

AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

B-TO-B AD PAGES WERE UP 3.4% IN MAY, SPENDING UP 6.1%

Year to date, dollars are up 1.8% and pages are down 0.9%

NEW YORK, July 16, 2004—For the first time since December 2003, business-to-business ad pages were up compared to the year-ago period: May ad pages rose 3.4%, according to the Business Information Network (BIN) report released today by American Business Media. Ad spending in May was up 6.1%. Year-to-date ad dollars showed a 1.8% increase, with ad pages down 0.9%.

“We’re encouraged by the May numbers,” said Gordon Hughes, president and CEO of American Business Media. “We believe that the upswing in b-to-b will continue to the second half of the year.”

Ad Pages

Seven categories showed improvement in ad pages in May compared to the same period a year ago. Finance, Business & Advertising led the way, with a 17.5% increase. Telecommunications were up by 10.4%; Retail up 8.8%; Computers up 6.2%; Home & Building up 3.9%; Travel up by 5.0% and Drugs & Toiletries up 2.1%. Services, Direct Response & Classified suffered the biggest drop, down 8.8%. Manufacturing & Electrical Equipment, Materials & Components were down by 8.2%; Software was down 5.5%; and Automotive down 0.3%.

Ad Spending

Nine categories posted an increase in May ad spending. Finance, Business & Advertising was up 22.7%; Telecommunications up 11.8%; Computers up 11.3%, Retail up 9.4%; Travel up 6.1%; Drugs & Toiletries up 4.1%; Automotive up 3.6%; Home & Building up 2.4% and Software up 0.6%. The remaining categories were down: Services, Direct Response & Classified by 7.0% and Manufacturing by 6.2%.

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 239 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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