications—provides information for the Healthcare category.

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