



The Association of Business Media Companies

PRESS RELEASE

BUSINESS PUBLICATIONS SHOW CONTINUED AD REVENUE GROWTH

Year-to-date ad revenue up by 3.57% over same period 2004

NEW YORK, August 22, 2005 — For the sixth month in a row, advertising revenue among business publications has shown solid growth. The Business Information Network (BIN) report for June 2005 shows combined revenues of the first half of 2005 are up 3.57% compared to the previous year. Monthly totals show an increase in revenue of 3.34% over June 2004. The Government (Local, State, Federal) and Banking, Financial, Insurance categories led the pack with 18.87% and 14.99% increases in revenue, respectively, in the first six months of 2005. The Science, Research, & Development category shows the most growth for the month of June, up 22.97% from 2004. Automotive ad pages were up by 23.13% in year-to-date totals.

“This is a positive indication for the industry and is in line with our forecast of 3% to 4% revenue growth for the 2005,” said Gordon T. Hughes, II, president and CEO of American Business Media. “Print revenue continues its modest growth and adds to the overall good health of the business-to-business industry.”

Ad page increases for many other categories were strong as well. June figures for the Retail, Services category increased 13.27% over June of last year. The Aviation, Aerospace & Military category also showed healthy page-growth in June, increasing 10.72%. Total pages for the year-to-date are up 1.79% 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](http://americanbusinessmedia.com/images/abm/pdfs/resources/BIN/BIN_MAY_2005.pdf) or by following this link:
http://americanbusinessmedia.com/images/abm/pdfs/resources/BIN/BIN_MAY_2005.pdf



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The new BIN categories are:

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|------------------------------------|-----------------------------------|
| 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 |
| Business, Advertising & Marketing | Gaming |
| Computing, Software, Telecom | Retail, Services |
| Electronic Engineering | Science, Research & Development |
| Government (Local, State, Federal) | Transportation, Logistics |
| Healthcare** | Travel, Conventions & Meetings |

**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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