

BIN

September 2004

REVENUE	SEPTEMBER 2004	SEPTEMBER 2003	% CHANGE	QTD 2004	QTD 2003	% CHANGE	YTD 2004	YTD 2003	% CHANGE
Finance, Business & Advertising	\$101,780,496	\$103,822,904	-1.97%	\$258,372,085	\$248,794,254	3.85%	\$790,504,341	\$764,439,202	3.41%
Telecommunications	\$17,058,686	\$14,136,545	20.67%	\$40,329,217	\$36,693,728	9.91%	\$114,705,450	\$109,383,113	4.87%
Computers	\$44,037,619	\$50,458,785	-12.73%	\$117,443,235	\$128,032,423	-8.27%	\$352,785,596	\$354,276,854	-0.42%
Software	\$44,601,555	\$47,897,536	-6.88%	\$111,010,781	\$123,909,635	-10.41%	\$578,507,194	\$618,539,365	-6.47%
Mfg. & Elec. Equip., Mat's & Components	\$15,330,623	\$17,270,982	-11.23%	\$38,801,929	\$41,913,406	-7.42%	\$137,326,046	\$145,470,731	-5.60%
Drugs & Toiletries/PERQ*	\$76,688,394	\$72,799,356	5.34%	\$201,387,814	\$185,865,262	8.35%	\$641,372,288	\$594,473,501	7.89%
Services, Direct Response, Classified	\$64,987,281	\$70,036,900	-7.21%	\$173,021,856	\$176,683,515	-2.07%	\$566,581,109	\$557,745,192	1.58%
Retail	\$54,947,838	\$55,147,079	-0.36%	\$143,830,093	\$138,071,224	4.17%	\$474,418,829	\$467,125,756	1.56%
Home & Building	\$107,808,413	\$103,543,366	4.12%	\$287,677,032	\$258,726,520	11.19%	\$840,443,030	\$810,570,575	3.69%
Automotive	\$21,556,660	\$21,838,869	-1.29%	\$63,498,851	\$56,905,391	11.59%	\$177,550,201	\$170,320,628	4.24%
Travel	\$25,641,237	\$28,360,710	-9.59%	\$66,050,304	\$66,949,063	-1.34%	\$188,683,138	\$196,556,882	-4.01%
TOTAL	\$574,438,800	\$585,313,032	-1.86%	\$1,501,423,195	\$1,462,544,420	2.66%	\$4,862,877,220	\$4,788,901,799	1.54%
PAGES	SEPTEMBER 2004	SEPTEMBER 2003	% CHANGE	QTD 2004	QTD 2003	% CHANGE	YTD 2004	YTD 2003	% CHANGE
Finance, Business & Advertising	7497	7641	-1.88%	19436	19083	1.85%	59810	59636	0.29%
Telecommunications	907	773	17.38%	2278	2004	13.69%	6210	5764	7.74%
Computers	2103	2373	-11.39%	5633	6105	-7.74%	17059	17698	-3.61%
Software	2516	2713	-7.24%	6339	7199	-11.94%	19719	22256	-11.40%
Mfg. & Elec. Equip., Mat's & Components	1277	1461	-12.63%	3779	3979	-5.04%	11717	12736	-8.00%
Drugs & Toiletries/PERQ*	14,720	14,163	3.93%	39048	36268	7.67%	122,138	115,082	6.13%
Services, Direct Response, Classified	6081	6962	-12.65%	15682	16789	-6.59%	48079	49920	-3.69%
Retail	4467	4537	-1.55%	11845	11729	0.99%	39684	39900	-0.54%
Home & Building	8628	8516	1.32%	23363	21489	8.72%	61991	61262	1.19%
Automotive	2097	2101	-0.18%	6205	5698	8.90%	16923	17058	-0.79%
Travel	1299	1506	-13.76%	3409	3533	-3.52%	10040	10758	-6.68%
TOTAL	51592	52746	-2.19%	137019	133875	2.35%	413,371	412,069	0.32%
HORTICULTURE AND FARMING	Pages	Revenue					Pages	Revenue	
	1213	\$13,491,043					13388.04	\$100,403,949	