



**The Association of Business Media Companies**

**PRESS RELEASE**

**AD REVENUE GROWTH CONSISTENT IN BUSINESS PUBLICATIONS**

*Year-to-date ad revenue up by 3.35% over same period 2004*

**NEW YORK, September 15, 2005** —Advertising revenue growth among business publications remains healthy into the third quarter of 2005. Though monthly revenue totals increased a modest 0.26%, the Business Information Network (BIN) report for July 2005 shows combined revenues of the year-to-date are up 3.35% compared to the previous year. The Banking, Financial, Insurance and Government (Local, State, Federal) categories lead with 17.32% and 15.07% increases in revenue, respectively, during the year-to-date. The Travel, Conventions & Meetings category shows the most growth for the month of July, up 25.01% from 2004. Ad page growth also had some strong performers, with leading category Automotive increasing ad pages 23.13% in year-to-date totals.

“It is a good sign that print revenue continues to show positive movement even through the summer months,” said Gordon T. Hughes, II, president/CEO of American Business Media. “The modest progress of print continues to be an additive factor in the robust growth of business media and information industry overall.”

Ad page increases for many other categories were strong as well. Year-to-date figures for the Banking, Financial, Insurance category increased 19.78% over last year, while the Resources, Environment, Utilities category increased 11.35%. Total pages for the year-to-date are up 1.28% over 2004.

In January 2005, American Business Media augmented its reporting model for magazine advertising sales in industry markets, as relayed through BIN, by examining 22 markets comprised of all business-to-business books tracked by IMS/The Auditor, and PERQ/HCI for healthcare figures.

The data, by category, is available on [ABM's Web site](#) or by following this link:

[http://americanbusinessmedia.com/images/abm/pdfs/resources/BIN/BIN\\_JULY\\_2005.pdf](http://americanbusinessmedia.com/images/abm/pdfs/resources/BIN/BIN_JULY_2005.pdf)

# AMERICAN BUSINESS MEDIA

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The new BIN categories are:

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

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

*\*\* From PERQ/HCI.*

About American Business Media:

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 nearly 5000 print and online titles.

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