

AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

B-TO-B AD PAGES UP 6.9% IN JULY, SPENDING UP 6.8%

Year to date, pages are up 0.4% and dollars are up 1.6%

NEW YORK, September 10, 2004—Business-to-business ad pages increased 6.9% in July compared to the year-ago period, according to the Business Information Network (BIN) report released today by American Business Media. That has been the largest month-over-month increase in ad pages since late 2000. Ad spending in July was up 6.8%. Year-to-date ad dollars showed a 1.6% increase, with ad pages up 0.4%.

“We’re encouraged by the July numbers—we expected this kind of growth to come about a little later in the year,” said Gordon Hughes, president and CEO of American Business Media. “We appear to be on track for 2% to 4% revenue growth in 2004.”

Ad Pages

Six categories showed improvement in ad pages in July compared to the same period a year ago. Automotive led the way, with a 48.7% increase. Telecommunications were up by 15.7%; Home & Building up 11.5%; Drugs & Toiletries up 11.3%; Finance, Business & Advertising up 6.3%; and Retail up 5.3%. Software suffered the biggest drop, down 17.4%. Manufacturing & Electrical Equipment, Materials & Components were down 6.0%; Services, Direct Response & Classified down 3.5%; Computers down 1.6%; and Travel down by 0.5%.

Ad Spending

Seven categories posted an increase in July ad spending. Automotive was up 47.3%; Home & Building up 15.1%; Drugs & Toiletries up 11.9%; Retail up 11.6%; Finance, Business & Advertising up 10.5%; Services, Direct Response & Classified up 1.1%; and Telecommunications up 0.3%. The remaining categories were down: Software by 16.4%; Manufacturing by 5.8%; Travel by 5.7%; and Computers by 3.8%.

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 230-plus member companies reach an audience of more than 90 million professionals and represent over 3,700 print and online titles.

As previously reported, as of January 2004 the BIN reports are being provided by IMS/The Auditor. IMS monitors advertising in 800 b-to-b publications. In addition, PERQ/HCI—which tracks more than 500 medical publications—provides information for the Drugs & Toiletries category. The Horticulture & Farming numbers are reported separately in 2004, because IMS does not have comparative data from 2003.

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